



Sellers Guide: Grow Your Local Food Business

Welcome to UrbeeFresh, where local farmers and food producers connect directly with their community. This guide will walk you through everything you need to know to set up your online farm stand and start growing your local food business successfully.

Our platform makes it simple to reach nearby customers, manage orders, and receive secure payments - all while maintaining the authentic connection that makes local food special. Let's explore how you can thrive on UrbeeFresh!



Why Sell on UrbeeFresh?

Local Reach

Connect with customers in your community who are actively seeking fresh, locally-grown food. Our platform helps you build relationships with neighbors who value what you produce.

Simple Setup

Create your online farm stand in minutes with our intuitive tools. No technical expertise required - just add your products, set pickup times, and start selling to local customers.

Hassle-Free Payments

We handle all payment processing securely, so you can focus on growing and making great products. Direct deposits to your bank account keep your cashflow steady and predictable.

Marketing Support

Benefit from our promotion tools that showcase your products to interested local buyers. We help amplify your presence without requiring marketing expertise.



What You Get With Your Farm Stand



Personalized Online Presence

Your own customizable digital farm stand that showcases your unique story, products, and growing practices to potential customers.



Order Management

Comprehensive tools to track orders, manage inventory, and coordinate pickups efficiently without complicated spreadsheets.



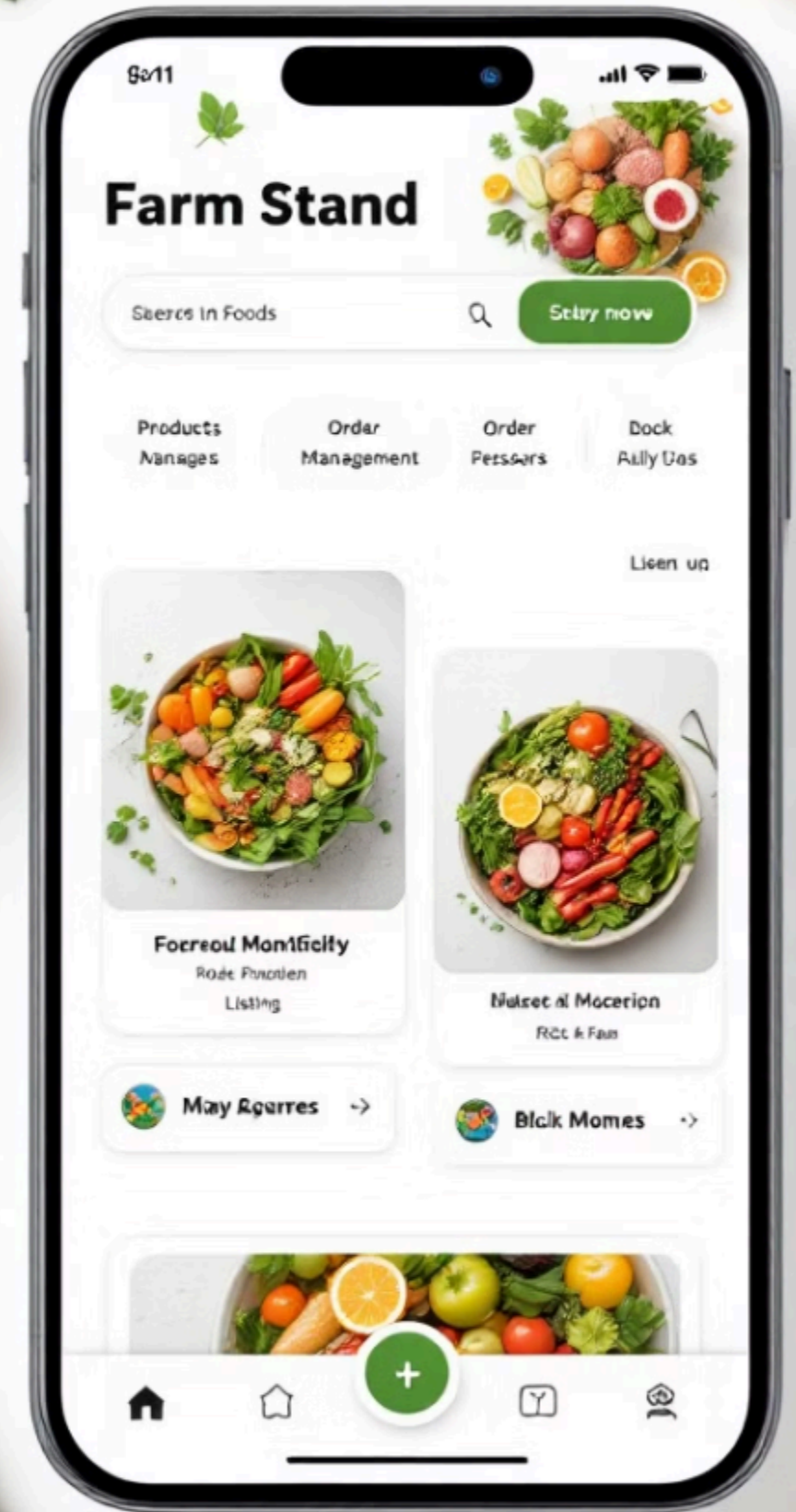
Local Customer Base

Access to our community of food-conscious locals who are specifically looking for fresh, sustainable options from nearby producers.



Reliable Payments

Direct deposits to your bank account with clear reporting on sales, fees, and earnings for straightforward financial management.



Simple, Transparent Pricing

\$1.50

Buy Now Stand Fee

One-time fee to launch a Buy Now stand for immediate purchases

\$3.00

Pre-Order Stand Fee

One-time fee to launch a Pre-Order stand for scheduled pickups

15%

Commission Per Order

Covers payment processing, platform maintenance, and marketing support

With UrbeeFresh, there are no hidden fees or surprising costs. You only pay when you make sales, making it a risk-free way to grow your local food business. The commission structure ensures we're invested in your success - we only succeed when you do.



Seller Tip #1 : Consistency is Key Maximize Your Sales With Strategic Scheduling



Tuesday Pickup

Orders open Friday through Monday, giving customers the weekend to plan their weekday meals. Perfect for mid-week fresh produce needs.



Thursday Pickup

Orders open Monday through Wednesday, catering to customers planning for weekend cooking projects or gatherings.



Saturday Pickup

Orders open Tuesday through Friday, ideal for customers who want weekend-fresh ingredients and have time for weekend pickups.

Consistency is key to building a loyal customer base. Opening 2-3 pre-order stands each week with regular pickup locations helps customers integrate your farm stand into their shopping routine. Choose 1-2 neighborhood spots with good visibility and stick with them.

Seller Tip #2: Choose Consistent Locations & Times

Build customer loyalty by establishing a predictable schedule. Shoppers will integrate your farm stand into their weekly routine.

Choose 1-2 neighborhood locations with good visibility and foot traffic. Your porch, religious centers, community spaces, and school parking lots work well.

Example

- Tuesdays at 5 PM - Porch Pickup
- Saturdays at 10 AM - Local Church



Seller Tip #3: Promote Your Stand Every Week

Building a consistent customer base requires regular communication. Keep your farm stand top-of-mind with strategic promotion.

- **Daily Social Posts:** Share photos of harvesting, preparation, and available produce to build excitement.
- **Location Reminders:** Clearly communicate pickup times and locations 48 hours before each event.
- **Order Deadlines:** Send friendly reminders when ordering windows are closing soon.
- **Customer Testimonials:** Share positive feedback and photos from happy customers with their permission.
- **Special Offers:** Announce seasonal specials or limited quantities to create urgency.

Simple, consistent promotion helps fill your order sheet each week. Even a brief text message update can make the difference!



Seller Tip # 4: Top Products That Sell Fast

Seasonal Produce

Fresh, in-season fruits and vegetables that showcase peak flavor and quality.

Specialty Items

Local honey, homemade jams, pickles, and other specialty products that highlight your unique offerings.



Eggs & Dairy

Farm-fresh eggs and locally produced dairy products like cheese and yogurt.

Baked Goods

Freshly baked bread, pastries, and other homemade treats that customers can't find elsewhere.

Plants & Flowers

Herb plants, garden seedlings, and fresh-cut flower bouquets that add visual appeal to your stand.

Focus on quality and freshness above all else. Customers come to UrbeeFresh seeking products they can't find at conventional grocery stores. Your unique varieties, heritage breeds, and specialty items will help you stand out from the competition.

Seller Tip #5: Roadmap to Your First \$1,000 Month



This breakdown shows how achievable \$1,000 in monthly sales can be when you strategically plan your pickup schedule. Consider offering bundles like a "Family Produce Pack" at \$30 to raise your average order value. The higher your AOV, the fewer orders you'll need to reach your financial goals.

Getting Started Today

Sign Up

Create your free seller account at **www.UrbeeFresh.com**. You'll need basic information about your farm or food business and banking details for payments.

Set Up Your Stand

Build your profile with compelling photos and descriptions that tell your story. Add your pickup locations and schedule consistent times that work for your production cycle.

Add Products

Upload your inventory with clear photos and descriptions. Set fair prices that reflect your quality while remaining competitive with local markets.

Promote & Grow

Share your stand on social media, ask for customer reviews, and build momentum through consistent availability and quality. Remember to post weekly updates about what's fresh!

Your success on UrbeeFresh comes from consistency and quality. Stay active, maintain regular pickups, and focus on delighting your customers. Our team is here to support you every step of the way as you build your local food business.