



Turn a home into a bakery, turn a bakery into a community.

Context

Croftery seeks to gather lovers of baked goods--bakers and eaters--onto a platform which can nourish a community.

76.2%

Cottage food sellers seeking for new customers

55%+

Buyers are interested in cottage foods

Challenge & Outcome

How might we create a platform to enable the cottage food industry to generate revenue safely and inspire creators?

Croftery is an online marketplace that 1) enables cottage sellers to reach a wider audience, and 2) enables buyers to buy with confidence. We aim to foster a tight-knit community of buyers and sellers.

How It Works

1 Visit croftery.com and shop for WSDA approved items

2 Pick up your food or get your food delivered. Enjoy!

