



## CrowdFarming case study: Making a deep-rooted impact with PayPal



In 2017, CrowdFarming established a new way of selling organically farmed goods directly to consumers. They eliminated intermediaries, reduced waste, and transferred power back to the farmers. Four years later, they added PayPal to their checkout experience and business soared.

PayPal's seamless and customer-focused checkout experience boosted conversion for CrowdFarming. But it also delivered far greater benefits, driving customer acquisition and loyalty. We spoke to Diego Jiménez, Chief Financial Officer, and Emmeline Hess, Head of Communications, to find out what a partnership with PayPal truly meant for CrowdFarming's growth. [Read now.](#)