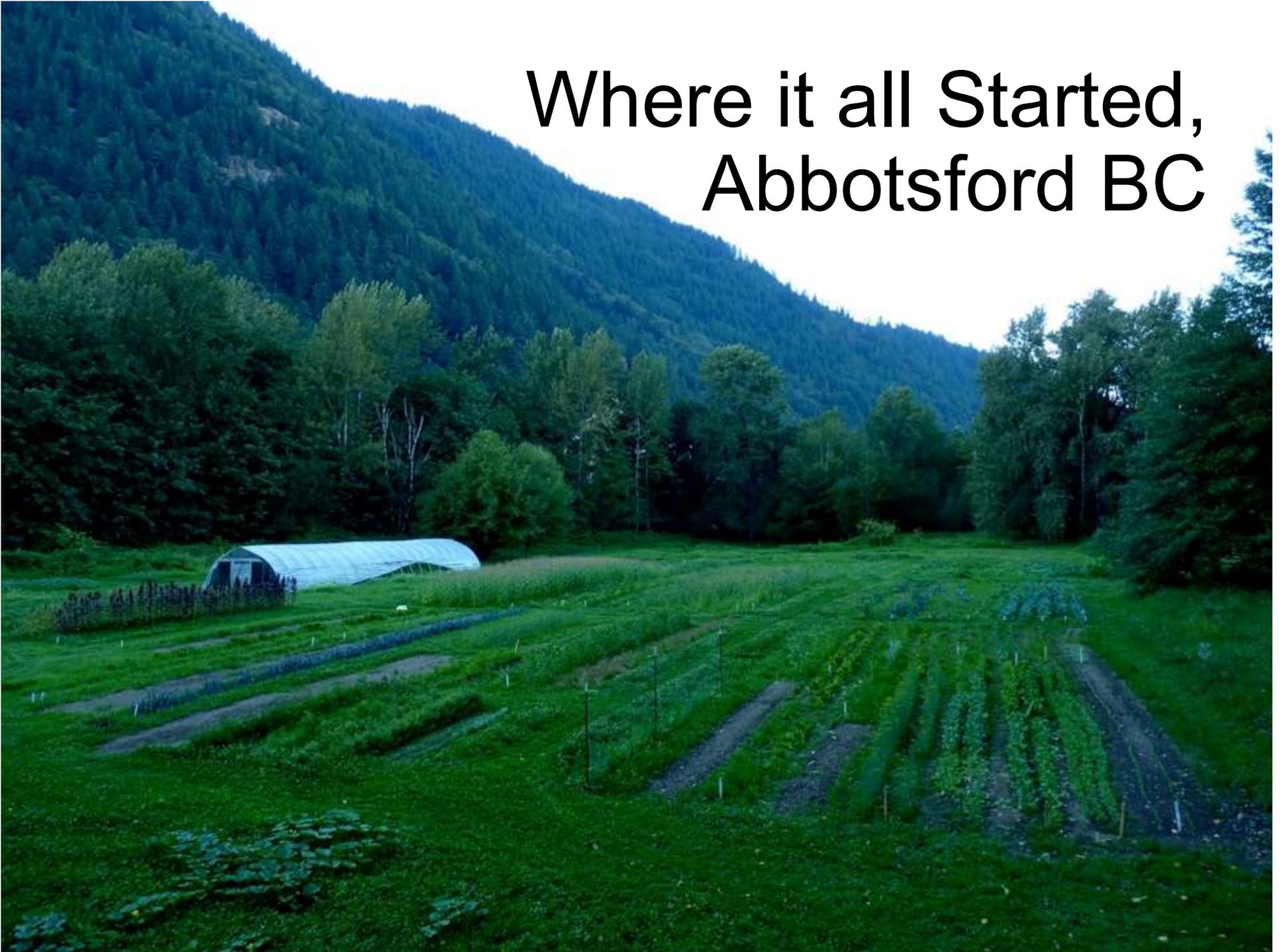


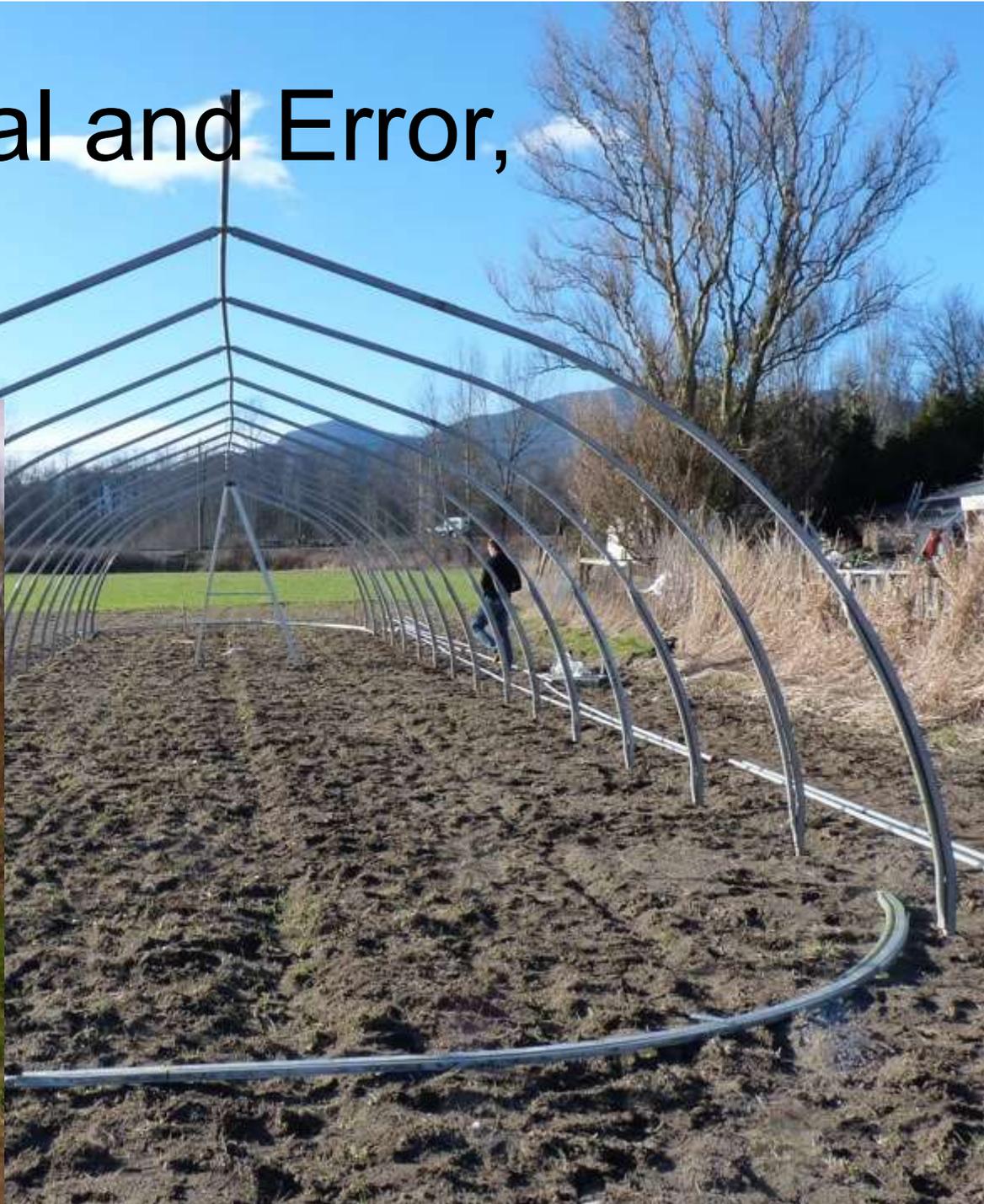
# Sales and Marketing at Sideroad Farm



# Where it all Started, Abbotsford BC



# Farm II. Trial and Error, Yarrow, BC



# The Straw that Broke the Camel's Back

Benny: The 12.5 hp  
Kubota ☹️ Never seen  
again.



# To Heathcote, Ontario



# And then Walter's Falls













SIDEROAD

CERTIFIED ORGANIC

ECOCERT CANADA



POTATOES









## SIDEROAD FARM STORE

Markdale, ON

(519) 377-6673

sideroadfarm@gmail.com

Products

About

Photos

The online store is open for orders for the following on Sunday morning to - Tuesday at 8 am (for home delivery or pick up at the farm/Collingwood pick up hub) . It opens again on Thursdays at 10 am - Friday at 4:30 pm for orders being picked up from the farm on Friday or Saturday and Collingwood on Friday afternoon

### PRODUCT CATALOG

Now viewing: Sideroad Farm Store

ALL PRODUCTS ORGANIC VEGETABLES BEVERAGES HONEY MAPLE SYRUP FEF

Search for Products

sideroad farm

Products / page

25 Products



#### Sideroad Farm - Organic Carrots

PRICE / UNIT

\$3.00 / lb

463 Remaining

ORDER QTY

- 0 +



#### Sideroad Farm - Organic Daikon Radish

PRICE / UNIT

\$3.00 / lb

913 Remaining

ORDER QTY

- 0 +



#### Sideroad Farm Organic Pea Shoots

Grown by Sideroad Farm.

PRICE / UNIT

\$6.00 / clam shell

22 Remaining

ORDER QTY

- 0 +

### REMINDER



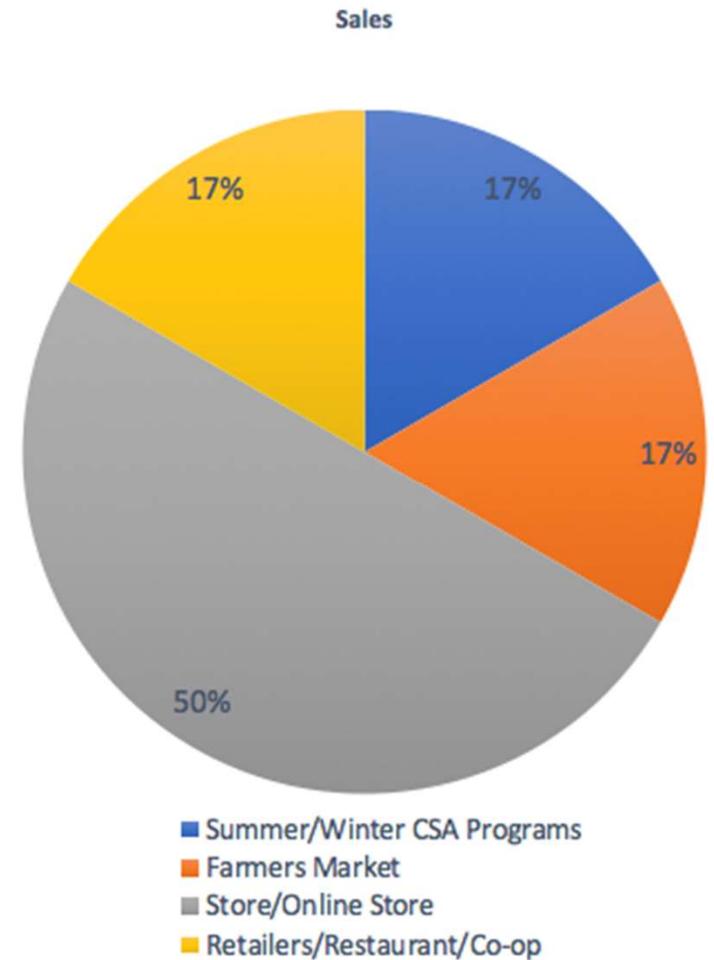
You're currently viewing your own profile. This means you're viewing all your products as listed in each catalog (which is why you may see duplicates).

Your customers will only see the products and prices in their given catalog.



	Gross Sales/Week
Store + Online Store	\$5500 - \$22,000/week
Farmers' Market	\$4,000-\$5,500/week summer \$500 - \$1500/week winter
CSA	\$4375/week
Retailers/Restaurant/Coop	\$2,500 - \$3000/week
Average/week (summer)	\$16,875

	Hrs/Week
Store + Online Store	40
Farmers' Market (summer)	28
CSA	27
Retailers/Restaurant/Coop	10
Total (in summer)	105



My Sites

805092 Side

We are a vegetable store, TI CSA proj -Amy, P

**Sideroad Farm**  
@SideroadFarm

Home

- About
- Photos
- Reviews
- Videos
- Posts
- Events
- Services
- Shop
- Groups
- Notes
- Offers
- Jobs
- Community

Promote

Visit Ad Center

Boost: Reach more reactions

Post-season Meeting - sideroad X

Happy Holidays and Holiday H...

https://mailchi.mp/3675ffb5e05e/happy-holidays-

Subscribe sideroad farm

Search: sideroad farm

About 272,000 results (0.78 seconds)

Your business on Google

9,890 views this month

Edit profile Promote Customers

Claim your credit

Claim your CA\$100 free credit from Google Ads

New 5-star review

Congratulations! Thank them for their review

Complete your profile

Add details and get discovered by more customers

Only managers of this profile can see this

sideroadfarm.com

**Sideroad Farm**

We are a small family run farm located in Walter's Falls, Ontario growing Certified Organic vegetables and cut flowers and raising pastured chicken. We sell our ...

Missing: google- | Must include: google.

You've visited this page 3 times. Last visit: 29/10/20

sideroadfarm.com · sideroad-farm-store-online

**Online Sideroad Farm Store**

You can pay online with a credit card, via e-transfer to sideroadfarm@gmail.com or by cheque made out to Sideroad Farm after you receive your order and your ...

Missing: https:// google.

and we are so happy to be part of yours.

-From the Kitchen Family

**Sideroad Farm**

Website Directions Save

5.0 ★★★★★ 30 Google reviews

Farm shop

You manage this Business Profile

In-store shopping

Address: 805092, Sideroad 25 RR3, Markdale, ON N0C 1

You visited 3 years ago

Hours: Closed · Opens 10 a.m. Thu.

Phone: (519) 377-6673

Edit your business information

Add missing information

Add appointment link

Know this place? Share the latest info

Questions and answers

Be the first to ask a question

# Why do we put ourselves out there online?

- Make a personal connection with the community/customers
- Marketing of your farm business and increasing sales
- Add value to your products by providing the story behind them
- Finding community where you might not expect it
- Learning about new equipment, tools, techniques
- Increasing the transparency of your operation
- Opening up your farm to new opportunities
- Promoting causes/organizations/events that you care about
- Attracting staff

# Getting Started...

- Determine who on your farm will be best at it
- Follow accounts you know/are interested in
- Comment on other account's posts
- Post frequently but not all at once
- Advertise that you have social media

*Being famous on Instagram is like being rich in Monopoly money.*

# Be Social & Reciprocate!

- Post engaging content
- Tag other people
- Tag your location
- Share other's content (respectfully)
- Respond to your audience
- Give back



sideroadfarm



sideroadfarm Pat and Greg, co-selling and co-parenting at the @collingwoodwintermarket til 1 today.

11w



buschbeck\_farm #marketbaby. Unfair advantage 😊



11w 2 likes Reply

— View replies (1)



bus\_woodcock See work today men!



11w 2 likes Reply



Liked by healthypantrygeorgianbay and 163 others

OCTOBER 19, 2019

Add a comment

Post

Amy Kitchen

[sideroadfarm@gmail.com](mailto:sideroadfarm@gmail.com)

[www.sideroadfarm.com](http://www.sideroadfarm.com)

@sideroadfarm

