



KOOTENAY FARMS MARKETPLACE



CUSTOMER GUIDELINES



FIELDS FORWARD
Growing More Together

KOOTENAY FARMS MARKETPLACE IS MADE POSSIBLE
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Kootenay Farms Marketplace

How it works and why it works

Farmers and producers have organized markets for 1000s of years, they have evolved over the years and they are still a place for farmers, producers and customers to gather and socialize, trade buy and sell goods. If you do not have the time to go directly to your favourite local producer's farm gate, fruit stands or farmers' market then the Kootenay Farms Marketplace (KFM), is a great alternative for you. The KFM is an online shopping platform for customers to be able to purchase their local produce (fruit, and veggies) and locally processed food products online in a single location and pay for it with one single payment, and then be able to stop at one location to pick it all up, or have it delivered directly to you.

KFM is setup to give residents of the Creston Valley the opportunity to purchase fresh local produce and locally produced food products within the Creston Valley, from Yahk to Yaqaan Nukiy to Riondel. KFMP is an online market for customers to purchase their fresh produce and food items from multiple producers with the click of a button and then only having to make one stop to pick up everything from one location, instead of stopping at multiple locations or having to rush to the Creston Valley Farmers' Market on Saturdays. What if your favourite producer does not have a retail outlet and you run out of fresh produce during the week? This online market now allows you the opportunity to get fresh produce and local food products during the week.

It is easy to use! You have to register to become a shopper and once you are registered you can then start shopping and making your order. The minimum order is \$10 and in 2019 there will be an option to have your order delivered. The charge for delivery is \$7 a week for each order. A drop off location can be added when you place your order, either at home or another location. The area covered for deliveries is the Town of Creston, to Canyon Lister, including Yaqaan Nukiy, Wynndel as far as Cory Road, West Creston as far as West Creston Road and Nicks Island Road South, and as far east as Hwy 3 and Canyon Lister Road (Mountain Park Resort).

This service provides customers with greater access during the week to fresh local produce and locally produced food products. It also gives producers an increased opportunity to sell during the week instead to a larger audience of consumers than from their regular retail location. This is critical when the season is in full swing and product needs to be harvested and sold on a more regular basis. KFM allows customers to still shop with their regular producers, if the producers have signed up for the online market.

In 2019 customers of KFM will be charged a \$10 deposit fee. This fee covers the cost of purchasing two plastic containers for picking up your orders weekly. When you pick up your order each week you will get a full container with your order and then you will return the container from the previous week to be used for the following weeks order. If the container is broken or damaged there will be an additional charge to purchase a new container.

When shopping at the grocery store the average buyer will spend at least 10% of the total bill on impulse purchases, for \$100 spent at the grocery store each week, you can estimate about \$10 is spent on impulse purchases. If you nix the impulse buys altogether you would be able to cover the cost of the delivery service weekly.

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Customers that use KFM will have the option to shop by producer or product so you can still purchase products from your favourite producers or you can shop by product or by conventional or organic production. This gives you the flexibility to shop for what you want and from who you want to support.

The Process

1. Every Tuesday at 1am the market will open.
2. Monday at midnight the market will close.
3. Any orders placed during this order window are secured with a credit card (Visa or MasterCard). Cards are charged Thursdays after orders are picked up and after deliveries to allow for any changes to invoices due to weight variability or undelivered items due to weather, crop failure etc.
4. Orders are sent to the farmers early Tuesday morning giving them time to harvest, and/or prepare your orders and deliver the products to Spectrum Farms.
5. Currently delivery is an option for customers who special request it. In future we will have an option to select delivery online once transportation/scheduling requirements have been fulfilled.
6. **Kootenay Farms will donate your item(s) to Harvest share or the Local Food Bank if you forget to pick up your order. However, an attempt will always be made to contact the customer and arrange pickup prior to donation.**

Thank you very much for your support.