



## MARKET 2DAY

### INTRODUCING MARKET 2DAY!

Market 2day is a mobile app and delivery service for farmers markets launching in the Greater Boston area in 2018.

People **love** their local farmers markets but often don't shop there because:

- 1) They are **unpredictable** – you never know for sure if you'll be able to find what you are looking for
- 2) They are **inconvenient** - open for only a few hours/week, often on weekdays when many people are at work.



Market 2day removes these issues directly. With the mobile app, consumers who are interested in farmers markets will be able to:

- 1) **Find and track farmers markets nearby**
- 2) **See the vendors at the market each week and what they are bringing**
- 3) **Order items to be delivered to their home through the app at select markets**

### WHAT IS MARKET 2DAY'S VALUE TO A FARMERS MARKET VENDOR?

Market 2day boosts farmers market sales by bringing more customers to the market and enabling vendors to sell to customers who can't get there.

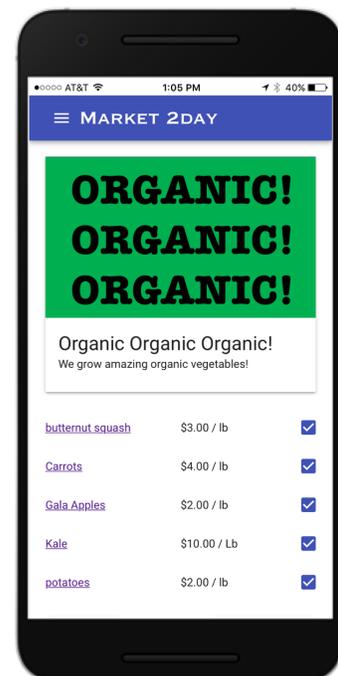
### POWERFUL MOBILE MARKETING TOOL

With Market 2day vendors have a free marketing tool that allows them to engage customers interested in the markets they are attending via a mobile app.

Today a farmers market vendor's marketing tools are limited. If a customer already knows you, they may follow you on social media or subscribe to your newsletter. However, given that the average consumer feels over-saturated by advertising today, many social media posts and newsletters go unread, even from a favorite vendor.

Reaching a customer who doesn't know you is even more difficult and vendors are reliant on the marketing effectiveness of each individual farmers market.

Market 2day solves these issues. With Market 2day, vendor and their products can be seen by any customer coming to the market





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before they ever get there. If a customer is looking for a specific product or attribute in a vendor, whether it be all natural beef or participation in HIP, they can find it. If a customer knows you have what they want, there is a much better chance that they will seek you out.

### **NEW SALES CHANNEL TO REACH MORE CUSTOMERS**

There are many customers who wish they could buy farmers market products but just can't get to the market when it is open. By participating in Market 2day delivery services, a vendor can reach these unserved customers.

Consumers are increasingly relying on delivery services for their groceries. But farmers market vendors are largely left out of this trend that is powering AmazonFresh and various meal kit companies.

Market 2day turns a farmers market into a virtual food hub. Vendors can capitalize on the fact that there is wide range of vendors and products a customer can source to fill a big shopping basket, making this a better option for local food lovers than a national grocery chain.



### **Cost to the Vendor = \$0**

There is no fee for a vendor to register in the Market 2day app or to have your orders delivered by Market 2day. In 2018 all of Market 2day's revenue will come from delivery fees charged to the customer (\$10/order).

### **HOW DOES IT WORK?**

When a vendor sets up their account in Market 2day, they create two lists:

- List of products for sale this season
- List of all the markets of interest

Each list can be edited at any time.

After the initial set up, each week vendors only need to spend a few minutes selecting/de-selecting the products they have each week and selecting/de-selecting markets that they are attending. The Market 2day app then takes this information across all vendors and assembles a complete view for the customer at each market. This functionality is currently available in the Market 2day app.

By Spring 2018 the Market 2day app will add the ability for a customer to order items from the farmers market and have them delivered on weeks they can't make it to the market.



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If a vendor is participating in Market 2day delivery services, they will receive a bulk order compiled of a summary of all customer orders the morning before market day.

On the day of the market, a Market 2day shopper will collect the bulk orders from all the vendors at the market and confirm actual amounts received.

The shopper sorts the bulk orders into individual customer orders and packages them, except for food which must be refrigerated. This food is separately bagged and placed in a climate controlled container to stay chilled until the point of delivery when it is combined with the rest of order.

Vendor payment is initiated when the customer's credit card is charged

### DELIVERY TIMELINE

<i>12AM - Ordering opens</i>	<i>7AM - Ordering closes</i> <i>8AM Orders sent to vendors</i>	<i>Market 2day receives orders from vendors</i> <i>Market 2day delivers to customers</i>
3 days before the market	1 day before the market	Market Day!

### WHAT IS REQUIRED TO BE A MARKET 2DAY VENDOR?

To have a Market 2day account, a vendor simply agrees to represent their products and the markets they are attending accurately and to fulfill orders placed via Market 2day.

Market 2day was started with the mission of growing and strengthening the local food community. Farmers market vendors are our most important partners in this effort. We look forward to working with you!

**MARKET 2DAY – CONNECTING FARMERS MARKETS  
WITH THE CUSTOMERS WHO LOVE THEM**



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Photo by [Tim Mossholder](#) on [Unsplash](#)