

Online Local Food Platforms: A Nantucket Case Study

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Background: Sustainable Nantucket and Local Food

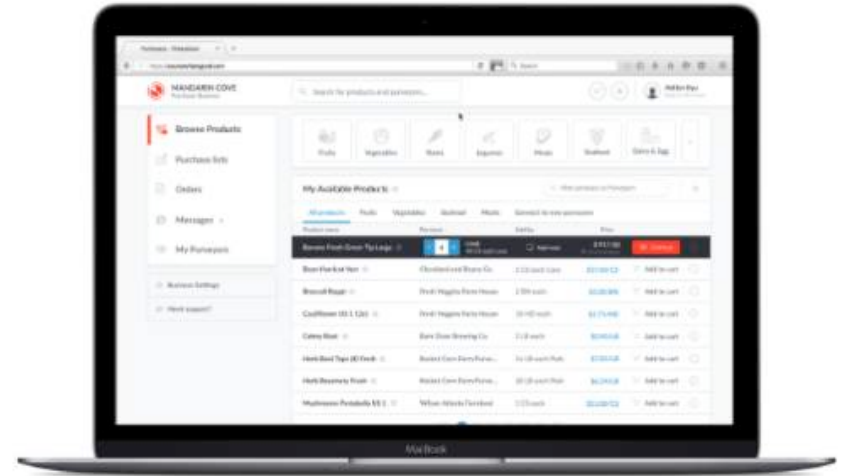
SN Mission: Build a more locally-based and self-reliant food system on Nantucket through providing education, expanding production, increasing demand, and improving distribution.



Background: Online Local Food Platform

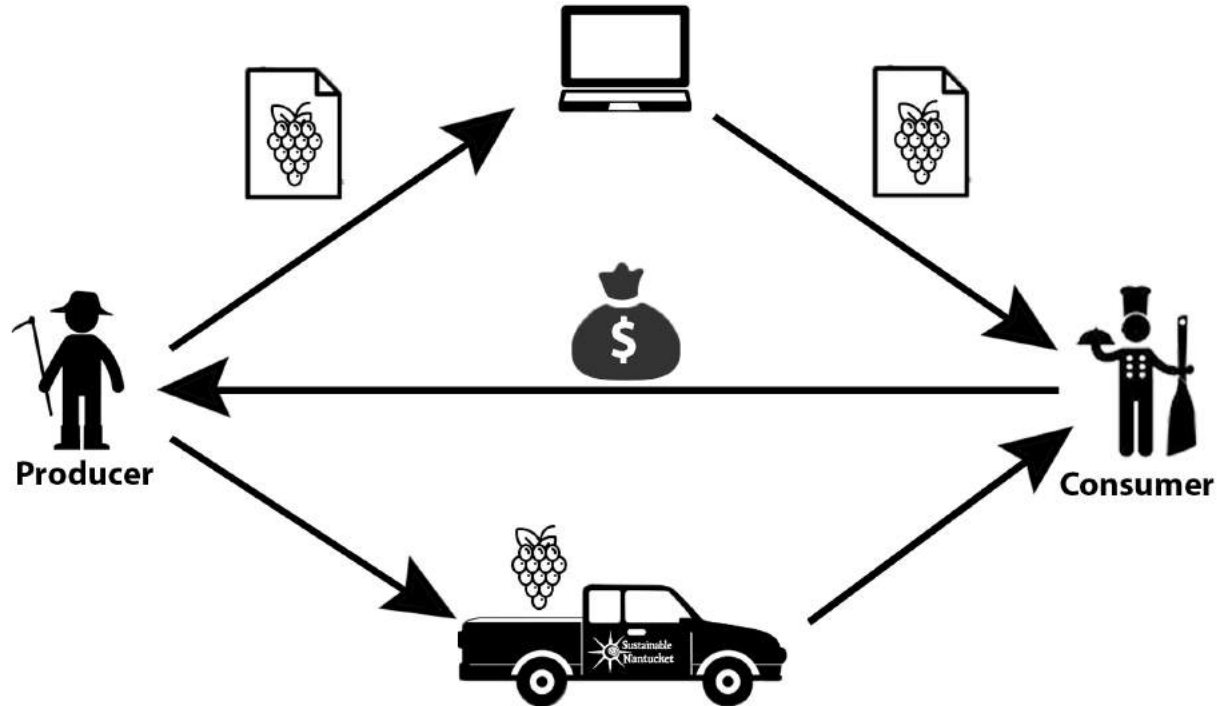
What does an online platform have?

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



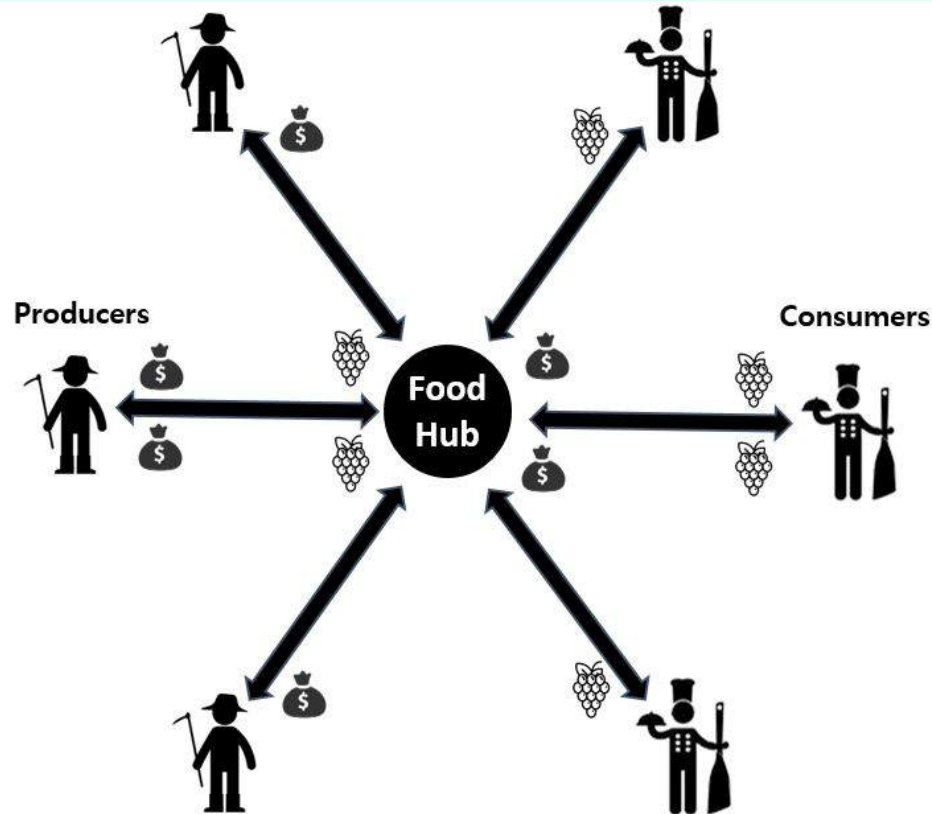
sourcewhatsgood.com

Background: Local Food Business Models



Sustainable Nantucket's current business model

Background: Local Food Business Models



Food Hub business model

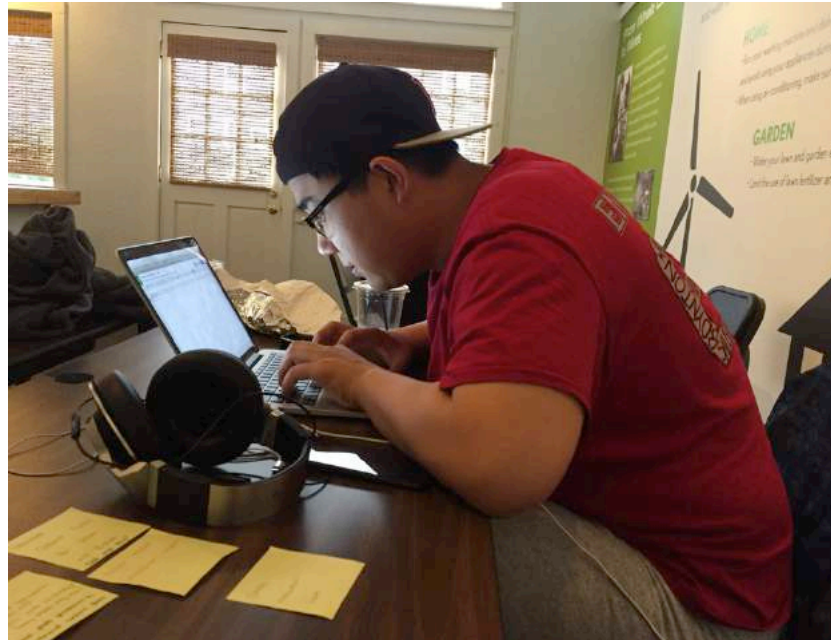
Main Opportunity for Improvement

- 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

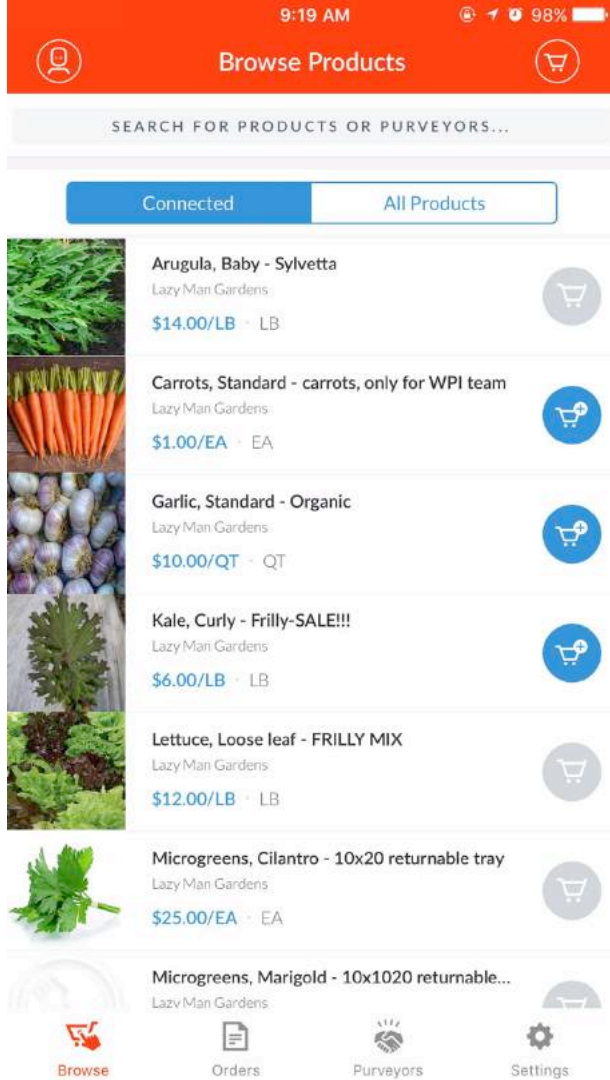
Producers (Farmers):

- Sales-percentage based fee
- Mobile capabilities

Consumers (Chefs):

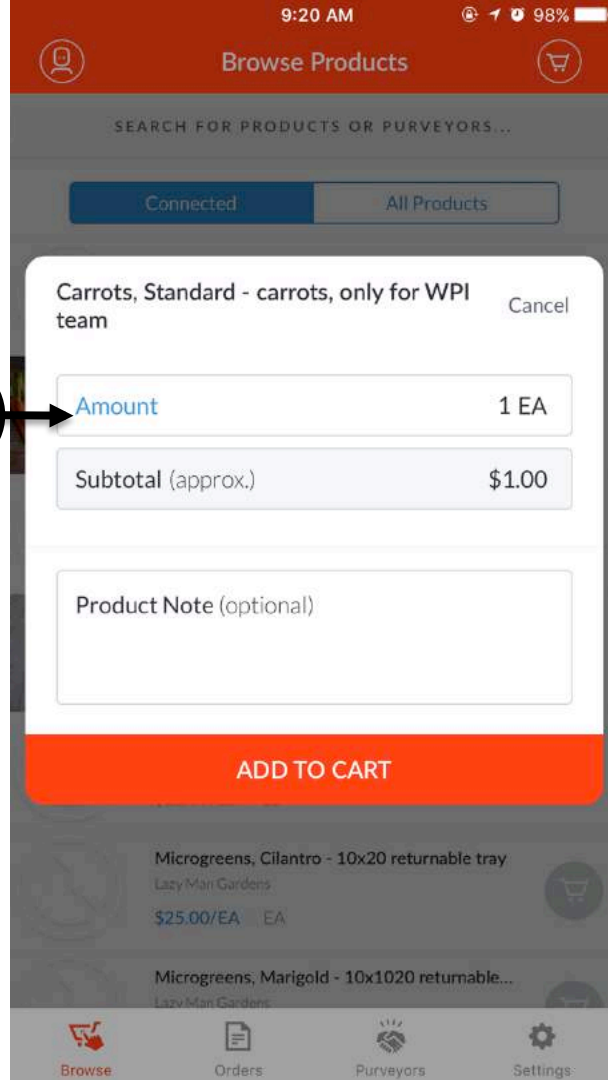
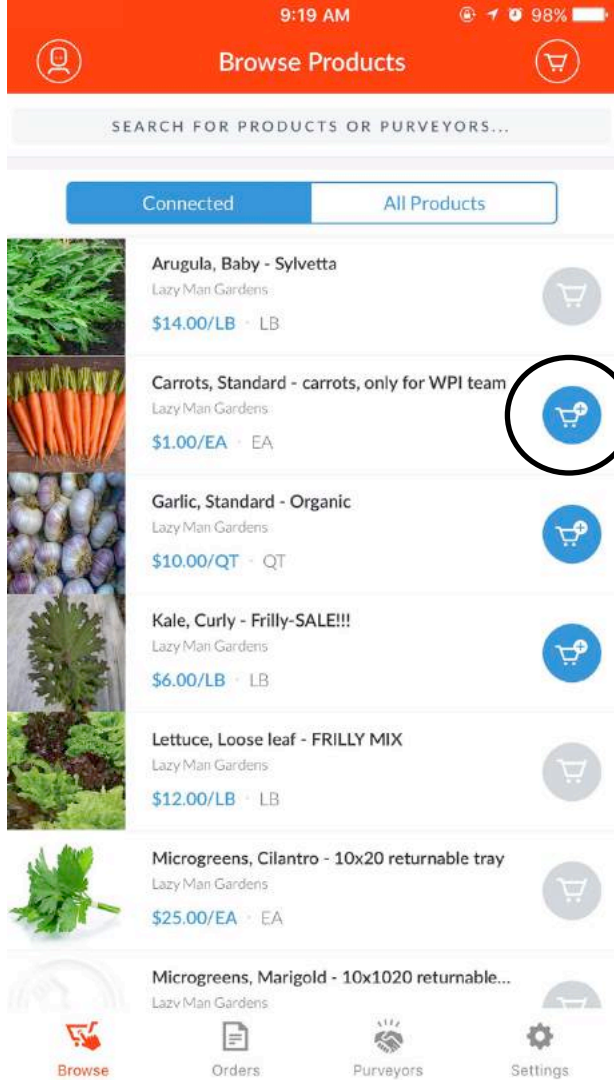
- Inventory list: local, in stock
- Push notifications



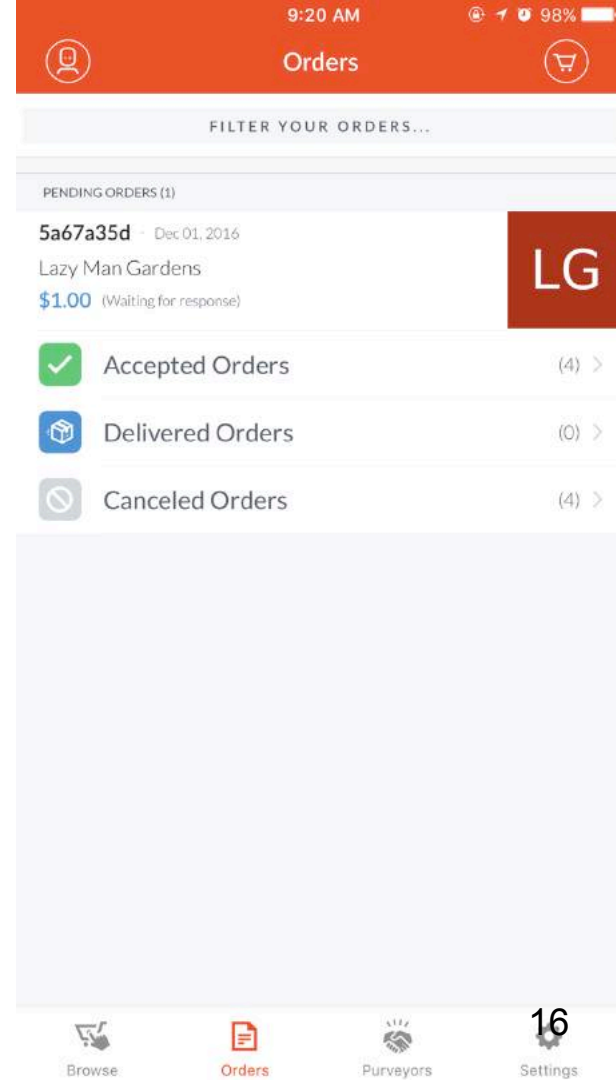
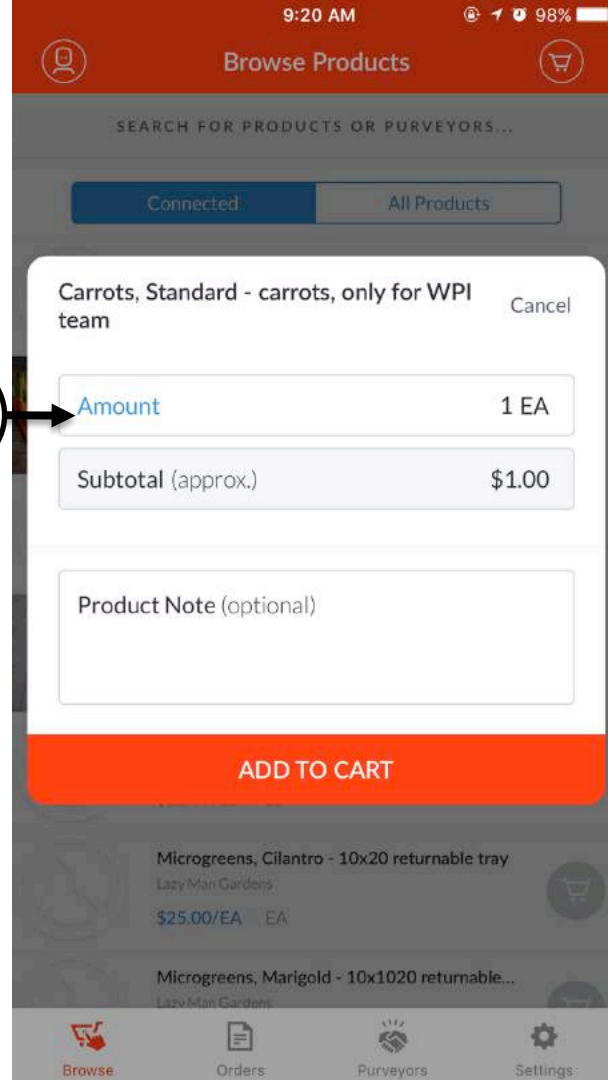
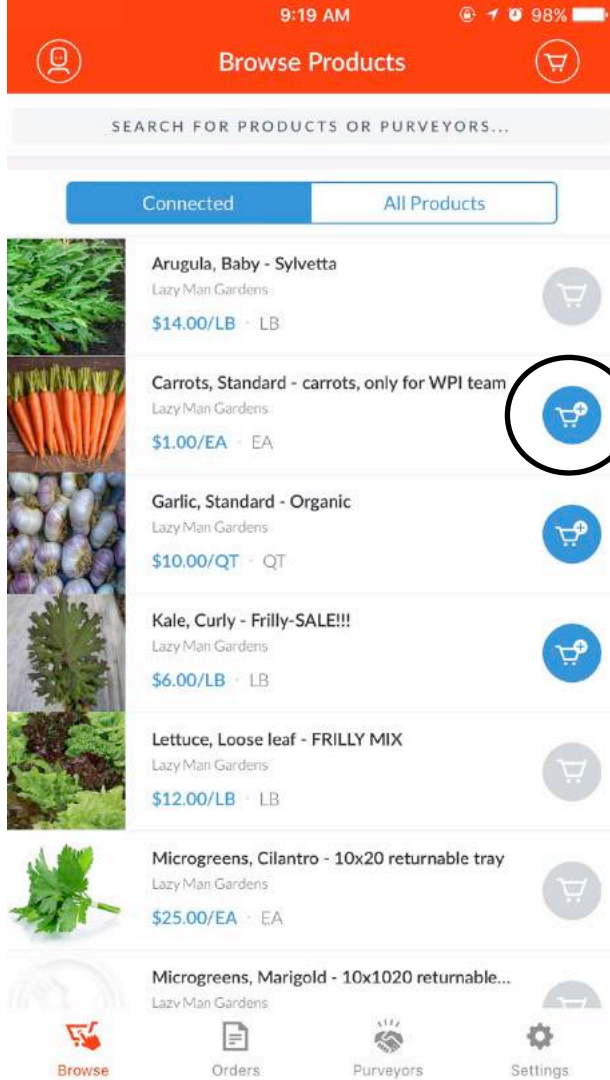


WhatsGood

Choose a product



Place your order



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

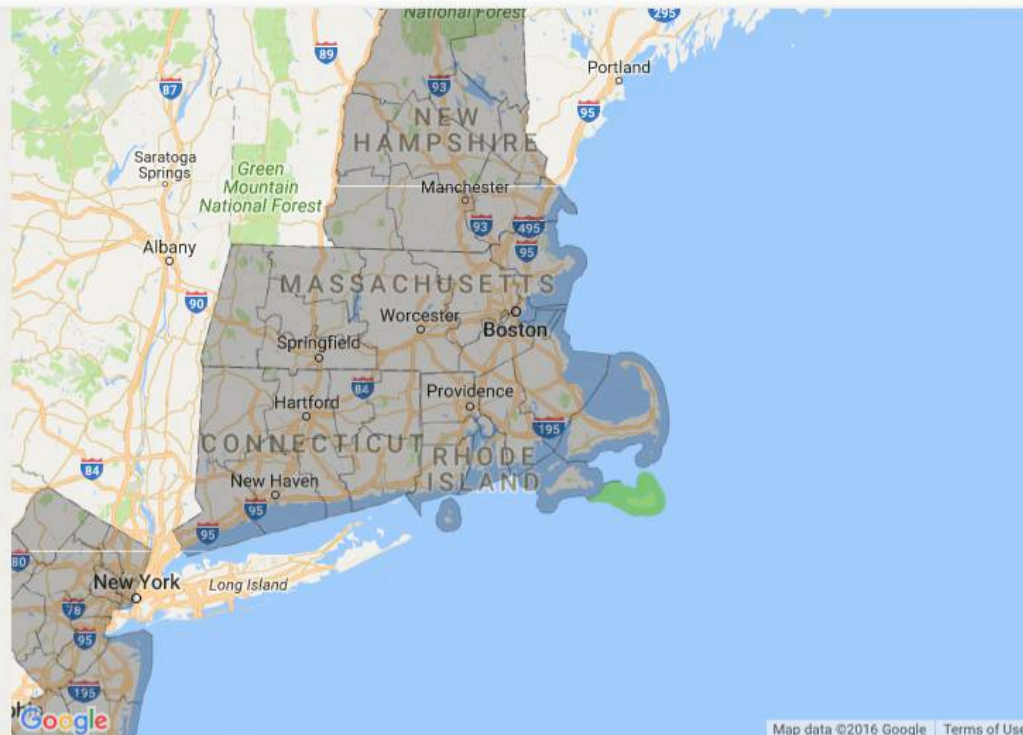
Custom

Delivery Zone Name

Nantucket ✕

✓ Save Delivery Zone

✕ Cancel





LOGISTICS

Delivery Zones

Create Deliver

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 ▾



search products

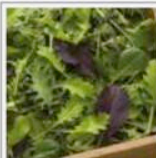
Shop By ▾

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

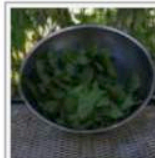


Mustard, Mizuna

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

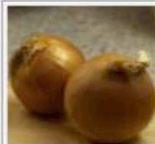
40 lb. bag, Jumbo - \$29.40



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
Overall:			
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
Producer:			
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
Consumer:			
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



WhatsGood



Local Food
MARKETPLACE



Currently exists
In development
Does not exist
Did not test

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

	WhatsGood 1.5% of sales	FarmersWeb 3% of sales \$40 or \$75 flat rate	Local Food Marketplace 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:	\$30/year	\$60/year	\$565/year
Total Cost:	\$300/year	\$600/year	\$5,650/year

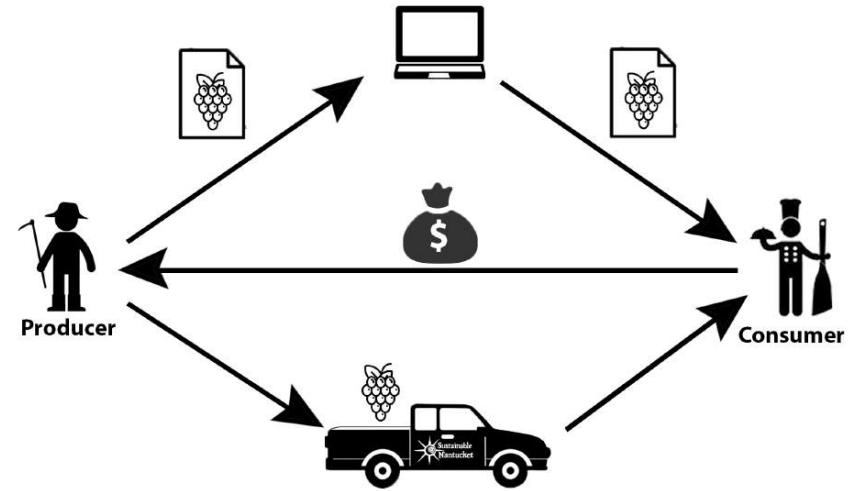
Cost Analysis at \$10,000 sales * 10 farmers

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

Platform Recommendation to SN

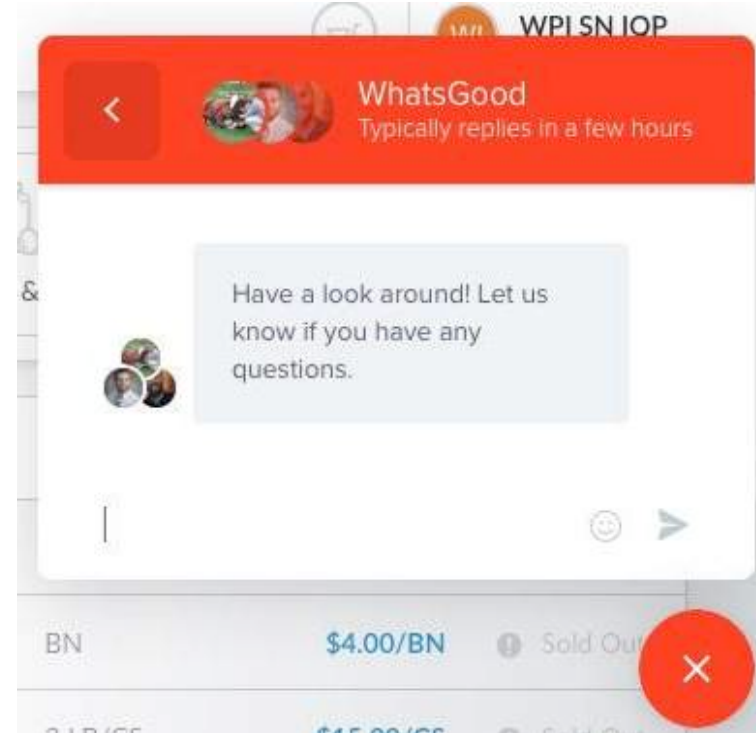
Based on our evaluations and cost analysis, we recommend that SN continue their partnership with WhatsGood

- 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



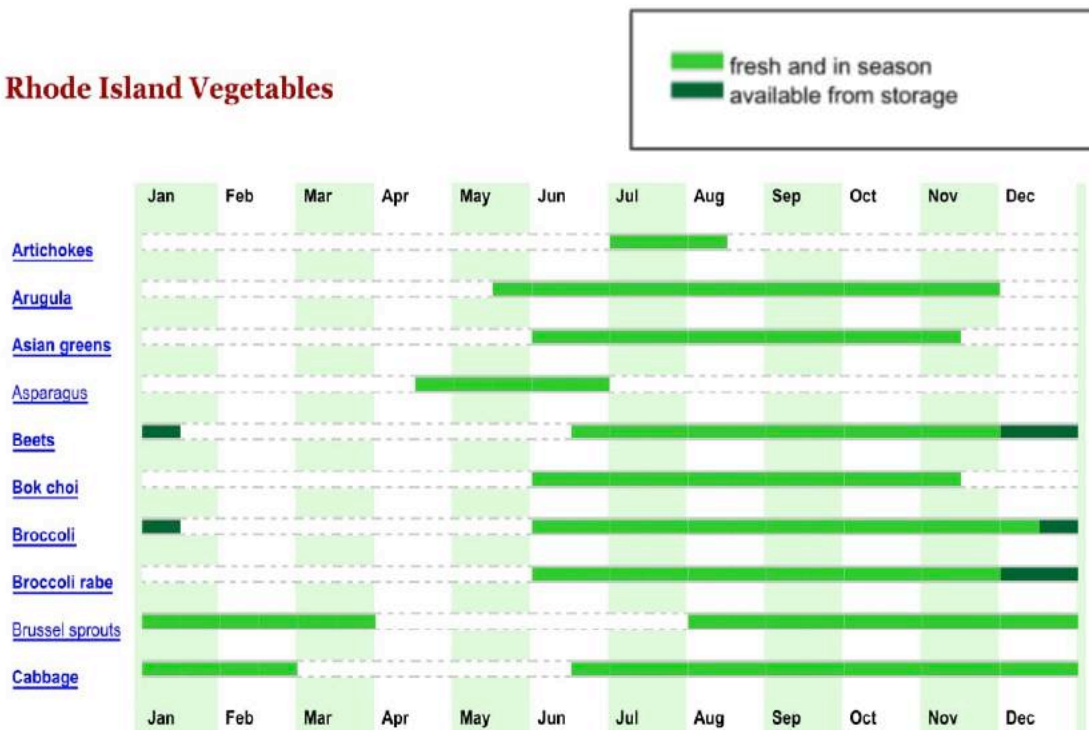


Potential Future Projects

Farmer Education

- Communication
- Marketing
- Cooperative planning

Rhode Island Vegetables



Harvest Calendar

<http://www.farmfresh.org/learn/docs/harvestcalendar.pdf>

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?