



20 Promos and Offers to **Grow Farm Sales**

+ what you need to succeed



Farms aren't making enough offers. Offers act as **“bait” to get prospects to convert into customers**. If you have an offer that benefits your customers in all the right ways, it compels them to buy from you. Similarly, offers can ‘trigger’ a purchase and help avoid cold feet when it comes to buying. If a great offer appears in front of customers, it raises a sense of **urgency to buy now rather than later**. It urges them to take action at that moment.

In this guide, we run through **20 different offers and discounts** you can run on your online store.

Seasonal and Holiday Offers



01

Spring Kickoff Sale

Welcome the new season with 10% off fresh greens, pasture-raised eggs, and early-season produce. Encourage customers to refresh their diets with farm-fresh goodness.

What you need:

- A coupon code offering 10% off. Examples **SPRING10**, **HELLOSPRING**, and **FRESHPICKS**
- [Here's how to create a seasonal coupon code.](#)
- Define which products are on sale. Create a category with all spring products, or apply discount to everything.



02

Summer BBQ Bundle

- Create a ready-to-grill package featuring farm-raised meats, fresh veggies, and homemade sauces or spice rubs. Offer a 15% discount when customers buy the full set.

What you need:

- A coupon code offering 15% off. Examples **BBQ15**, **SUMMERBBQ**, and **GRILLKIT**
- Define which products are on sale. Create a category with BBQ staples, or apply discount to everything.
- Create a BBQ bundle product.



03

Back-to-School Snack Box

- Parents are looking for quick, healthy options! Offer a discounted snack box featuring farm-fresh cheese, jerky, fruit, and homemade granola.

What you need:

- Create a back-to-school bundle product using Local Line's [box builder](#).
- **Example product description:** Make snack time easy, delicious, and farm-fresh with our Back-to-School Snack Box! Packed with wholesome, locally grown and made treats, this box is perfect for lunchboxes, after-school cravings, or on-the-go fuel for busy families.



04

Thanksgiving Pre-Order Discount

Encourage early turkey or produce box orders by offering 10% off for those who reserve before a specific date. Add bonuses like a free herb bundle or recipe guide for holiday meals.

What you need:

- A coupon code offering 10% off. Examples **THANKSGIVING**, **TURKEY15**, and **THANKS15**
- For produce box, create a bundle using Local Line's [box builder](#).



05

Christmas Gift Box Sale

Offer beautifully packaged farm-to-table gift boxes with jams, honey, cured meats, and artisanal goods. Include an option for personalized notes and offer delivery at a special holiday rate.

What you need:

- Create holiday bundles using Local Line's [box builder](#).
- **Example product description:** Give the gift of local, farm-fresh goodness this holiday season! Our Christmas Gift Box is filled with hand-selected, high-quality treats straight from the farm—perfect for food lovers, holiday hosts, or anyone who appreciates delicious, small-batch flavors.

Limited-Time Promotions



06

Flash Sale Fridays

Surprise customers with a special deal every Friday. Announce the discount via email (e.g., 20% off pasture-raised pork or free delivery on orders over \$50).

What you need:

- A coupon code offering 15% off. Examples **FRIDAY15** or **LOYAL15**.
- Or, set up a order minimum to qualify for free delivery.
- Create an automated email to customers to send out on Friday morning. Include a link to shop the online store.



07

Weekend Warrior Special

Promote a Saturday-Sunday deal on meal prep boxes that include proteins, veggies, and grains for easy home cooking.

What you need:

- Create meal prep bundles using Local Line's [box builder](#).
- Send out automated email to customer base promoting the boxes and weekend sale. Be sure to include link to the relevant product(s).



08

End-of-Season Clearance

Move excess inventory before the next harvest by offering discounts on frozen meats, stored root vegetables, or canned goods.

What you need:

- Create a sale category on your storefront. Be sure to put the category at the top.
- Add discounts to all relevant products in the clearance sale.
- Set a clear end-date to the sale.
- Send out email to customers. Be sure to include link to the relevant product(s).



09

Random Flash Sale

Engage customers in real-time with a spontaneous sale! For example: “Rainy days are cozy cooking days—get 15% off soup ingredients today only!”

Flash sales can be a great way to move inventory and keep your customers on their toes. Be sure to run some sporadically so they maintain their efficacy.

What you need:

- A coupon code offering 15% off. Examples **FLASH15** or **FARM15**.
 - You can also apply product-specific discounts instead of using a coupon code.
- Send out one-off email promoting sale. Be sure to include a direct link to the product.



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“Only 20 left in stock”

Holding back some inventory of products creates the illusion of scarcity and creates a sense of urgency for people to come in and buy. It also raises the value since people don't want to miss out. Be mindful of the amount (i.e., 20 pumpkins left creates more craze than 100 left), and space out the usage of this offer where it makes sense.

What you need:

- Send out one-off email creating urgency to customer base. Be sure to include a direct link to the product.



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Mid-Week Product Drop

Like the previous idea, dropping a popular item mid-week can create urgency and exclusivity. If they bought from you earlier in the week, this could drive another buying spree to snag the exclusive item.

What you need:

- Send out one-off email creating urgency to customer base. Be sure to include a direct link to the product.

Bundled & Bulk Discounts



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Family Meal Bundle

Create a full meal kit with farm-raised proteins, fresh veggies, and starches. Offer a slight discount compared to buying each item separately.

What you need:

- Create meal kit bundles using Local Line's [box builder](#). Set up a [subscription](#) for this product to be delivered on a recurring schedule.
- **Example product description:** Enjoy a wholesome, farm-fresh meal with our Family Meal Bundle: everything you need to cook a delicious, nutritious dinner with ease!



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Stock Your Freezer Sale

Offer bulk meat discounts, like “Buy 10 lbs of ground beef, get 2 lbs free” or “Save 15% on quarter, half, or whole animal orders.”

What you need:

- A coupon code offering 15% off. Examples **FREEZERSALE** or **STOCKUP**.
- Or, you can also apply product-specific discounts instead of using a coupon code.
- Or, add a freebie with delivery.
- Send out one-off email promoting sale. Be sure to include a direct link to your storefront or relevant products.



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Farm Sampler Box

Introduce new customers to your best products by offering a limited-time sampler box at a discounted price.

What you need:

- Create sample bundle using Local Line's [box builder](#).
- **Example product description:** Curious about farm-fresh flavors? Our Farm Sampler Box is the perfect way to experience the best of what we offer at a special limited-time discounted price!



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BOGO (Buy One, Get One Half Off)

Run a promotion where customers get a discount on a second item of the same type, great for perishable items like eggs or dairy.

What you need:

- Create a product category with all products in the sale, i.e. **BOGO**.
- Send out one-off email to customers to create urgency. Be sure to include a direct link to your storefront or relevant products.

♥ Customer Loyalty & Referral Deals

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VIP Customer Discount

Reward repeat buyers with a special discount code, like 10% off for those who've placed 3+ orders.

What you need:

- A coupon code offering 10% off. Examples **LOYAL10**, **VIPACCESS**, or **MEMBERPERK**. [Here's how to set up a loyalty program.](#)
- Identify relevant customers and send out email promoting the coupon code.



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Refer-a-Friend Reward

Incentivize referrals by giving both the referrer and the new customer a discount (e.g., \$5 off their next order).

What you need:

- A coupon code offering \$5 off. Examples **REFER5**, **FARMFRIEND**, or **GETGIVE5**. [Here's how to set up a loyalty program.](#)
- Promote referral program in newsletters, on your website, and be sure to mention it to recurring customers.



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Buy More, Save More

Encourage larger purchases by offering tiered discounts, such as:

- Spend \$50, get 5% off
- Spend \$100, get 10% off
- Spend \$150, get 15% off

What you need:

- [Here's how to set up a tiered discount program.](#)
- Promote tiered discount in newsletters, on your website, and be sure to mention it to recurring customers.



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Subscription Sign-Up Perks

Promote CSA memberships or recurring farm box subscriptions by offering a free bonus item (e.g., free dozen eggs) for new sign-ups.

What you need:

- For pre-season or CSA renewals, create an incentive such as a discount, freebie, or additional credit.
- Create a marketing campaign promoting the offer. Be sure to set an end-date for the promotion.



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Local Heroes Discount

Show appreciation for teachers, healthcare workers, veterans, and first responders by offering them an exclusive discount code.

What you need:

- A coupon code for local heroes. Examples **TEACHER**, **LOCALHERO**, or **HERO10**.



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