



Online Marketing

If you build it...

They will come...

But is it right for your business???



Half of Canadians make an online purchase
\$16 Billion was spent online in Canada 2010

82% of Canadians have internet access

69% of those over 55 are connected

Only 8% are on dial up.....

What is your online presence?



Online Marketing

If you build it...
Customers are waiting for your “doors” to open...



- ▶ Specialty Seed Potatoes – for home gardeners
- ▶ Canada wide market
- ▶ In 2005 printed/mailed 4000 catalogues cost \$0.75/catalogue
- ▶ Struggled with cost of catalogue & advertising
- ▶ Struggled with attracting new customers



www.seedpotatoes.ca

Online Marketing Changed Everything

- ▶ Reached new markets
- ▶ Garden Market Farmers were able to find us
- ▶ Reduced # of catalogues
- ▶ Doubled Annual Customers/Sales in 3 years
- ▶ Over ½ customers purchase online
- ▶ Instantly Updatable
- ▶ Reduces office work



Website & Shopping Cart



EAGLE CREEK FARMS
BOWDEN, ALBERTA CANADA
877-224-3939 fresh@eaglecreekfarms.ca
lat 51.0504 long -114.0975

COMMUNITY SHARED AGRICULTURE
U-PICK FLOWERS & VEGETABLES

SUNFLOWER
MAZE

SEED POTATOES

EAGLE CREEK SEED POTATOES

EAGLE CREEK FARMS INC. 1919

HOME
CATALOGUE
ORDER FORM
GROWING TIPS
CONTACT
BULK ORDERS

Welcome to Eagle Creek Seed Potatoes

Eagle Creek Seed Potatoes is a family farm located near Bowden Alberta where we have growing seed potatoes for the past 23 years. Our goal is to provide high quality potato seed to home gardeners, market gardeners and nurseries across Canada.

John & Stan Mills









We are now taking Seed Potato Orders for 2011 spring delivery.

We wish you an excellent 2010 growing season.

| [Home](#) | [Catalogue](#) | [Order Form](#) | [Growing Tips](#) | [Contact](#) | [Privacy Policy and Terms & Conditions](#) |

Eagle Creek Seed Potatoes is owned & operated by Eagle Creek Farms Inc.
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Early Season Potatoes

 <p>Carlton</p>	<p>Oval shape, creamy white flesh, buff skin. An old standby for early potatoes. Harvest early to prevent oversized tubers.</p> <p>Foursum \$2.45 1kg \$6.45 5kg \$17.45</p> <p>Add to cart ➤ Add to cart ➤ Add to cart ➤</p>
 <p>Caribe</p>	<p>Caribe is a high yielding oblong potatoes. Excellent storage qualities and great for boiling.</p> <p>Foursum \$2.45 1kg \$7.45 5kg \$20.45</p> <p>Add to cart ➤ Add to cart ➤ Add to cart ➤</p>
 <p>Norland</p>	<p>Smooth red skin, shallow eyes white flesh. No internal defects, few irregular tubers. Some resistance to scab and rhizoctonia (black scurf)</p> <p>Foursum \$2.45 1kg \$6.45 5kg \$17.45</p> <p>Add to cart ➤ Add to cart ➤ Add to cart ➤</p>
 <p>Eramosa</p>	<p>White skin and flesh. Smooth skin and shallow eyes. Rated as moderately resistant to common scab. Responds well to green sprouting, making these one of the first new potatoes of the season.</p> <p>Foursum \$2.45 1kg \$6.45 5kg \$17.45</p> <p>Add to cart ➤ Add to cart ➤ Add to cart ➤</p>
 <p>Pacific Russet</p>	<p>Newly released russet skin white flesh, very shallow eyes. Good yield uniform size. Great boiled or baked. Rated very high in Ontario industry trials for yield and uniformity.</p> <p>Foursum \$2.45 1kg \$6.45 5kg \$17.45</p> <p>Add to cart ➤ Add to cart ➤ Add to cart ➤</p>
 <p>Irish Cobbler</p>	<p>H A new variety in our catalogue, yet it is said Irish Cobbler has been grown since the late 1800's. Has some susceptibility to scab. Mainly used as a boiled or baked potato.</p> <p>Foursum \$2.45 1kg \$7.45 5kg \$20.45</p> <p>Add to cart ➤ Add to cart ➤ Add to cart ➤</p>



Shopping Cart & Checkout

Qty	SKU	Product	Price	Total
1	alaskafs	Alaska Sweetheart foursum	CA\$2.45	CA\$2.45
Delivery method: <u>Canada Post Expedited</u>				
			Subtotal:	CA\$2.45
			Shipping cost:	CA\$6.25
			TOTAL:	CA\$8.70

[Continue shopping](#)
[Checkout](#)

Your shopping cart

The items below are currently in your shopping cart. To remove any item click "Delete item". To checkout, please click "Checkout". Please note that Delivery method is ignored if you are ordering Gift Certificates or Electronically distributed products.

Items

No image
Available

Alaska Sweetheart foursum
Mid season pink flesh

CA\$2.45 x 1 = CA\$2.45

Delete item [➤](#)

SUBTOTAL: CA\$2.45

[Update](#)
[Clear cart](#)
[Checkout](#)

SHIPPING DATE! BE SURE TO ENTER A SHIPPING DATE ON THE PAYMENT PAGE. If not shipping date is selected your orders

ation - Don't forget to enter a shipping date on the payment page below your credit

Modify [➤](#)

Information

Nice
Man

403 224 3453

john@eaglecreekfarms.ca

Billing Address

Address: slkj
 City: bowden
 Province/Territory: Alberta
 Country: Canada
 Postal code: T9U 9J3

Shipping Address

Address: slkj
 City: bowden
 Province/Territory: Alberta
 Country: Canada
 Postal code: T9U 9J3

Payment method: **eSelect plus**

Payment details

Credit card type * [▼](#)
 Cardholder's name *
 Credit card number (no spaces or dashes) *
 Expiration date (month/year) * [▼](#) [▼](#)
 CWV2 * [?](#)



Please indicate your **SHIPPING DATE**. in the box below. Regular Shipping April 10th, 20th or 30th.

Cheep Fast & Easy Mals - Commerce

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COMMUNITY SHARED AGRICULTURE
 U-PICK FLOWERS & VEGETABLES
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Thank you for your
 interested in local food
 and supporting Eagle
 Creek Farms.

Please use this online registration for your CSA Share. By
 registering online you will receive a confirmation e-mail. We
 add you to the CSA Newsletter e-mail list and will be in contact
 with throughout every step of growing your vegetables.

Full Share \$550 Payable March 2011
 Register Now

Half Share \$300 Payable March 2011
 Register Now

Calgary Pick up Locations
 Hillhurst - (FULL) Thursdays 5:00 - 7:00pm
 Northlands Mall Farmers Market - (FULL) Tuesdays 3:30 - 7:00pm
 Marda Loop (Forage Foods) - Wednesdays 5:00 - 7:00pm
 SW Location - (we are looking for one more drop off in the south
 of Glenmore. If you can think of a church or community centre
 parking lot that may work please let me know)

Olds - Thursday
 Red Deer - Wednesday

More Detailed CSA
 Information

Farmer John's Blog

What's in Season?

Mailing Address:

Box 20
 Bowden
 T0L 1S0

[Home](#) | [Vegetables](#) | [Flowers](#) | [CSA](#) | [Events](#) | [Sunflower Maze](#) | [Seed Potatoes](#) | [Contact Us](#)

As Fresh as it Gets!

Product	Quantity	Price	Amount
Full Share \$550 Payable March 2011	1	0.00	0.00
All prices are in Canadian Dollars			TOTAL 0.00

Shipping and billing address

Required fields are shown in **BOLD** and marked with an *

* Full name

Company

* Address

* City

* State or Province

* Postal or ZIP code

Country

* Telephone

* E-mail

* Choose your Pick up Location

I would like to be a shareholder in Eagle Creek Farms CSA vegetable box. I understand that the farm workers will do their best to provide all they have promised, & I agree to excuse them for any mishaps and uncontrollable results of producing vegetables.

CONTINUE

Mal's e-commerce Visit site

Shopping cart Admin

Orders Gift Vouchers Cart setup

UPGRADE TO PREMIUM

Cart account
 List orders
 Message board

List orders

This is page 1 of 4

First < Prev Next > Last

DATE	ID	NAME	METHOD	TOTAL
<input type="checkbox"/> 03 Feb 16:14	13671712	Aparna And Liam Taylor	Other	0.00
<input type="checkbox"/> 03 Feb 11:41	13670946	Annette And Harold Coates	Other	0.00
<input type="checkbox"/> 03 Feb 10:36	13670769	Howard & Diane Uphill	Other	0.00
<input type="checkbox"/> 01 Feb 18:55	13666560	Jane Gillespie	Other	0.00
<input type="checkbox"/> 26 Jan 10:25	13649485	Danielle Southern	Other	0.00
<input type="checkbox"/> 24 Jan 21:42	13645722	Allison Wagner	Other	0.00
<input type="checkbox"/> 23 Jan 17:50	13642547	Leanne Cohen	Other	0.00
<input type="checkbox"/> 23 Jan 13:06	13641884	Lindsey Ross	Other	0.00
<input type="checkbox"/> 23 Jan 10:50	13641635	Mary K Cuskelly	Other	0.00
<input type="checkbox"/> 22 Jan 11:30	13639705	Merry Kuchle	Other	0.00
<input type="checkbox"/> 22 Jan 00:53	13639083	Sonya & Joe Betteridge	Other	0.00
<input type="checkbox"/> 20 Jan 00:34	13634019	Lisa Thomas	Other	0.00
<input type="checkbox"/> 15 Jan 14:44	13622983	Richard & Barbara Fries	Other	0.00
<input type="checkbox"/> 14 Jan 23:22	13621933	Andrea Engi	Other	0.00
<input type="checkbox"/> 14 Jan 12:03	13620379	Jennifer Shaigec	Other	0.00
<input type="checkbox"/> 12 Jan 01:56	13614194	Erin McCullough	Other	0.00

Details

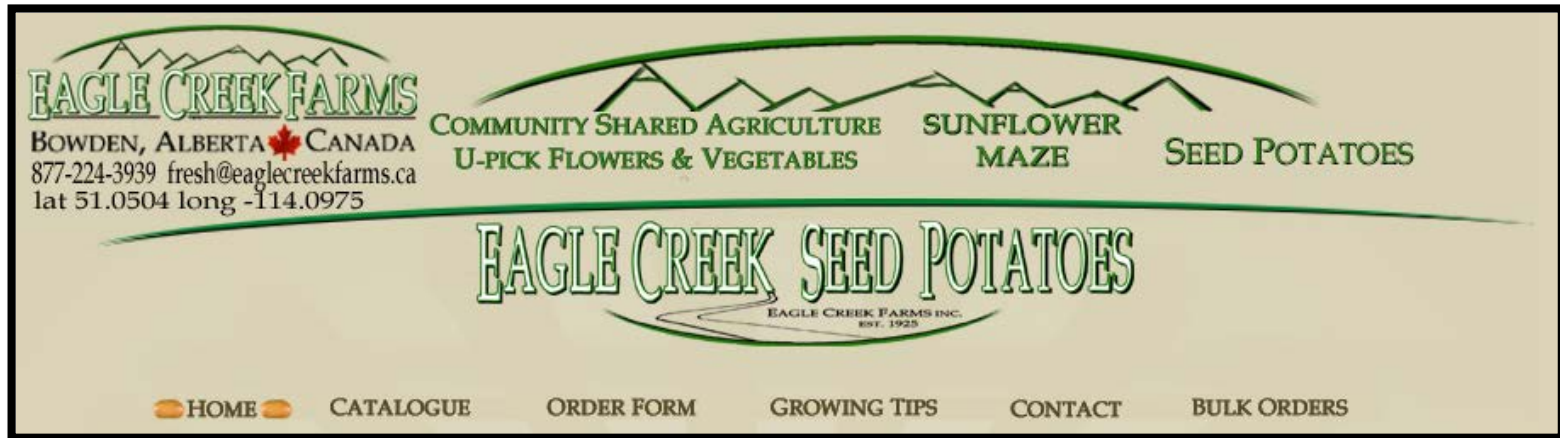
Shopper ID: 13671712
 Date: 03 Feb 16:14
 IP: 209.89.161.242
 Status: Paid
 Apama And Liam Taylor
 Canada liamktaylor72@gmail.com
 Shipping 0.00
 Tax 0.00
 Total 0.00

Display this order

Orders per page: 50
 Newest first Update



Benefits – Why does it work for ME?

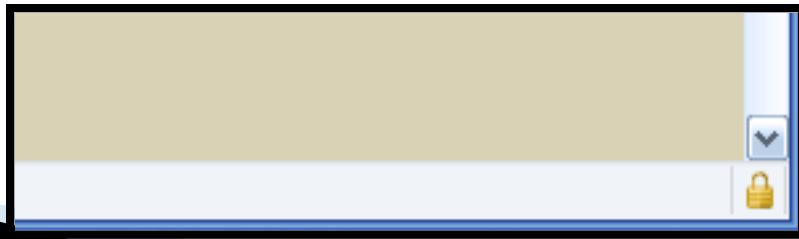


- ▶ Online stores are open 24/7
- ▶ Busiest time is Weekends (our office is closed)
- ▶ Instant (opposed to waiting 2 weeks for print)
- ▶ If you build it they will come
... For us they come... by the thousands...



Security – should I be worried?

- Yes Yes Yes Yes YES.....
 - but no more than using Point of Sale Machines
- Locate a credible payment gateway merchant (paypal, moneris ect)
- Paypal
- SSL (Secure Sockets Layer)



Developers

Whole Package

- ▶ Idea Market Design – \$5000 – \$8000
- ▶ Whytespace Graphics \$3000 – \$6000

Shopping Cart Only

- ▶ Navigator Multimedia – \$600+
- ▶ Windsor Graphics – \$600+

DIY

- ▶ Paypal – Mal's e-commerce – \$ (your time)



What does it Cost?

Option #1
Contracting
Construction
& Set up

Website Hosting	\$300 – \$400/year
Website Construction	\$800 – \$5000
Payment Gateway setup	\$200 – \$500
Shopping Cart, set up	\$300 – \$1700
Initial Cost	\$1300 – \$7000
Annual Cost	\$360 + fees (2%)

Option #2
DIY

Website Hosting	What you currently pay
Construction	5–30 hours
Payment Gateway	Free
Fees	2–3% + \$0.30/ transaction
Initial Cost	Time
Annual Cost	Fees + Time



Shopping list

- ▶ Product
- ▶ www.yourfarm.ca (domain)
- ▶ Hosting
- ▶ Shopping Cart Software
 - Paypal
 - Mal's e-commerce
 - Quick Books
- ▶ Payment Gateway
 - Paypal
 - Moneris
- ▶ SSL (encrypting software for credit card transactions)
- * Web Developer *



Drawbacks?

- ▶ Local online produce market may be small
- ▶ Additional investment to initiate
- ▶ Product may not suit online sale/mail delivery
- ▶ Online marketing takes time



Summary / Potential

- ▶ Canadians Spend Billions online
- ▶ Versatile
- ▶ Cost Effective
- ▶ Access New Markets
- ▶ Enter the New Market Place (where customers are researching what they purchase)



Resources

Developers

- ▶ Whytespace – whytespace.ca Travis Whyte
- ▶ Windsor Graphics – windsorgraphics.ca
Kathleen Windsor
- ▶ Idea Marketing – ideamarket.ca Carson Pierce
- ▶ Navigator Multimedia – navigatormultimedia.com
Mike Thurstan

Payment Gateways

- ▶ Paypal – paypal.com
- ▶ Moneris – moneris.com
- ▶ Mal's e-commerce – mals-e.com (shopping cart)

john@eaglecreekfarms.ca

