

Square Harvest

Fact Sheet 2015

WHAT:

Square Harvest is Madison's new **online** farmers market. We bring the farm to you expanding the reach of traditional farmer's market. Our vision is to make fresh local food accessible and invest food dollars back into the local economy. We work with over 60 local farms and offer farm fresh produce, meat, dairy, fresh baked goods and pantry essentials. You can find us at www.squareharvest.com and www.facebook.com/SquareHarvest

WHY SHOP WITH SQUARE HARVEST:

- Support local farmers, support local food
- Direct connection to food and farmers - "Farm to Door"
- Shop what you need, when you need them
- No memberships, no weekly commitments
- Convenience of shopping online and home delivery

HOW:

There is no membership fee or commitment to shop at Square Harvest. We do free home delivery to Madison, Middleton and Fitchburg. Delivery fee to Verona and Monona is \$2.95 and to De Forest, Sun Prairie, Cottage Grove and Waunakee is \$7.95.

TIMELINE:

Shop online by Thursday. On Friday, you get email with 45 minute delivery window of when your order will come on Saturday. Home delivery on Saturday. Harvest to door in 48 hours!

WHO:

Madhavi Krishnan is a computer scientist who is passionate about local food and the environment. She worked as software developer at Epic and programmed supercomputers at UW-Madison as an Associate Researcher before building and launching Square Harvest this spring.

LOCAL FARMERS & PARTNERS INCLUDE:

- Harmony Valley
- Hook's Cheese
- Nature's Bakery
- Crossroads Community Farm
- Carr Valley
- Renaissance Farms
- Jordandal Farm
- Batch Bakehouse
- And many more...

See the full list here: <http://shop.squareharvest.com/pages/our-producers>

WHAT CUSTOMERS SAY:

- "The food was fresh and it is an easy way to get good products at my door."
- "Super easy, no delivery charge, great products!"
- "Liked everything, really. You made me discover local products I had never tried before."
- "I Love Square Harvest! The perfect solution for me at this time. The farm to table aspect, the delivery, the quality of the food, the freshness, the vendors available. An awesome idea and business."
- "(I like) Farm fresh, local products. I like the idea of ordering online and having them delivered."