**BACKGROUND**

- Small scale sustainable farmers have limited options for selling their products.
- Ecommerce platforms and websites provide convenient buying experiences for consumers.
- The aim of this project is to understand how technology can best serve small-scale sustainable farmers and the subsequent benefits.

**RESEARCH QUESTION:**

How do farmers feel about computer technology and what are the subsequent benefits of using it as a catalyst to localize systems?

**INTERNSHIP + METHODS**

**Barn2Door:** Market research intern

**Survey:** 90 farmers in WA state about their opinions on the integration of technology with farming

**Literature Review:** local food movements, direct to consumer business models, and the benefits of local farms

**RESULTS**

- The majority of respondents are using smartphones or computers multiple times a day
  
  44% Positively discussed technology
  
  36% Had mixed opinions but acknowledged the benefits of technology

**ANALYSIS**

- Farmers are using technology, but HOW they are using it could be modified to better suite their businesses and customers!

**SIGNIFICANCE + BENEFITS**

- Using technology as a platform to localize food movements is convenient for consumers, and can be for farmers as well!

  "Farm life is overwhelming. I love being able to say, ‘Oh look! I sold that today’ without any more effort on my part. The customers can order anytime on their own.”
  - Heather, Bittersweet Family Farm

- Supporting local farms can strengthen local economies.
- Sourcing food locally can give consumers more choice in growing practices.

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