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Kroger launches digital farmers market

The Kroger Co. has launched a digital farmers market in Atlanta in partnership with Market Wagon. Developed as an e-commerce marketplace for local farmers and businesses, the service is a digital platform that offers customers a wide range of fresh, local products.

The delivery-only service offers a uniquely local assortment of over 1,150 local products by grouping local vendors together, including local farmers, bakeries and food artisans. All items found on Kroger Farmers Market are exclusive to the service and cannot yet be found at Kroger stores.

"Kroger's new digital farmers market pilot is part of the evolution of our rapidly growing and innovative e-commerce business," said Felix Turner, Kroger's corporate affairs manager for the Atlanta division. "This partnership reinforces the importance of buying local to customers, powered by modern, cost-effective, and efficient last-mile solutions. We're excited to launch this service in partnership with Market Wagon across Atlanta."

The all-new partnership service will service a 60-mile radius across Atlanta that includes 28 counties in the Atlanta metropolitan area. Featuring the added convenience of delivery, customers can choose their preferred delivery day of either Tuesday or Friday.

"Our mission is to enable food producers to thrive in their local market, and I am excited to partner with Kroger to carry it out together," said Nick Carter, Market Wagon's co-founder and CEO. "This partnership is a tremendous opportunity for the farmers and food producers we serve in the Atlanta area."

Customers in Atlanta can visit marketwagon.com/kroger to check delivery eligibility. Additionally, interested sellers can learn more and apply to sell their products on Kroger Farmers Market powered by Market Wagon.

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