

FarmMatch Announces National Growth, Expanding Access to Regenerative Farms

Wisconsin-based FarmMatch continues investing in technology, nationwide logistics, and farm partnerships as demand for direct-from-farm purchasing accelerates.

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FarmMatch today announced the next phase of its national growth strategy as the company expands its technology platform, strengthens its nationwide farm network, and increases investments in the infrastructure supporting direct-from-farm commerce across the United States.

The announcement comes as consumer demand for greater food transparency, regenerative agriculture, and direct relationships with independent farms continues to reshape purchasing habits nationwide.

As more families seek alternatives to traditional grocery supply chains, FarmMatch is positioning itself to meet growing demand through technology designed to connect consumers directly with regenerative farms.

Founded by entrepreneur Max Kane, FarmMatch has evolved into what the company describes as the world's largest online marketplace dedicated to regenerative farm food. Today, the platform supports more than 550 pickup locations, offers nationwide shipping, has fulfilled more than 1.5 million customer orders, and has generated more than \$100 million in sales, all while remaining independently owned and bootstrapped since its founding.

Building Infrastructure for the Future of Farm Commerce



FarmMatch believes the relationship between consumers and food producers is undergoing a long-term transformation.

As shoppers become increasingly interested in sourcing, farming practices, and ingredient transparency, the company sees growing demand for technology platforms that simplify direct purchasing from trusted farms.

To support that demand, FarmMatch continues investing in software development, nationwide logistics, expanded pickup locations, and new tools designed to improve the experience for both farms and customers.

Unlike conventional online grocery marketplaces, FarmMatch operates as a technology platform connecting regenerative farms directly with consumers, allowing producers to maintain direct relationships with customers while expanding their market reach.

The company says this approach allows independent farms to grow without relying exclusively on traditional retail distribution while giving consumers greater visibility into the origin of the food they purchase.

Learn More About FarmMatch

Consumers interested in purchasing directly from regenerative farms or learning more about FarmMatch's growing nationwide marketplace can visit [FarmMatch.com](https://farmmatch.com) to browse participating farms, locate pickup sites, and explore available shipping options.

With more than 550 pickup locations already operating across the country, the company expects that network to continue expanding as additional farms join the platform.

Independent Growth Continues to Drive Expansion

Unlike many technology companies that pursue rapid expansion through outside investment, FarmMatch has remained independently owned since its founding.

According to the company, maintaining that independence has allowed leadership to prioritize long-term platform development, farmer relationships, and customer experience rather than short-term financial objectives.

That strategy has helped FarmMatch establish partnerships throughout the regenerative agriculture community, including organizations such as the Weston A. Price Foundation, while founder Max Kane continues speaking nationally on entrepreneurship, regenerative agriculture, and the future of food technology.

Current priorities include expanding nationwide shipping capabilities, developing additional software features requested by farmers and consumers, and preparing for future international opportunities as interest grows beyond the United States.

A Business Built from Personal Experience

FarmMatch traces its origins to Kane's personal experience with severe Crohn's disease during childhood and early adulthood.

According to the company, a transition to fresh food sourced directly from farms significantly improved his health, inspiring him to create a platform that would make similar access available to more families across the country.

While that experience shaped the company's mission, FarmMatch says its continued growth has been driven by increasing consumer demand for transparency, regenerative farming practices, and stronger connections between producers and households.

Looking Ahead

As FarmMatch enters its next stage of growth, leadership expects continued investments across technology, logistics, and farm partnerships.

The company plans to expand its pickup network from hundreds of locations to several thousand over the coming years while significantly increasing overall sales volume.

FarmMatch also continues evaluating international opportunities after receiving interest from markets outside the United States while prioritizing software improvements that help support increasing customer demand.

For Kane, the next chapter is focused on continuing to strengthen the technology behind the platform while expanding access to regenerative agriculture for consumers nationwide.

"We believe people increasingly want transparency, stronger relationships with the farms producing their food, and technology that makes those connections simple," Kane said. "Our focus is to continue building that infrastructure responsibly while supporting independent farms for the long term."

About FarmMatch

FarmMatch is a Wisconsin-based food technology company operating the world's largest online marketplace dedicated to regenerative farm food. Founded by Max Kane, the company connects consumers directly with independent regenerative farms through nationwide shipping and more than 550 pickup locations across the United States. FarmMatch has fulfilled more than 1.5

million customer orders, generated more than \$100 million in sales, remains independently owned, and continues investing in technology that expands access to direct-from-farm commerce.

Website:

<https://www.farmmatch.com/>

<https://maxkane.com/>

Social Media Links:

<https://www.instagram.com/farmmatch>

<https://www.instagram.com/maxkane>

<https://www.facebook.com/FarmMatch/>

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