



## BUYER PROFILE

### WHAT'S GOOD

Providence, RI

WhatsGood is an online connector application, allowing farms to sell directly to consumers. As a technology partner, WhatsGood offers support and services to help organizations plant the seeds necessary to expand access to fresh, healthy, local food.



# HONING A MULTI-ENTERPRISE FARM

**BEN COERPER & RACHAEL SLATTERY**

Wild Harmony Farm produces certified organic pork, chicken, turkey, eggs, 100% grass-fed beef, and maple syrup on 35 leased acres in Exeter, RI. The farmers also offer occasional educational programs and tours for other farmers and consumers.

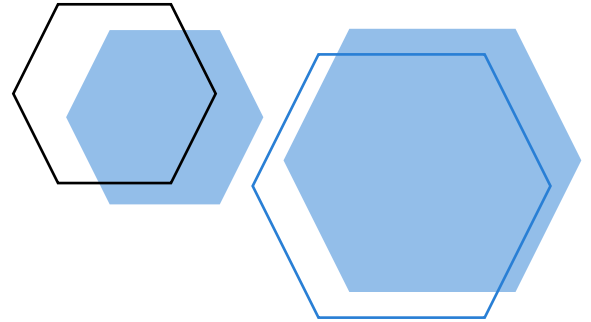


# FARM PHILOSOPHY

“It isn’t about being the cheapest, or the biggest. It’s about raising food that takes into account the health of the land, the health of the animals, and the health of the people, both those eating it and raising it.”

# FARMER GOAL

Ben and Rachael want their business to be able to provide for their family and support a healthy life/work balance.



# FARMER STATS

Wild Harmony Farm is a sole proprietorship managed by husband and wife team Ben Coerper and Rachael Slattery, and three additional employees. Wild Harmony has been in business since 2012. **While their gross sales have increased considerably each year, their net profit has not yet reached a level which can sustain them.** The farmers want their business to be able to provide for their family and support a healthy life/work balance, while paying a living wage to all involved.

To increase net profits without adding to their overall workload, Ben and Rachael needed to **conduct market research** and reevaluate what they were producing in order to **improve profit margins**.

**Wild Harmony Pricing Model**

	Broilers (each)	Eggs (dozen)
<b>Total cost</b>	\$12,374	\$13,239
<b>Units</b>	2,986	2,372
<b>Cost per unit</b>	\$4.14	\$5.58
<b>Incremental cost</b>	\$2.65	\$3.94
<b>Revenue per unit</b>	\$6.65	\$6.50
<b>Gross margin</b>	37.7%	14.1%

Ben and Rachael’s market research indicated further demand for broilers, eggs, and pigs. In consultation with The Carrot Project in the spring of 2018, Wild Harmony Farm did an extensive evaluation of their **production costs, processing costs, delivery costs, and product mix**. They realized that they could increase their egg production without additional infrastructure costs and that selling more eggs would increase the profitability of their laying enterprise. Likewise, adding more broilers to the mix would be straightforward and cost-effective. Pigs would require more infrastructure and a longer lead time, so Ben and Rachael decided to focus on layers and broilers.



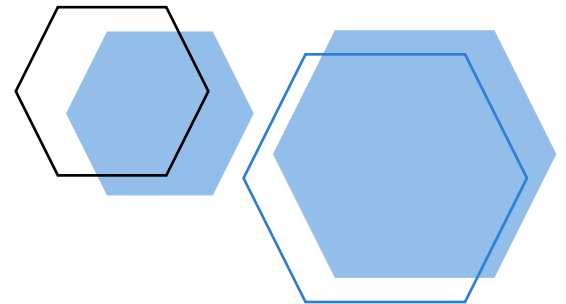


# SALES MODEL

## DIVERSE CHANNELS

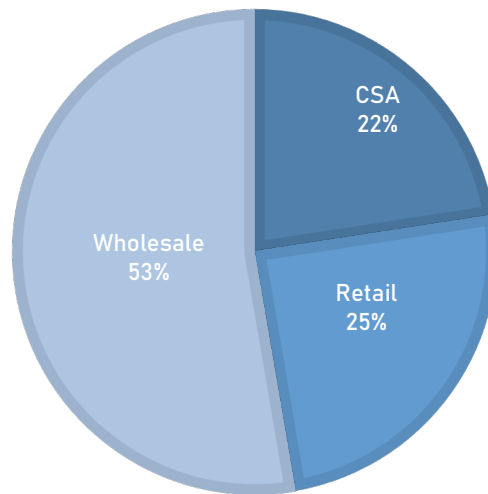
Wild Harmony markets their products through several channels:

1. Through a 20-member CSA.
2. Retail channels:
  - a. WhatsGood, an online connector app.
  - b. One farmers' market.
3. Wholesale to 5 restaurants.



## REVENUE BY TYPE OF MARKET

■ CSA ■ Retail ■ Wholesale







## FARMER'S EDGE

Wild Harmony's tech-savvy crew has devoted time and energy to online marketing tools. They have cultivated a loyal social media following on Facebook and Instagram, marketing their products to savvy, health-conscious buyers. And they sell a wide range of products on the local food app WhatsGood.

Rachael estimates one crew member spent five hours a week for several months learning how to best utilize WhatsGood. Today, they offer a wide variety of products on the app, from hamburger patties and maple syrup to beef suet and chicken feet. They've also partnered with a local vegetable farm to offer a weekly "Harvest Share" including enough vegetables, meat, and eggs to cook 3 meals for 2 people—and a recipe to facilitate meal planning.

Wild Harmony's customers tend to either stock up on large quantities of frozen meat or shop weekly for orders under \$100. In both cases, smaller cuts, sausages, eggs, and more common steak cuts are the most in-demand.

WhatsGood customers can pick up their orders at the on-site farm store on Thursday afternoons, at three local breweries throughout the state, or elect to have them delivered on Sunday, Wednesday, or Friday for a charge of \$10 per order.

## CONNECT

[www.wildharmonyfarm.com](http://www.wildharmonyfarm.com)  
Facebook: WildHarmonyFarmRI  
Instagram: wildharmonyfarm

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# BUYER PROFILE

WhatsGood is an online connector application allowing farms to sell directly to consumers. As a technology partner, WhatsGood offers support and services to help businesses plant the seeds necessary to expand access to fresh, healthy, local food. They strengthen local food systems by connecting buyers and sellers through our technology. The WhatsGood app has built-in systems for receiving, tracking, and managing orders.

For the producer, there is no cost to utilizing the service. Rather, the buyer pays a small fee based on the quantity of food purchased. The producer is responsible for logistics and marketing or can opt in to the WhatsGood delivery option, where on farm pickup is available for a fee.

## PRODUCER STARTUP TIME

WhatsGood reports that producer setup can happen within 30 minutes. However, this is highly dependent on the producer's comfort-level with technology and online services. Many farms require months to learn how to best utilize the application to ensure significant sales and to accurately load inventory and photos onto the platform. WhatsGood can also help with promotions and sales, and the farm must have staff with a skill set to write a good story and promote their products utilizing WhatsGood's online tools. Some estimate that learning to use, promote, and incorporate sales form WhatsGood into their weekly business operations may take up to five hours per week at first. Once set up, the application takes less time to manage.

## TARGET CUSTOMERS

This application is only for smart phones, so its target consumer is a tech-savvy, busy person within the region of the farm. It requires online use of credit cards for charging, and consumers must be willing to pay a small fee to What's Good in order to utilize the service. Prices are set by each individual farm. Farms that choose to charge more for their products must do a good job with marketing and telling their story in order to draw consumers able to pay the higher premium for their products. The app also allows consumers to have access to a broader inventory, as most small-scale farms go through periods of limited inventory.

This app may help producers gain exposure to new consumers and add a revenue stream that does not take a percentage of the profit directly from the producers, helping them to maintain their margins. Its marketing options are quickly implemented, so that producers can easily measure the benefits of any marketing or discounts. This rapid monitoring and evaluation can be of great aid to producers, so long as they are able to access and leverage this material.