

# Online Local Food Platforms: A Nantucket Case Study

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## **Sustainable Nantucket:**

Yeshe Palmo  
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Michelle Whelan



# Background: Sustainable Nantucket and Local Food

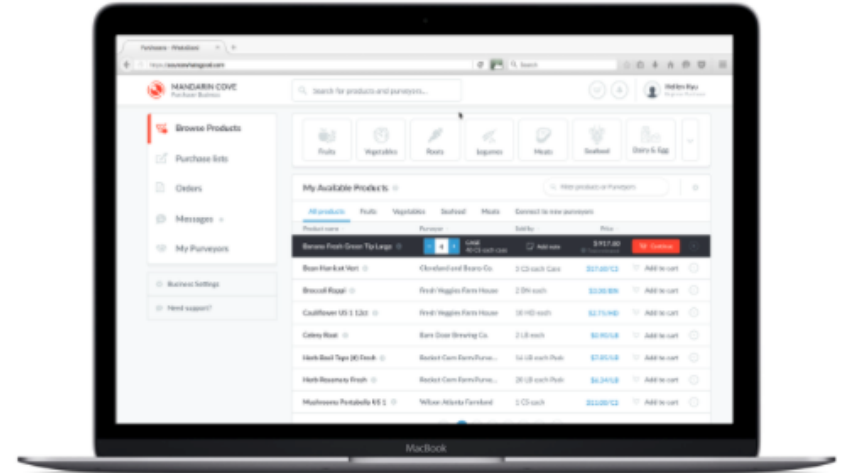
SN Mission: Build a more locally-based and self-reliant food system on Nantucket through providing education, expanding production, increasing demand, and improving distribution.



# Background: Online Local Food Platform

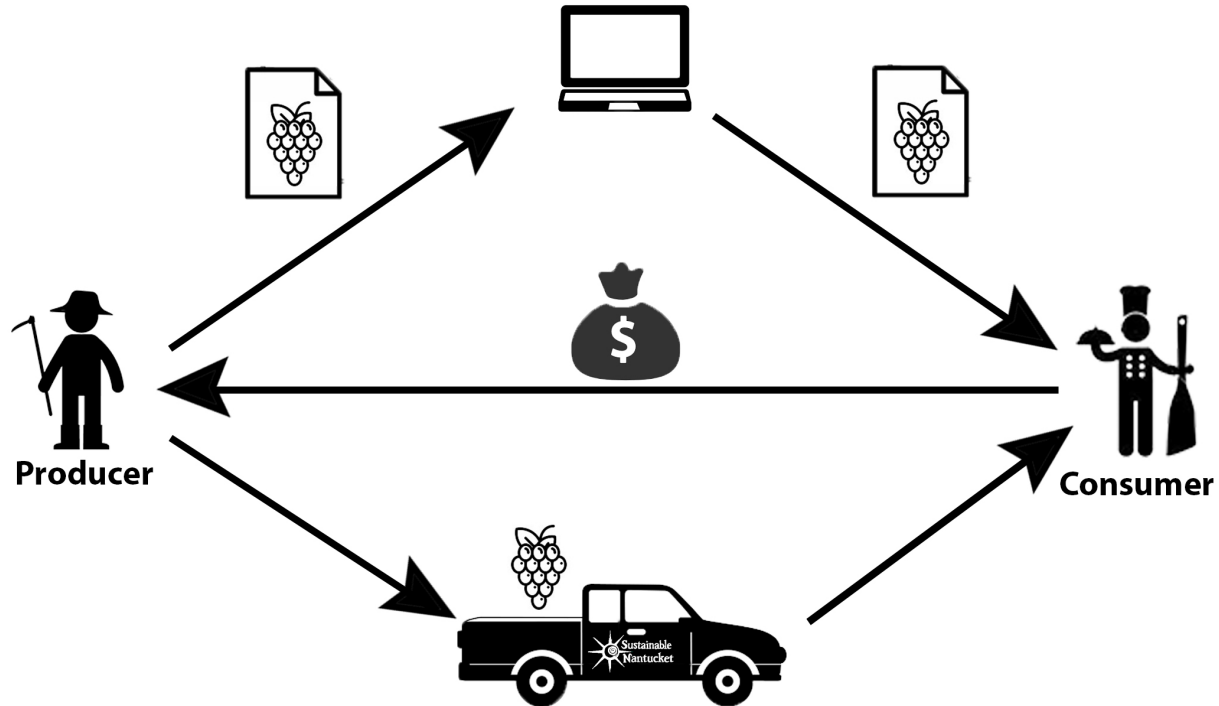
## What does an online platform have?

- Producer and consumer profiles
- Order coordination options
- Product listings and details



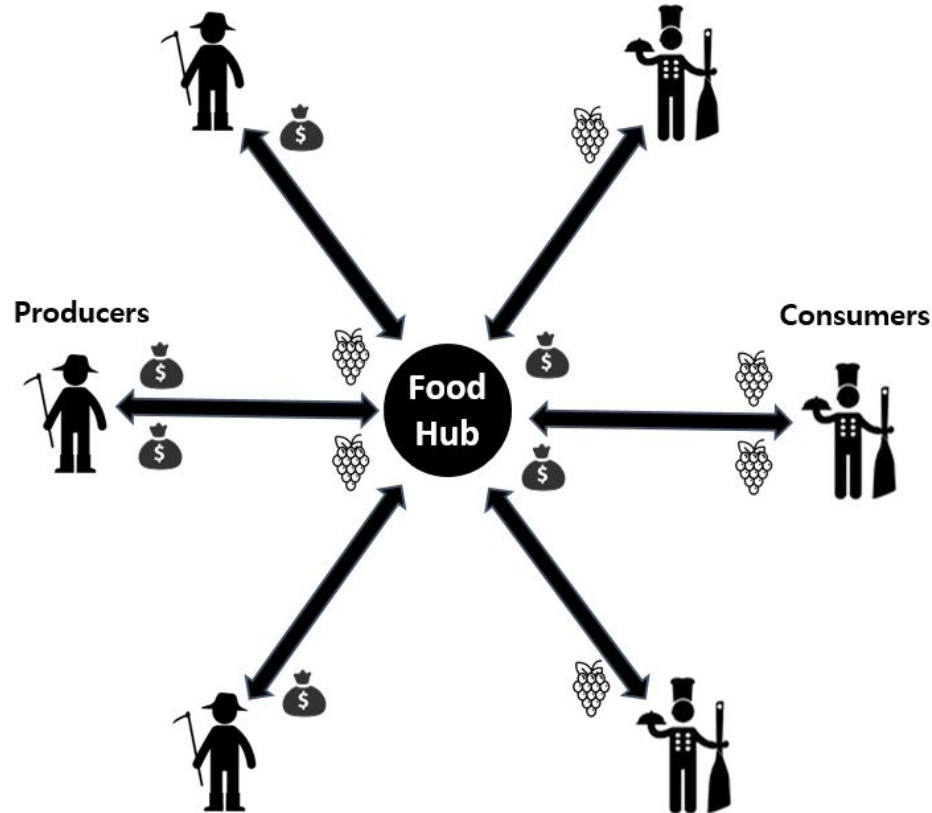
sourcewhatsgood.com

# Background: Local Food Business Models



**Sustainable Nantucket's current business model**

# Background: Local Food Business Models



Food Hub business model

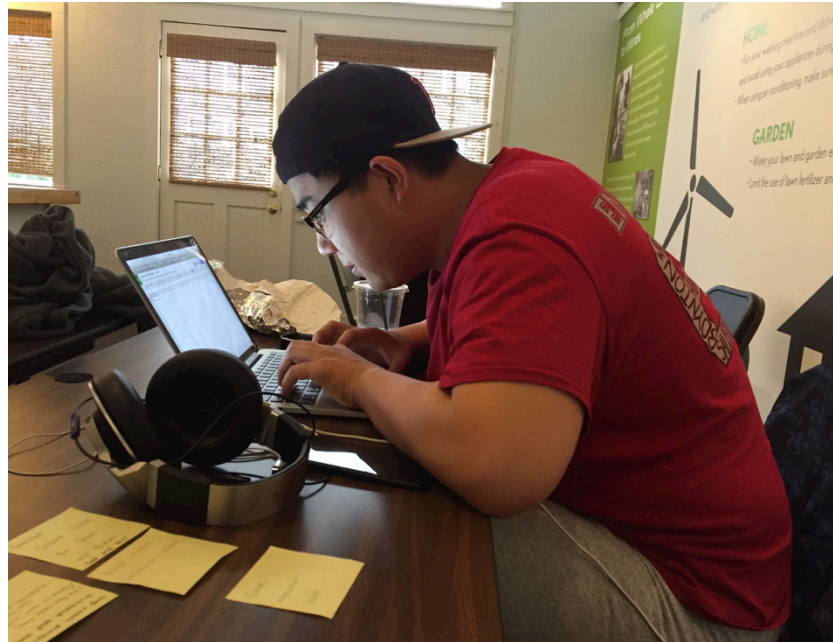
# Main Opportunity for Improvement

- SN ran an online platform pilot program in 2016 with WhatsGood
- SN was put in a challenging position
  - Stakeholders need security
  - Could not afford another bad year



# Mission

Create a recommendation for Sustainable Nantucket about which online platform they should use for local food sales coordination.



# Project Objectives and Methods

## Objective 1: Understand perspectives in the Nantucket local food system

- Interviews and a focus group with local farmers, chefs, SN delivery coordinator
- Created a concise list of features stakeholders wish to see in a platform





# Project Objectives and Methods

## Objective 2: Test and assess platforms

- WhatsGood
- FarmersWeb
- Local Food Marketplace



# Project Objectives and Methods (cont.)



**Objective 3: Construct a recommendation by comparing features and cost.**

# Project Objectives and Methods (cont.)



## Objective 4: Compile insights and recommendations on local food system operations

- Communication
- Education
- Expansion



# Objective 1: Understanding Perspectives

## **Coordinators (Sustainable Nantucket):**

- Notifications about orders for delivery
- Notifications about platform updates
- Closed Nantucket network

## **Producers (Farmers):**

- Sales-percentage based fee
- Mobile capabilities

## **Consumers (Chefs):**

- Inventory list: local, in stock
- Push notifications





SEARCH FOR PRODUCTS OR PURVEYORS...

Connected

All Products



Arugula, Baby - Sylvetta

Lazy Man Gardens

\$14.00/LB · LB



Carrots, Standard - carrots, only for WPI team

Lazy Man Gardens

\$1.00/EA · EA



Garlic, Standard - Organic

Lazy Man Gardens

\$10.00/QT · QT



Kale, Curly - Frilly-SALE!!!

Lazy Man Gardens

\$6.00/LB · LB



Lettuce, Loose leaf - FRILLY MIX

Lazy Man Gardens

\$12.00/LB · LB



Microgreens, Cilantro - 10x20 returnable tray

Lazy Man Gardens

\$25.00/EA · EA



Microgreens, Marigold - 10x1020 returnable...

Lazy Man Gardens



Browse



Orders



Purveyors



Settings










# WhatsGood

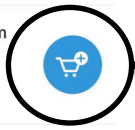
## Choose a product

SEARCH FOR PRODUCTS OR PURVEYORS...

Connected

All Products

-  Arugula, Baby - Sylvetta  
Lazy Man Gardens  
\$14.00/LB · LB
-  Carrots, Standard - carrots, only for WPI team  
Lazy Man Gardens  
\$1.00/EA · EA
-  Garlic, Standard - Organic  
Lazy Man Gardens  
\$10.00/QT · QT
-  Kale, Curly - Frilly-SALE!!!  
Lazy Man Gardens  
\$6.00/LB · LB
-  Lettuce, Loose leaf - FRILLY MIX  
Lazy Man Gardens  
\$12.00/LB · LB
-  Microgreens, Cilantro - 10x20 returnable tray  
Lazy Man Gardens  
\$25.00/EA · EA
-  Microgreens, Marigold - 10x1020 returnable...  
Lazy Man Gardens



SEARCH FOR PRODUCTS OR PURVEYORS...

Connected

All Products

Carrots, Standard - carrots, only for WPI team Cancel

Amount 1 EA

Subtotal (approx.) \$1.00

Product Note (optional)

**ADD TO CART**

# Place your order

SEARCH FOR PRODUCTS OR PURVEYORS...

Connected

All Products



Arugula, Baby - Sylvetta

Lazy Man Gardens

\$14.00/LB · LB



Carrots, Standard - carrots, only for WPI team

Lazy Man Gardens

\$1.00/EA · EA



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\$25.00/EA · EA



Microgreens, Marigold - 10x1020 returnable...

Lazy Man Gardens



Browse



Orders



Purveyors



Settings

SEARCH FOR PRODUCTS OR PURVEYORS...

Connected

All Products

Carrots, Standard - carrots, only for WPI team

Cancel

Amount

1 EA

Subtotal (approx.)

\$1.00

Product Note (optional)

ADD TO CART

Microgreens, Cilantro - 10x20 returnable tray

Lazy Man Gardens

\$25.00/EA · EA

Microgreens, Marigold - 10x1020 returnable...

Lazy Man Gardens



Browse



Orders



Purveyors



Settings

FILTER YOUR ORDERS...

PENDING ORDERS (1)

5a67a35d · Dec 01, 2016

Lazy Man Gardens

\$1.00 (Waiting for response)

LG



Accepted Orders

(4) >



Delivered Orders

(0) >



Canceled Orders

(4) >



Browse



Orders



Purveyors

16

Settings



## Major benefits of WhatsGood:

- ✓ Easy to Use
- ✓ Mobile App
- ✓ Visible Product Photos

## Limitations of WhatsGood:

- ✗ No push notifications
- ✗ Evolving software



## LOGISTICS

Create New Delivery Zone

Create Pickup Location

Vacation

## Delivery Zones

## Create Delivery Zone

Selection Mode:

States

Counties

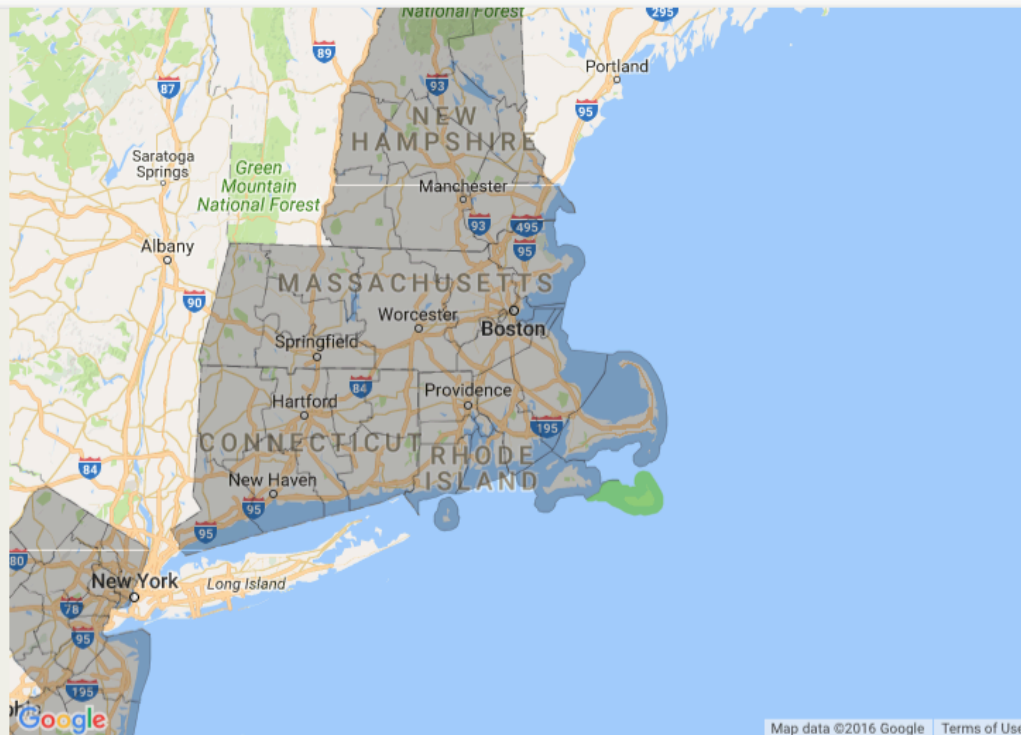
Cities

Custom

Nantucket ✕

Save Delivery Zone

Cancel



**LOGISTICS**

Delivery Zones

Create Delivery

Selection Mode:

States

Counties

Delivery Zone Name

Nantucket ✕

✔ Save Delivery Zone

**Major benefits of FarmersWeb:**

- ✔ Logistics Provider Account
- ✔ Delivery Zones

**Limitations of FarmersWeb:**

- ✕ No farmer/chef connections
- ✕ No mobile app
- ✕ Complicated cost options

Wholesale Friday: Place your orders by Wednesday, November 30 at 12:00 PM! Use the Promo Code TOTES on Orders over \$35 to receive a free tote bag with you...



Wholesale Friday ▾

## All Products

Sort: [By Category ▾](#)

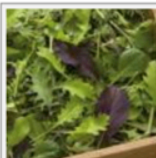
Shop By ▾

Narrow your choices

▾ Producers

▾ Attributes

- Certified Naturally Grown
- Food Alliance Certified
- GMO free
- USDA Certified Organic



### Braising Mix, Asian Greens

*My Fair Lady Farm*

Great for Stir Fry!

8 oz. - \$5.10

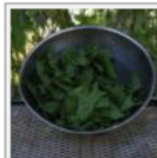


### Mustard, Mizuna

*My Fair Lady Farm*

Crispy crunch and mild flavor

8 oz. - \$4.80



### Spinach

*My Fair Lady Farm*

4 oz. - \$3.60



### Lettuce, Spicy Salad Mix

*My Fair Lady Farm*

Bump it up a notch!

4 oz. - \$4.08



### Endive

*My Fair Lady Farm*

Crisp texture & a sweet, nutty flavor

4 oz. - \$3.18



### Onions, Red, Organic

*Goose Creek Organics*

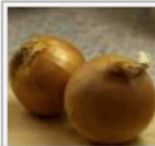
40 lb. bag, Jumbo - \$29.40



### Onions, White, Organic

*Goose Creek Organics*

Enjoy the soft texture and sharp flavor



### Onions, Yellow, Organic

*Goose Creek Organics*

Standard cooking onion, yum!

### Pepper, Garden Salsa

*Blue Barn Produce*

Not quite as hot as a jalapeno

Final price updated with exact weight. Price based on unit price of \$0.65 / lb.

## Major benefits of Local Food Marketplace:

- ✓ Customizable mobile app
- ✓ Visible product photos

## Limitations of Local Food Marketplace:

- ✗ Designed for a food hub
- ✗ Reduces producer/consumer interaction

	WG	FW	LFM
<b>Overall:</b>			
Mobile App Capabilities	Yellow	Red	Green
Closed Network	Green	Red	Green
Administrative Capabilities	Yellow	Red	Green
Delivery Coordination	Yellow	Green	Green
Tutorial of the use of platform	Green	Green	Green
Quick customer service response	Green	Green	Green
<b>Producer:</b>			
Upload/Delete produce & Generate pick list	Green	Green	Green
Real time inventory quantity update	Green	Green	Green
Contact consumer about order changes	Green	Grey	Green
Upload produce photo	Green	Green	Green
Hide items with zero inventory	Yellow	Green	Grey
Marketing Tips	Red	Green	Grey
Custom price list	Yellow	Green	Grey
Review order histories	Green	Green	Green
<b>Consumer:</b>			
Look up products by produce type / producer	Green	Green	Green
Contact producer on platform about order changes	Green	Grey	Grey
See photo of produce & Review order histories	Green	Green	Green
Online payment	Red	Green	Green
Add/Delete item in shopping cart	Green	Green	Green
Push Notifications	Yellow	Red	Grey
Email Notifications	Green	Green	Green



Green	Currently exists
Yellow	In development
Red	Does not exist
Grey	Did not test

# Cost Analysis at \$2,000 sales \* 10 farmers

	<b>WhatsGood</b> 1.5% of sales	<b>FarmersWeb</b> 3% of sales \$40 or \$75 flat rate	<b>Local Food Marketplace</b> Billed to SN
Fee 1:	\$30/year	\$60/year	Setup Fee \$1,498 (first year)
Fee 2:	N/A	N/A	Account & Application \$2,976/year
Fee 3:	N/A	N/A	Content & Member Management \$1,176/year
Cost per farmer:	<b>\$30/year</b>	<b>\$60/year</b>	<b>\$565/year</b>
Total Cost:	<b>\$300/year</b>	<b>\$600/year</b>	<b>\$5,650/year</b>

# Cost Analysis at \$10,000 sales \* 10 farmers

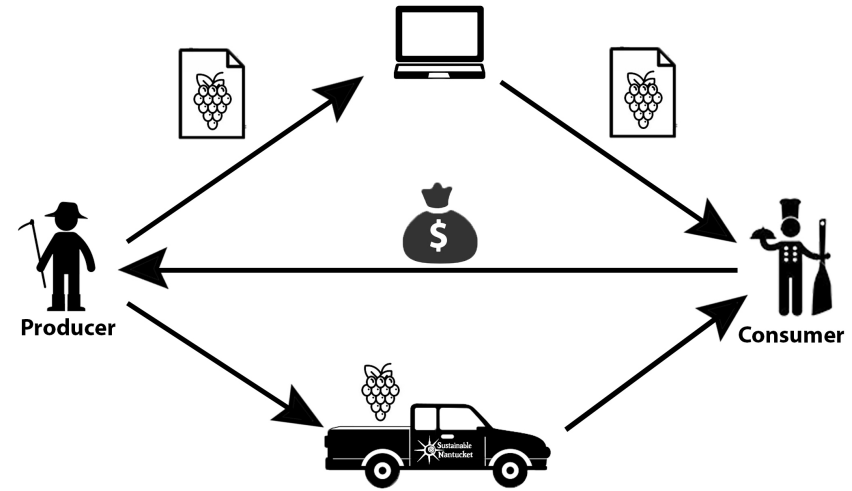
	<b>WhatsGood</b> 1.5% of sales	<b>FarmersWeb</b> 3% of sales \$40 or \$75 flat rate	<b>Local Food Marketplace</b> Billed to SN
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Cost per farmer:	<b>\$150/year</b>	<b>\$300/year</b>	<b>\$565/year</b>
Total Cost:	<b>\$1,500/year</b>	<b>\$3,000/year</b>	<b>\$5,650/year</b>



# Platform Recommendation to SN

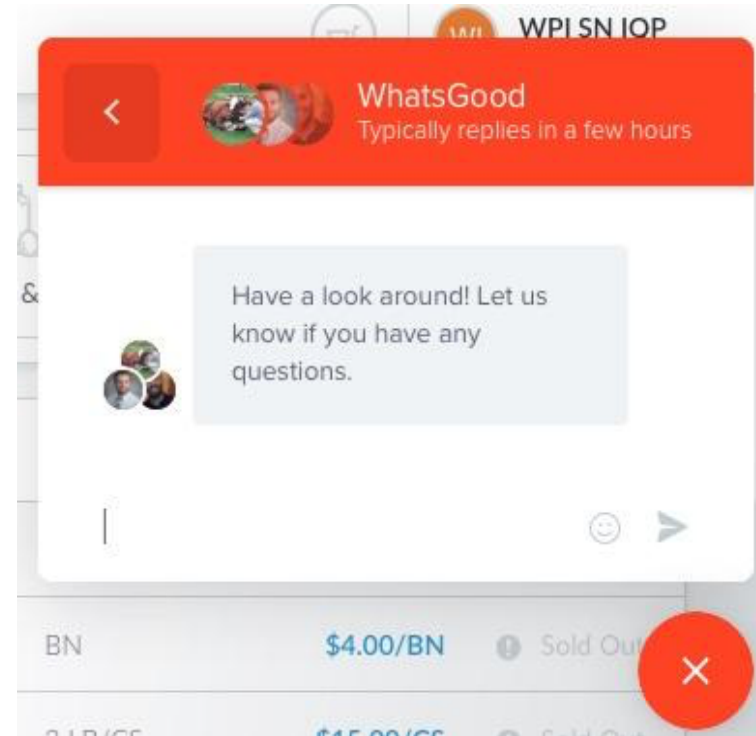
Based on our evaluations and cost analysis, we recommend that SN continue their partnership with WhatsGood

- Least expensive for farmers
- Mobile app available
- Fits current business model
- Strong partnership possibility



# Sustainable Nantucket-WhatsGood Coordination

- Increased communication between SN and WhatsGood
  - Website/App updates
  - Utilize the onsite chat feature



A photograph of a person in a red long-sleeved shirt and black shorts working in a garden. The person is standing on a large, dark, textured tarp or plastic covering a raised bed. In the background, there is a large, arched greenhouse structure made of wood and glass. Another person in a dark jacket is visible in the distance, working near a white-covered structure. The sky is overcast and grey.

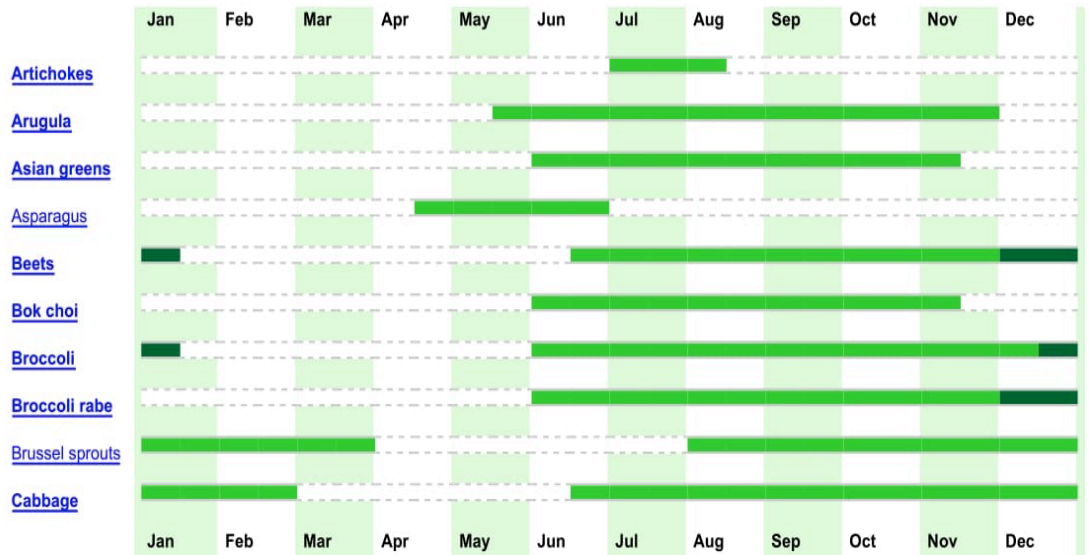
# Potential Future Projects

# Farmer Education

- Communication
- Marketing
- Cooperative planning

## Rhode Island Vegetables

■ fresh and in season  
■ available from storage



## Harvest Calendar

# Delivery Service Expansion

- Borrow refrigerated truck
- Increase frequency
- Include local seafood producers and larger farms





**We would like to thank our liaisons at Sustainable Nantucket, their stakeholders, and our advisors for their information and assistance in our project.**



**QUESTIONS?**