

Invest Ottawa DMS Future Proof

Success Story: Crowded Table Farm

The Story

The COVID-19 pandemic hit shortly after Cynthia and Sarah acquired their new land. They quickly realized their networking opportunities were greatly reduced, and their plans to promote the business at farmer's markets and other sustainable agriculture events would no longer be an option. While they managed to achieve their goal of growing high-quality vegetables, they needed a new digital strategy to market themselves effectively in the new virtual economy.

The Obstacle

The COVID-19 pandemic hit shortly after Cynthia and Sarah acquired their new land. They quickly realized their networking opportunities were greatly reduced, and their plans to promote the business at farmer's markets and other sustainable agriculture events would no longer be an option. While they managed to achieve their goal of growing high-quality vegetables, they needed a new digital strategy to market themselves effectively in the new virtual economy.



The Solution

Cynthia and Sarah engaged the Digital Main Street Transformation Team to help design and implement a digital marketing strategy for their business. First, the team conducted detailed market research and presented concrete strategies for how Crowded Table Farm could stand out on social media. The team then assessed their business model and helped Cynthia and Sarah develop innovative revenue streams, including the weekly CSA vegetable box program. Between the team's digital expertise and Cynthia and Sarah's farm-specific knowledge, Crowded Table Farm now has a cohesive brand to help attract new clients, while promoting the sustainable and community-oriented mission central to the business.

The Update and the Future

After working with the Transformation Team, Crowded Table Farm saw revenues skyrocket and online engagement increase significantly. Cynthia and Sarah sold more vegetables in 24 hours through the CSA box program than in an entire season of sales through traditional channels, such as markets. The improvement in sales has now given Cynthia and Sarah the courage to expand their farm so they can better serve the community.



Testimonial

“Invest Ottawa transformed how we reach our community,” say Cynthia and Sarah of their participation in the Future Proof program. “The program has benefitted our business with increased sales and better visibility. It was a wonderful experience.”

Get Connected!



Cynthia Franklin & Sarah Kerr
Co-Founders, Crowded Table Farm

crowdedtablefarm.ca

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