Harvaria — Walkthrough & FAQ guide

A printable companion to the 5-step walkthrough in the app. Free to join for consumers, producers and logistics partners; Harvaria keeps 7.5% only when an offer actually sells.

The five steps at a glance

Step	What happens
1	Producers publish their own offers
2	You tell the matchmaker what you need
3	The AI ranks the best producers for you
4	You buy directly from the producer
5	Logistics pools the routes

Step 1 — Producers publish their own offers

A grower, fisher or small farm signs up, describes their practices and what is in season, and gets reviewed by us. Once approved they publish exactly what they want to sell — a 5 kg crate of heirloom tomatoes, a weekly vegetable share, fish by the kilo — with their own pack size, stock count and price. Anything at risk of spoiling gets flagged as surplus.

Your role

If you are buying	Nothing below is ours: each card is a producer's own crate, share or pack size, at their own price. Next: See who is selling (/market)
If you are selling	Start here: keep your farm profile accurate, get approved, then publish offers with your pack size, stock and price. Next: Edit my farm profile (/farm)
If you are delivering	Producers publish their own pack sizes, so you can see crate counts and volumes before you plan a lane. Next: See what is moving (/market)

What to look for on the page

- Pack size — The unit the producer sells in — a 5 kg crate, a weekly share, a kilo of fish. You buy whole units, so check the unit label before choosing a quantity. Where: Show pack sizes on the offer cards.
- Surplus badge — A green surplus badge means the food already exists and is days from being wasted. It is normally the cheapest thing on the page. Where: Find surplus badges in the marketplace.
- Approved farms only — Offers stay private until Harvaria has reviewed the farm, so everything you can see comes from a verified producer. Where: See my farm review status.

Example screen

The producer's offer form on /farm — title, unit, price, stock and the surplus flag.

Questions people ask here

Who sets the prices?
Producers do. Each producer creates their own offers — the product, the pack size, the unit and the price. Harvaria never marks the price up; you pay what the producer published.

Is anyone allowed to sell?
No. Every producer applies and is reviewed by Harvaria before their offers become visible. We check the farm is real and the growing practices are as described. Until a farm is approved, its offers stay private.

Step 2 — You tell the matchmaker what you need

City, how far you are happy to source from, household size, weekly budget and preferences like organic or no-spray. No account needed to try it.

Your role

If you are buying	Run the matchmaker with your city, distance, household size and budget — it shortlists the producers worth buying from. Next: Open the matchmaker (/)
If you are selling	Buyers search by city, distance and budget. The details on your profile decide whether you show up at all. Next: Check my details (/farm)
If you are delivering	Buyer demand clusters by city and distance — that is where the pooled routes come from. Next: See demand (/)

What to look for on the page

- Max distance — How far you are happy to source from. Smaller numbers mean fresher food and shorter routes; larger numbers give the matchmaker more producers to choose from. Where: Jump to the matchmaker form.
- Weekly budget — Used to size the match, not to filter it. The AI aims for the produce mix that fits your household at that spend. Where: Jump to the weekly budget field.
- No account needed — You can run the matchmaker before signing up — you only need an account to buy or to message a producer. Where: Try it without signing in.

Example screen

The matchmaker form on the home page — city, distance, household, budget and preferences.

Questions people ask here

How does the AI matching work?
You tell the matchmaker your city, how far you are willing to source from, your household size, your budget and any preferences such as organic or no-spray. The model ranks approved producers by distance, what is genuinely in season, surplus that needs moving now and how well their produce fits your basket, then explains why each match was chosen.

What does Harvaria cost?
Joining is free for consumers, producers and logistics partners. There is no listing fee and no monthly plan. Harvaria keeps 7.5% of an offer when it actually sells; the remaining 92.5% goes to the producer.

Step 3 — The AI ranks the best producers for you

It weighs distance, what is truly in season near you, surplus that needs moving now, and how well each producer's produce fits your household and budget. Every match comes with a plain-language reason and an estimate of the food waste, CO_2 and cost avoided.

Your role

If you are buying	Surplus is ranked first: it is days from being wasted, so it is usually the cheapest food here too. Next: Browse ranked offers (/market)
If you are selling	Flag anything close to spoiling as surplus and the matchmaker pushes it up the ranking so it sells in time. Next: Flag surplus (/farm)
If you are delivering	Urgent surplus needs collection first — those are the pickups worth bidding on today.

What to look for on the page

- Why this match — Every result carries a plain-language reason: distance, what is genuinely in season near you, urgency of the surplus and fit with your household. Where: Jump to the ranked matches.
- Impact estimate — The waste, CO2 and cost figures are estimates from distance and surplus urgency — a comparison tool, not an audited number. Where: See the impact estimate.
- Surplus first — Surplus outranks equivalent offers on purpose, because that food is closest to being thrown away. Where: Jump to the surplus rescue switch.

Example screen

Ranked matches with the AI's reason for each one.

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Why does surplus get priority?
Surplus is food that already exists and is days away from being wasted. When a producer flags a crate as surplus, the matchmaker pushes it up the ranking so it reaches a buyer while it is still good. That is where most of the waste reduction comes from.

Step 4 — You buy directly from the producer

Browse the marketplace, pick the offers you want, choose quantities and pay at checkout. The producer sees the order, prepares it, and the money — minus the 7.5% platform fee — is theirs.

Your role

If you are buying	Pick your quantity and pay here. Payment, messages and the delivery timeline all stay inside Harvaria. Next: Buy an offer (/market)
If you are selling	Paid orders land in Incoming orders with the buyer's thread attached. Accept, pack and dispatch from there. Next: Open incoming orders (/farm)
If you are delivering	Paid orders are your work queue: each one has a pickup point, a drop city and a deadline. Next: See pickups needed (/dashboard)

What to look for on the page

- Fee split — Harvaria keeps 7.5% of a sale; 92.5% goes to the producer. Both sides see the same breakdown on the order. Where: Read the fee and payout breakdown.
- Card safety — Checkout runs through our payment provider, so card details never touch Harvaria's own systems. Where: See this market's payment methods.
- Stay in-app — Payment, messages and delivery updates all live inside Harvaria so there is a record if anything goes wrong. Where: Open my in-app threads.

Example screen

An order summary: line total, the 7.5% platform fee and the producer's payout.

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How do payments and payouts work?
Checkout happens through our payment provider, so card details never touch Harvaria. Each paid order records the total, the 7.5% platform fee and the producer's payout amount, and both sides can see that breakdown in their order history.

Step 5 — Logistics pools the routes

Instead of every farm driving a half-empty van, nearby orders are grouped so partners can run fuller, shorter routes. Fewer kilometres, lower delivery cost, fresher food on arrival.

Your role

If you are buying	Once packed, your order joins a shared route — follow it from paid to delivered on the order timeline. Next: Track my orders (/messages)
If you are selling	Mark orders packed and in transit as you go so nearby orders can be grouped onto one route. Next: Update an order (/farm)
If you are delivering	Create a delivery by grouping nearby pickups into one fuller, shorter route, then keep the buyer updated in-thread. Next: Plan a delivery (/dashboard)

What to look for on the page

- Order timeline — Paid, accepted, packed, in transit, delivered. Each change is stamped so buyer, producer and driver see the same history. Where: Open my order timeline.
- Pooled route — Nearby orders are grouped into one fuller, shorter route — fewer kilometres and a lower delivery cost per order. Where: Read how routes are pooled.
- Ask in-thread — Timing and pickup questions belong in the order thread; that keeps the answer attached to the order. Where: Open my in-app threads.

Example screen

The order timeline shared by buyer, producer and logistics partner.

Questions people ask here

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Surplus is food that already exists and is days away from being wasted. When a producer flags a crate as surplus, the matchmaker pushes it up the ranking so it reaches a buyer while it is still good. That is where most of the waste reduction comes from.

Full FAQ

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Track your progress in the app: the walkthrough on the marketplace and farm pages remembers your step, and you can skip or resume it at any time from your dashboard. harvaria.com