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FreshConnect

An Organic Overview

Our FreshConnect Company, at its core, is a service to help enhance the experience of both the customers and vendors at the Dane County Farmers' Market. Our survey pinpointed that the top three 'Farmers' Market Migraines,' are crowds, payment methods and price. Our company has integrated apps, special events and more to accommodate for each specific complaint. Additionally, our team has relied heavily on promoting our company via technology and utilizing apps because 91 percent of our surveyors said they do, indeed, bring a mobile app when browsing the Farmers' Market. Our innovative teams have successfully integrated the future of the digital era within the Farmers' Market to meet the needs and wants of this specific community. We are enthralled to have FreshConnect represent this organic niche.

Romaine Calm, Get the App

Our application assists our savvy-tech generation, and even those who are not, by providing a service from which to pay, navigate and start couponing. By teaming up with vendors at the Farmers' Market, FreshConnect is able to provide a payment method for those who want to use their credit card and perhaps, do not have enough cash on them. In addition, with our interactive navigation system, we have plotted every vendor at the Farmers' Market and food carts on the outer square. Getting lost or not being able to find an item is no longer a concern. Lastly, our QR codes provide a quick coupon to use at specific vendors for the day. Our app has undoubtedly filled a need and a want for the Farmers' Market community.

Lettuce Make Money

Mobile App: we will receive a certain percentage of sales when our payment method is used

Advertisements: any vendor or business who would like to advertise via our social media, website, newsletters or more will pay a flat rate

Coupons: our online coupons will generate revenue for us when used

Apparel: Clothing, aprons, umbrellas and our canvas bag

CookNight and Kids' Booth: flat fees will be charged for both events
Through a variety of revenue outlets, we can ensure that the future needs and wants of this community can successfully be met.

Sprouting a Site

[202.journalism.wisc.edu/
2015Spring308/](http://202.journalism.wisc.edu/2015Spring308/)

The FreshConnect website is formatted to be easily accessed and not just provide pertinent information, but entertain readers as well. With profile stories about the vendors, readers can truly get to know whom they buy their produce from. In addition, if readers have an item they do not know how to cook or prepare, our recipes and infographics provide insight on an array of different items. Our team has also created an updated weekly newsletter stating what each vendor is offering and their whereabouts.

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