

Invest Ottawa DMS Future Proof

Success Story: BeetBox

The Story

BeetBox is an organic vegetable farm located in the urban area of Nepean. The farm not only supplies organic vegetables to the surrounding community but also offers various programs and events to build the relationship between the community and sustainable farming. BeetBox opened in 2017 as a sole proprietorship and then transitioned to a cooperative with four founding members. BeetBox is committed to growing food that is good for the earth, for customers, and for the farm's workers.



The Obstacle

COVID-19 regulations at the beginning of the pandemic meant that BeetBox was forced to shut down its in-person sales, and with no online delivery infrastructure, the farm was struggling to meet customer demand. As the pandemic continued, the company realized a strong online presence was only becoming more important.

The Solution

Angela Plant and her fellow owners worked collaboratively with Digital Main Street's Transformation Team to analyze their current website and assess where improvements needed to be made. The team also provided BeetBox with tips on how to navigate industry standards and developed a fulsome marketing strategy for the farm that would accommodate the variability of a seasonal business. That strategy included a content calendar, copywriting, and creative assets that could be used to promote BeetBox's produce and programs, both on and off season.



The Update and the Future

Now, BeetBox has a large online audience of dedicated local vegetable eaters. The farm is constantly attracting new customers through online promotion. In the future Angela hopes BeetBox will be able to return to hosting events that help build the relationship between the community and sustainable farming.



Testimonial

“We know our business, but Digital Main Street knows industry standards and how to set up strategies and systems that work,” says Angela of her experience. “The team helped us cement what we really wanted to do and showed us how to move key projects forward.”

Get Connected!



Angela Plant
Board Member, BeetBox

beetbox.ca

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