

Boston

NUTRITION

Shop New England Farmers Markets Without Ever Leaving Your Home

Through a new app, launched here in Boston, called WhatsGood.

by TESSA YANNONE · June 17, 2019 — Farmers markets can be quite the experience—and a lovely way to spend a Saturday morning at that. But if you don't have time to peruse local vendors with your coffee in one hand and your bag of greens in the other, we don't blame you. If you're looking for convenience and ease in every aspect of your life—even when it comes to locally sourced groceries—look no further.

With a new app called WhatsGood, you can now shop for locally sourced food through a mobile interface much like the ones used for online grocery shopping. The difference is that the only products featured on the app are sourced and made right here in New England. So although you might not have the stamina, or time in your day, to face the hustle and bustle of the farmers market, you can rest assured that what you're eating is not only good for you but good for the environment and the business of local farms.

WhatsGood works by delivering your freshly selected fare within a four mile radius of Fenway, with plans for expansion, right to your doorstep. When you enter the app you can search for products under categories like produce, meats, pantry, drinks, and more or select from a local vendor. New England farms featured on the app include Under the Sun Farm, Ward's Berry Farm, and Trovato Schrage Farm, just to name a few.

“While many people want to eat local food, the reality is that only about 1-3 percent of people visit their local farmers market regularly,” Matt Tortora, CEO and founder of WhatsGood app, said in a release. “Our goal is to remove the friction of buying local food, while also allowing farmers and artisans to keep a big portion of their sales. The platform allows them to easily reach new consumers that want to buy their product, but might have trouble getting it otherwise.”

So not only does the app provide ease for the consumer but it's beneficial for the farm because they're not having to harvest anything more than what is ordered by customers through the app. Traditionally, if vendors go to a farmers

WELLNESS

BeWellBoston



market they might be hauling more than they need, potentially ending up with a lot of leftover food.

You can also pick-up your order at places like Turtle Swamp Brewing, Fenway Community Center, Chew Innovation, and the Parker Hill Branch of the Boston Public Library, with new pickup locations being added as well. Orders are accepted up until 8 p.m. on Wednesday before being packed and insulated in reusable totes that are delivered between 2 p.m. and 6 p.m. every Thursday. So what are you waiting for? You have about two days to place your order.

For more information: sourcewhatsgood.com.