

Farmigo Launches Farm Network for the U.S. and Canada

MI markets.businessinsider.com/news/stocks/Farmigo-Launches-Farm-Network-for-the-U-S-and-Canada-1001600128

NEW YORK, Dec. 12, 2017 /PRNewswire-iReach/ -- Farmigo announced today that it launched the Farmigo Network, its new platform for small farms and local food producers.

The Farmigo Network includes a publicly searchable directory of CSA farms (community supported agriculture) across North America, a powerful suite of logistics tools for farmers to coordinate deliveries and a broader option of payment solutions, including the ability for consumers to purchase farm goods with Bitcoin.

"The launch of the Farmigo Network reaffirms our commitment to our core customers and values -- support of local farmers and their local communities," said Farmigo Founder and CEO Benzi Ronen. "At Farmigo, we stand for local and we stand for transparency. We stand for food grown carefully and slowly. Most importantly, we stand for small farms as the stewards of these values. In the current grocery climate which is getting more competitive, we believe that values matter and will be a key differentiator for discerning shoppers, eaters and cooks."

CSAs and farmers markets have been growing at a rate of 40 percent annually for the last decade, and values-driven consumers are making up an increasing share of the market.

Today, according to market research firm The Hartman Group, 7 in 10 consumers surveyed said that they'd like companies' sustainability practices to be more publicly visible.

"Consumers associate transparency with how authentically committed a company is to ethical action," said Laurie Demeritt, CEO of The Hartman Group. "Most consumers – 73 percent of those surveyed in our new report – understand what transparency means when it comes to business practices."

Farmigo's efforts to collapse the food chain and facilitating selling direct from farm to consumer is not a new concept. In addition to fresher, higher quality food for the consumers, selling direct means that small farms reap 98 percent of the sale of the food, versus 9 to 20 percent with traditional grocers.

About Farmigo

Farmigo was founded in 2009 as a cloud-based software provider to help farms and food hubs manage their consumer membership. Today, hundreds of farms in 30 states and Canada are using Farmigo's technology and has connected them to over 7,000 delivery sites with more than 30 million pounds of produce delivered to date to over 200,000 families. Farmigo was one of the first Delaware Public Benefit Corporations and is a certified B Corporation, joining a growing roster of over 2,000 companies, including Patagonia, The

Honest Company and Ben & Jerry's. The certification reinforces Farmigo's commitment to creating value for its stakeholders, including customers, suppliers, employees and shareholders.

Media Contact: Benzi Ronen, Farmigo, 4157174227, rel="nofollow">benzi@farmigo.com

News distributed by PR Newswire iReach: <https://ireach.prnewswire.com>

SOURCE Farmigo