

CrowdFarming and PayPal simplify the food chain and payments

CrowdFarming.com started in 2017 in Valencia, Spain, after brothers Gabriel and Gonzalo Úrculo inherited their grandparents' abandoned orange grove. That grove bore fruit and inspired a new model of direct sales.

To replant the trees, they asked family and friends to adopt a tree. This idea of connection to a tree and their own harvest proved to be the roots for CrowdFarming.

The brothers joined forces with Juliette Simonin and Moisés Calviño to establish a way of selling organically farmed goods directly to consumers. This eliminated intermediaries, reduced waste, and transferred power back to the farmers.

Under this system, farmers achieve financial stability thanks to the fixed prices they set, allowing them to invest in more sustainable and efficient farming methods.

CrowdFarming is both inspiring and socially responsible. They grew due to their visionary economic model. In late 2021, CrowdFarming added PayPal to their checkout experience. PayPal's global, trusted brand quickly made a significant impact on their business.

We spoke with Diego Jiménez, Chief Financial Officer, and Emmeline Hess, Head of Communications for CrowdFarming, about the company and how customer preference inspired a fruitful collaboration with PayPal.



PayPal as an acquisition tool

The CrowdFarming solution empowers farmers to set and secure their own prices while selling organic goods directly to consumers.

As they continued to grow their marketplace, the CrowdFarming team realized that having a globally recognized brand like PayPal could help with checkout conversion. Customers were more likely to purchase because they trusted PayPal, which in turn, helped CrowdFarming gain and convert customers.

CFO Jiménez notes, "Trust is such a big driver. To have a platform like PayPal that people know and trust is a big enabler. Being able to pay through a platform they are familiar with, and the fact they don't have to enter their credit card details has really helped."

Within six months of integration, the results have exceeded their expectations as PayPal currently represents 25% of CrowdFarming's total sales.* And 66% of those PayPal account holders are repeat buyers.** "Usually, when you offer a new payment method, it takes time for customers to rely on it. With PayPal, everyone knows it, so it took off," reports Jiménez.

The fact that 57% of total net new customers choose PayPal clearly demonstrates PayPal is an acquisition tool.* That 57% increases to a staggering 72%, in Germany, CrowdFarming's largest market.*



"That 72% recognize PayPal as a trusted service, even if they don't know CrowdFarming. PayPal has helped us acquire new customers and new sales," Jiménez emphasizes.

PayPal also provides value to CrowdFarming in detecting potential fraudulent transactions. "PayPal's fraud detection has been essential in detecting and resolving issues quickly. Detecting fraud has always been something to really look out for, and with PayPal, fraud detection is baked right in," Jiménez notes.

The powerful blend of customer preference, organic customer acquisition, and fraud protection from PayPal has nourished the potential for even more growth.

SUCCESS METRICS

57%

of CrowdFarming's total net new customers choose PayPal.*

25%

of CrowdFarming's total global sales are via PayPal.*

66%

of CrowdFarming's PayPal customers are repeat buyers.**

*Data source is from CrowdFarming, December 2021 – May 2022.

**Data source is from PayPal, December 2021 – May 2022. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.



Making a deep-rooted impact

This line from CrowdFarming's website illustrates their convictions: "We're not afraid of being wrong; we're only afraid of sitting back and doing nothing."

CrowdFarming is determined to make a positive change in the environment. In fact, they launched a witty and informative podcast called WTF (What the Field?!) to educate consumers on a broad range of sustainability topics.

Cultivating growth, CrowdFarming has extended across Europe, adding more farmers and reaching new customers. Many European countries produce a variety of goods, but not everything is readily available in all places. CrowdFarming solves this by creating a more centralized marketplace. From Spanish oranges to Italian parmesan cheese, CrowdFarming customers have direct, easy access to fresh, organic products.

The idea of knowing where their food was farmed and reducing waste has taken off.



Even if customers do not know CrowdFarming, they know PayPal. They trust that it will be a quick, easy, and most importantly, secure transaction. We benefit from that extension of trust, especially with new customers.

Diego Jiménez

Chief Financial Officer, CrowdFarming



Now, the team has its sights set on the U.S. market. "We wanted to establish ourselves in Europe first, to get as much knowledge and experience as possible before we dipped a toe over the pond," Emmeline Hess states.

Keeping up with their ever-expanding customer base has also meant keeping up with payments. To reduce friction at checkout, the CrowdFarming team integrated PayPal's Reference Transactions, which allow customers to make recurring payments with just a few clicks. Next up will be adding a Buy Now Pay Later option for customers who prefer to pay in installments.

Matching their success with their social and environmental impact goals is a priority for this dynamic, innovative business. With PayPal as part of their experience, CrowdFarming's success is sure to continue to bear fruit.

