



2026

# MARKET MANAGEMENT TOOL

PRESENTATION  
& ADVANTAGES

FERMIERÈRE  
DE FAMILLE  
LE RÉSEAU

# SUMMARY

# MARKET MANAGEMENT

# TOOL

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## **GOOD TO KNOW:**

*INDIVIDUAL TRAINING IS OFFERED TO SUPPORT EACH NEW FARM USER IN GETTING STARTED WITH THE TOOL.*

# PRESENTATION OF THE MARKET MANAGEMENT TOOL

## Developed for and by farmers

A single tool to manage all the needs of a CSA farm: registrations, subscriptions, deliveries, payments, communications, and administrative tracking. This application was specially designed for CSA marketing and to improve the support the Network provides to farms. It is a non-profit tool, exclusively intended for Network member farms.



**OWNED BY THE FAMILY FARMERS  
NETWORK**



**QUICKLY ADAPTS TO NEW  
NEEDS**



**HELPS OPTIMIZE YOUR  
SUBSCRIPTIONS AND DELIVERY  
MANAGEMENT**

# PRESENTATION OF THE MARKET MANAGEMENT TOOL

## BASIC SERVICE OFFERED TO ALL MEMBER FARMS

There are as many farms as there are ways to use the RFF web tool. Each farm is unique, so is our tool. It adapts to your needs.

## FOR EASIER ONLINE MEMBER REGISTRATION

- Integration of the registration form into the farm's website
- Possible export of subscriptions to Excel
- Simplified integration with Excel and Google Sheets
- Built-in waiting list
- Credit card payment available

## FOR MORE EFFICIENT NETWORK MANAGEMENT

- Automated billing of annual memberships
- Automatic collection and transmission of member contact information to the RFF
- Real-time tracking of subscription progress
- Better farm support when needed

The basic service effectively covers registration intake and subscription management. The advanced service offers additional features allowing farms to expand their marketing channels and management tools: online store, prepaid cards, customizable baskets, and advanced delivery management.

# SERVICE COMPARISON

## THE BASIC SERVICE – A NO-BRAINER

- Setup of an integrated subscription form, directly on the map
- Free service that avoids hours of development or the use of third-party platforms
- Member data secured in compliance with Law 25 on the protection of personal information
- Consolidated database enabling centralized management of subscriptions and member information
- Customer service provided by the Network Ongoing development of features based on the real needs of member farms
- Optional credit card sales via Stripe

## THE ADVANCED SERVICE – FOR FARMS SEEKING SUPERIOR FEATURES

- Advanced calendar and delivery management
- Integration of tabs, prepaid cards, and online stores
- Individual and group training as needed
- Tools adapted to farms with multiple delivery points or a high volume of subscriptions
- Evolving development based on the operational realities of farms using the tool
- Optimized management time during sales campaigns and the delivery season

# A PROVEN PLATFORM



**13**  
YEARS OF USE



**+ 250 000**  
SUBSCRIPTIONS  
SOLD THROUGH  
THE WEB TOOL



**40**  
FARMS USING THE  
ADVANCED SERVICE

« I have been using the [fermierdefamille.com](http://fermierdefamille.com) tool since 2015, and it is an essential component of managing our organic baskets. Our members greatly appreciate the ability to manage their schedule online, and it frees me from many day-to-day concerns. The automatic reminders, SMS notifications, the ability to communicate with clients by email, and payment management make it a very complete and highly adaptable tool.

When we ask our members at the end of the season for their assessment of our technological tools in our survey, 95% of them say they are very satisfied. I consider it an extremely valuable tool for developing our farms and offering better service to our clients, in a context where competition is strong and where it is essential to adapt and offer greater flexibility. »

**Frédéric Thériault, Ferme coopérative Tourne-Sol**

# COMPARATIVE TABLE OF THE TWO SERVICES

## COMPARATIVE TABLE OF THE TWO SERVICES



Basic service



Advanced service



Member benefit

### FOR SIMPLIFIED MANAGEMENT

	Basic service	Advanced service	Member benefit
• Registration form integration on the website	●	●	●
• High flexibility of delivery points		●	●
• Customization of subscription offer (frequency, options, trial basket...)		●	●
• Automatically synchronized calendar for members		●	●
• Various payment methods (including credit cards)	●	●	●
• Automated invoice upon subscription	●	●	●
• Automatic email reminders		●	●
• Various options displayed on delivery sheet		●	
• Easier mobile management		●	●
• Waiting list management	●	●	
• Export of subscriptions (Excel / Google Sheets)	●	●	
• Precise control of basket pickup schedules		●	
• Possible member personalization	●	●	●

### FOR AUTONOMOUS MEMBERS

• Simple and fast online registration by the member	●	●	●
• Ability for the member to modify their profile		●	
• Member management of their delivery calendar (vacations)		●	●
• Delivery reminder by SMS at the member's choice		●	●
• Purchase of additional baskets through the member's calendar		●	●
• Simplified renewal		●	●

### COMPLEMENTARY SERVICES (to sell more vegetables!)

• Online store with customizable basket option		●	●
• Credit management for the member (tab system)		●	●
• Sale of prepaid cards (online and physical)		●	●
• Unique integration: subscriptions, tabs, prepaid cards, and store in one system		●	

### DATABASE AND CLIENT HISTORY

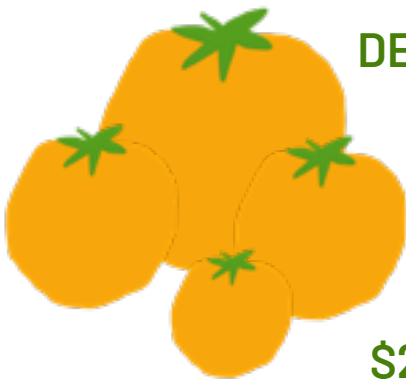
• All client data centralized, secured, and accessible from season to season	●	●	●
• Real-time tracking of sales progress – the RFF team can step in at the right moment	●	●	

### MARKETING TOOLS

• Mailchimp integration		●	
• Promotion impact tracking platform (Facebook, etc.)		●	
• Conditional promotional discounts integration		●	
• Word-of-mouth feature (sharing – social media)		●	
• Former member re-engagement tool		●	
• Promotional codes and discounts available		●	

# ADVANCED SERVICE PRICING

An investment that reduces administrative management time and optimizes subscription sales campaigns.



## DECREASING RATE BY SALES BRACKET

- 1,8 % ON THE FIRST \$60,000 IN SALES
- 1,6 % ON THE NEXT \$60,000 IN SALES
- 1,4 % ON SALES BEYOND \$120,000

**\$200 STARTUP FEE IN THE FIRST YEAR OF USE**

## THE RIGHT CALCULATION

The right calculation is not just how much the tool costs, but how much time and how many subscriptions it helps you gain.

## HOW MUCH DOES THE ADVANCED SERVICE COST?

### Example for three farms

Number of members

Average subscription price

Revenue

Application cost

Subscriptions to offset the cost



75

700\$

52 500\$

945\$

1.33 🛒



150

475\$

105 000\$

1 800\$

2.5 🛒



300

475\$

210 000\$

3 300\$

4.75 🛒

# ADVANCED SERVICE PRICING

During the sales campaign, the RFF team can monitor subscription progress in real time in order to provide timely and tailored support to farms.

« With our growing number of members, the emails and calls from members wanting to reschedule or confirm the date of a basket or their vacation were becoming really too numerous to manage. On top of that, managing lists and attendance on Excel had become relatively burdensome...

Evaluating strategies over the winter to reduce our management time for the summer of 2019 and improve our work-life balance, I made the decision to take the leap with the RFF paid application. After one season of use, I would say it is really worth the price.

I am definitely saving enough management time to justify the fees. And on top of that, I received many positive comments from our members who are happy to have a simple-to-use tool that gives them full control over their delivery calendar. »

**Caroline Pomerleau, Terre Fruitière,  
Advanced service user since 2019**

FOR MORE INFORMATION  
**SUPPORT@FERMIERDEFAMILLE.ORG**

OUR WEBSITE  
**WWW.FERMIERDEFAMILLE.ORG**

OUR SOCIAL MEDIA ( FACEBOOK + INSTAGRAM )  
**@FERMIERDEFAMILLE**