

# Local Food MARKETPLACE

## Kitchen Garden Farm

SUNDERLAND, MA

Located in the heart of Western Massachusetts' Pioneer Valley, Kitchen Garden Farm is a 50-acre, Certified Organic vegetable farm owned and operated by Tim Wilcox and Caroline Pam. They grow a full line of seasonal produce with a focus on specialty sweet & hot peppers and Italian vegetables like fennel, broccoli rabe and radicchio, as well as bottling fire-roasted salsa and Good Food Award-winning naturally fermented sriracha made with ingredients grown on their farm. They sell to restaurants, grocery stores, farm stores, and food hubs.



Photos Courtesy of Kitchen Garden Farm

## The Challenge

Business was booming for Tim and Caroline, but sales and ordering were starting to eat up more time than they had to spare. They knew they wanted to find a way to work smarter when it came to connecting with their customers and make access to their produce as easy as possible.

“In 2014 we made a transition and started doing a lot more wholesale. For a long time I had been sending out an email list twice a week and then receiving email orders and then dealing with them at home, at night. I was typing up invoices, creating one spreadsheet formatted for our pack room, a separate spreadsheet formatted for our harvest list. On top of that, in the wash room I had to keep track of what orders were actually completed and then adjust invoices based on realities of what happened. **It just was hours and hours of work every week at my dining table after I put my kids to bed.**”

The situation was quickly becoming unsustainable, and the new wholesale business was going to create more work to do than there were hours in the day. That's when they reached out to Local Food Marketplace to help automate their sales & order process.

# The Solution

By the time Tim and Caroline decided that Local Food Marketplace was the right tool for the job, it was almost the start of the growing season. It was a sprint to get everything up and running in time, but LFM understood that time spent not prepping for the season was precious. The LFM onboarding team was there every step of the way to fast track their implementation, and the whole process took about three weeks.



“I think that because we were early adopters of having an online shopping option for our wholesale buyers, it presented us as innovators, as really up to date, smart and professional. It’s a great first view to a new buyer to see how easy it’s going to be to order from us. Now the only limit to the number of buyers we have is our acreage and our capacity in the washroom; in terms of sales and order management, I don’t resist taking on new customers because it’s easy to setup their account and start ordering. It’s just as easy to manage 30 orders as it is to 10.”

## Features They Love



STOREFRONT



LABELS



PICK LISTS



REPORTS

“One important feature that we now rely on is the creation of labels associated with our orders. There was a lot of work hand writing stickers to put on boxes. Having that integrated and automated means we print out all the labels in the washroom on the morning of harvest and pack day, and it becomes the second check against what we’re doing. We know if we have a sticker left over at the end of the day that we’ve missed something.”



“What I love is the integration between the orders coming in and populating invoices, and then with a click of a button generating my harvest list, my pack list, and my labels. That’s what saves me hours every week.”

Want to Learn More About How Local Food Marketplace can help you work smarter and automate your sales and ordering?

**Contact us today to start the conversation.**