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Nutrition
Incentive
Hub

CREATED BY GUSNIP NTAE CENTER

ECOMMERCE PLATFORM GUIDE

FARM & FOOD DISTRIBUTION

For farms, food producers, food hubs, and food distributors



MICHIGAN
FARMERS MARKET
ASSOCIATION

ABOUT THE GUIDE

This guide intends to continue supporting farms and food hubs looking to sell online, and provide eCommerce information specific to CSA and accepting SNAP online.

Now that it's been several years since the release of the [CSA Innovation Network eCommerce Guide](#) and the [Young Farmer Guide to Direct Sales Software Platforms](#), an updated guide for farm-specific eCommerce platforms is needed to continue supporting online sales of local food.

In this guide, you'll find:

- A Quick View Chart to provide a high-level overview of 12 different eCommerce platforms, including 3 non-farm-specific options.
- Platform Profiles with more detailed information about each eCommerce option.
- eCommerce Resources, which includes definitions for terms found throughout the document and resources to learn more about eCommerce.

To support local food access initiatives, you'll find more detailed information on platforms that are able to process SNAP/EBT benefits online. For the platforms not able to accept SNAP/EBT, you'll find suggested methods to allow for alternative currencies to be used as payment in each Platform Profile.

Quick View Chart Definitions:

- **Accepts SNAP Online:** Customers can pay online with their SNAP benefits.
- **Accepts SNAP In-Person:** Customers can select "Offline Payment" while ordering online. Business must then be set up to accept SNAP in person.
- **CSA-Friendly:** Offers ability to manage classic community supported agriculture (CSA) members.
- **Market Card Friendly:** System can manage a [Market Card style CSA](#).
- **Multi-Farm/Hub Features:** Platforms with these features are great for regional food system networks, food hubs, and/or aggregators who would like to feature multiple farm-direct retailers under one e-commerce umbrella.
- **Offers Order Pickup:** Customers can select from pre-set pickup options.
- **Offers Order Delivery:** Customers within a set range can choose from delivery options as set up by the business.
- **Website & eCommerce:** These platforms provide a website in addition to the eCommerce store, allowing your website and online store to be integrated into one website. Platforms that do not offer this would have a stand-alone eCommerce store that you link to from your website.
- **Farm Marketplace:** Allows customers to search for farms in their area.
- **Pay-Per-Sale vs Subscription Fee:** Platform fees are either a monthly/annual subscription fee or a percentage paid on each sale. Pay Per Sale is generally better for a low volume of online sales and Subscriptions are generally better for higher volumes of online sales. Visit each platform's detail page for more information on fees.

HOW TO USE THIS GUIDE

This guide will help you choose the right platform for selling your products online. Follow the steps below to define your goals, compare options, and find the best fit for your business.

1) Start by identifying your online sales goals

Before delving too deep into this guide, know what type of CSA you want to offer — whether it's a traditional vegetable share, a meat and dairy subscription, or a flower CSA — what other products you might sell online, and how you want to manage the logistics of online sales. Consider the additional information on this page and the eCommerce Resources & Best Practices page as you make these decisions.

2) Consider the fees you can afford to pay when offering online sales

How much can you afford to pay monthly or on a per-transaction basis to offer online sales? Take these fees into account in your product pricing as well.

3) Evaluate your needs

Review the Quick View Chart on page 5 and eliminate any platforms that will not meet your needs.

4) Study the detail pages for each platform you would consider using

These pages offer more detailed information about how each platform works, its best use cases, and how much it will cost to use the platform.



COMMUNITY SUPPORTED AGRICULTURE (CSA)

All of the platforms in this guide offer the ability to manage traditional and non-traditional CSA members. CSA businesses usually require members (shareholders) to pay an annual or seasonal subscription fee, in advance, for a set amount of food (share) that the business expects to produce that year/season; CSA shares are typically made available or delivered during regular intervals (e.g., weekly, bi-weekly, monthly) during the active (harvest) season.

CSAs & SNAP

CSA farms produce many SNAP-eligible staple foods. SNAP-authorized direct marketing farmers and/or aggregators can operate CSAs. Not all platforms in the guide can accept SNAP directly, but suggestions for offering SNAP as a payment option for CSA shares are included on each platform page.

For more information on modifying a traditional CSA model to incorporate nutrition incentives, review the Nutrition Incentive Hub's [Community Supported Agriculture \(CSA\) Payment Models with Nutrition Incentive Programs](#) resource.

E-COMMERCE PLATFORMS

E-commerce platforms enable online ordering and provide enhanced customization options for the CSA share types. They also streamline financial tracking by offering various payment methods, including “online payment” and “pay at pickup or delivery” options, while assisting with inventory management. Farms that sell their products directly to consumers (also known as Direct marketing farms) give consumers the flexibility to select the size of their share and/or customize the contents of their share.

However, not all e-commerce platforms are equipped to process online payments or accommodate SNAP EBT transactions. In some instances, SNAP payments must be made in person. Certain platforms may issue an invoice to a SNAP customer, which is then settled at the time of pickup or delivery. Other platforms, however, are authorized to process SNAP EBT payments online up to 14 days prior to the pickup or delivery of CSA shares.

SNAP Online

Authorization to accept SNAP online is a new, but growing option for direct marketing farmers, offering greater flexibility for both farmers and SNAP shoppers. However, accepting Online SNAP through e-commerce platforms requires an separate authorization process, distinct from the process required to become a SNAP-authorized retailer.

To learn more about SNAP Online, visit the [USDA Food and Nutrition Service \(FNS\) SNAP Retailer Page](#). Local Food Marketplace also offers a comprehensive [Local Food Business' Guide to Online SNAP/EBT](#) which covers SNAP Online eligibility and considerations for implementation in the CSA model.

PAYMENT METHOD CONSIDERATIONS

Online SNAP vs. Accepts SNAP In-Person vs. Market Card

All of the e-commerce platforms featured in this guide can be used to support nutrition incentive projects.

Online SNAP

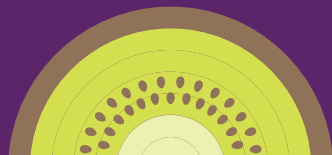
Platforms that offer SNAP Online allow customers to not only place orders online but also pay online using their SNAP benefits. Retailers who would like to accept Online SNAP through e-commerce platforms are required to undergo a separate authorization process, distinct from the process required to become a SNAP-authorized retailer. This process takes time! Once authorized, CSA retailers must deliver food purchased with Online SNAP Online to customers within a 14-day window or refund the transaction.

Accepts SNAP In-Person

To accept an order online and collect SNAP payment in person, customers must select “Offline Payment” while ordering SNAP-eligible items online. SNAP payments must then be collected by the SNAP-authorized retailer in-person at the time of pickup or delivery. When selecting SNAP-eligible items on the e-commerce platform, customers typically use one of two methods: select items labeled as “SNAP-Only” or apply a discount/coupon code when placing their orders. Square, Shopify, and Squarespace do not offer in-person payments easily, meaning they don’t work well for SNAP payments.

Market Card

Incentive project participants may receive a digital gift card that is prepaid and loaded in the form of a virtual wallet. Participants then use the market card to make purchases on the e-commerce website. Prepaid cards are commonly used in produce prescription projects. E-commerce platforms with market card capabilities can be particularly useful for projects planning to incorporate multiple incentive currencies and/or retailers who would like the ability to offer digital gift cards to all customers.



ECOMMERCE RESOURCES & BEST PRACTICES

Tips for Success When Selling Online

Use high-quality images:

Put your best foot forward and show off your products with photos that accurately represent what your customer will receive if they purchase your products.

Include detailed product descriptions:

Answer any questions potential customers may have about your products. Include details such as unit size, variety, how you use a product, or anything else that might convince them to buy!

Offer flexibility for your customers:

Making purchases from your business should be easy for customers, but ensure you can meet their expectations. For example, avoid offering more pickup days and locations than you can easily manage.

Explore eCommerce Resources for Selling Produce Online

From Taste the Local Difference:

Making the Most of eCommerce: 5 Strategies to Boost Online Sales

From Penn State Extension:

Management Considerations for Implementing eCommerce in a Food or Farm Business.

From Community Alliance with Family Farmers:

Is eCommerce Right for Your Farm?
Is eCommerce Right for My Business?

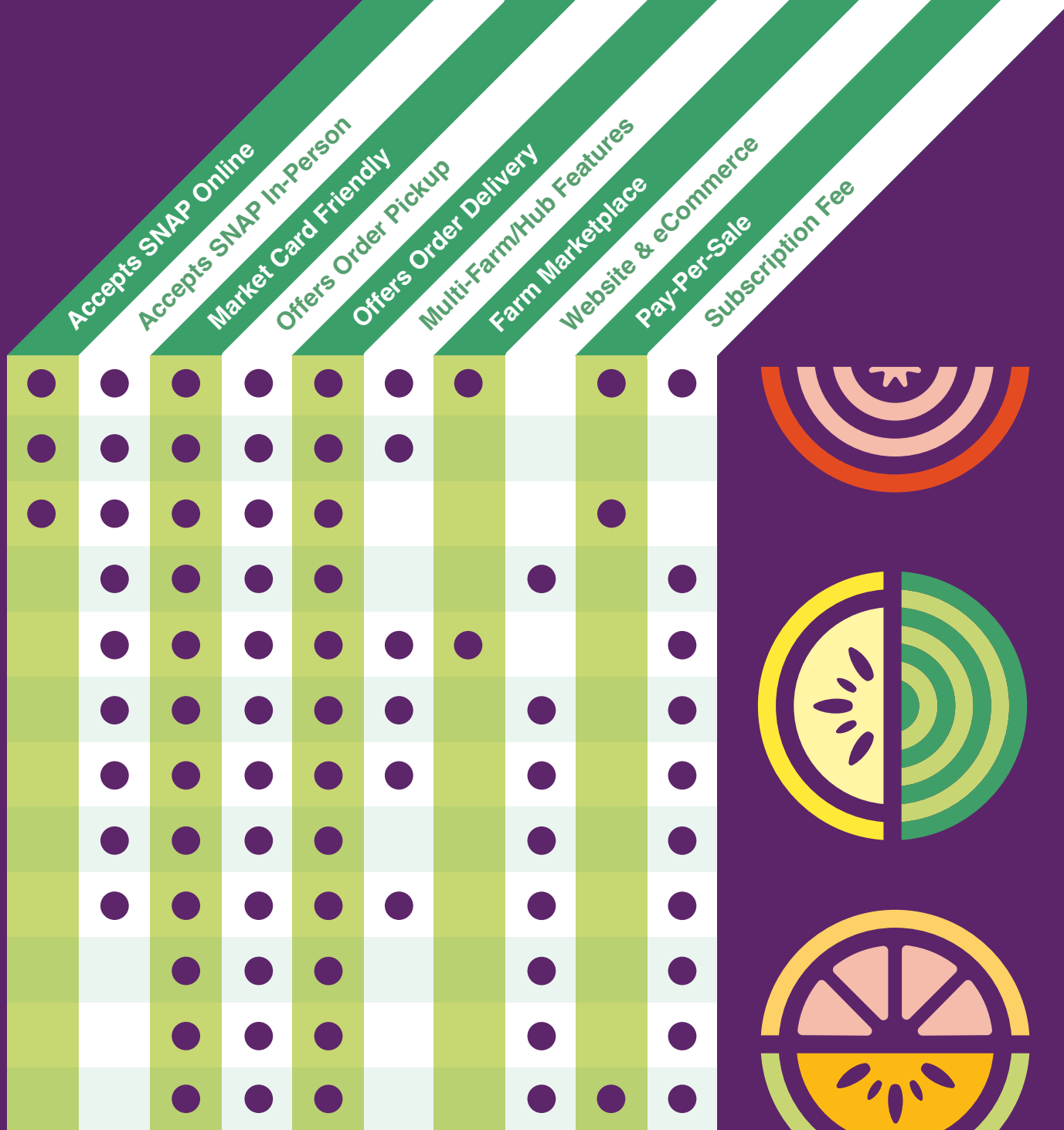
Terms & Definitions to Use This Guide

- **Farm eCommerce Platform:** A website that hosts online stores for multiple farms and has a search feature so buyers can find farms by location or other filters.
- **Standalone eCommerce Shop:** A website that's sole purpose is for selling products. There are no additional pages, and it is usually used in addition to a website.
- **Built-in Communication Services:** More than automatic order notifications; this is the ability to send newsletter-style emails to your customers.
- **Pay-Per-Sale:** Platform fees include a percentage on each sale. This does not apply to credit card transaction fees, which are noted on each Platform Profile.
- **With Third-Party:** Feature is possible by integrating a third-party app to the eCommerce platform.
- **POS Features:** Point of Sale features, which allows farms to sell products in-person to customers.



QUICK VIEW CHART

GrownBy
Local Food Marketplace
CSAware
Farmhand
Open Food Network
Eat From Farms
Local Line
Barn2Door
GrazeCart
Square
Shopify
Squarespace





GROWNBY

<https://grownby.app>

OVERVIEW:

GrownBy is a cooperatively owned, farmer-run, and farmer-designed platform. This is a great option for farmers looking to dip their toes into eCommerce without an upfront cost or overly complicated setup process. Because it's a co-op, sellers have the option to join and participate in voting and receive payments based on sales volume.

KEY FEATURES:

- Customers can choose to cover service charges when placing an order.
- Generates sign-in sheets.
- Allows for multiple pickup locations, and shipping and delivery zones.
- Becoming a member allows you to join the GrownBy board, vote in annual meetings, and offers financial equity.
- Customize shipping and delivery fees by zone.

IDEAL FOR:

- Farms selling individual items and operating traditional or subscription-style CSA.
- Farms using market cards.
- Farms who want to try out eCommerce, since there are no monthly fees.
- Farms with many existing SNAP customers, or looking to expand.

THINGS TO CONSIDER:

- GrownBy suggests contacting them for help setting up a flexible CSA. It's not a built-in feature.
- Wholesale can be done, but it requires additional product configuration.
- Allows you to display what items come from what producers, but does not provide accounts for producers to manually update their own inventory.

MARKET BASKET PRICING:

\$1000 monthly sales paid by credit card yields \$950.70 to the farm.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	Yes
Wholesale Sales Options	Other
General Ease of Use	Moderate
Set Up	Self-led
Customer Service	Email Only
Delivery Route Planner	No

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup, Delivery, & Shipping
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	Yes
Offline Payments	Yes
POS Features	No
Variable Pricing	No

MARKETING

Built-in Communication Services	No
Website Builder Included	No
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://grownby.app/farm-onboard/walkthrough>

Payment Details

2% Co-op Service Charge. Can offer customers to cover service charges.

Set Up Fee	No
Payment Structure	Pay Per Sale
Credit Card Transaction Fees	2.9%+\$0.30

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	No
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes



Local Food

MARKETPLACE

LOCAL FOOD MARKETPLACE

<https://home.localfoodmarketplace.com/>

OVERVIEW:

Local Food Marketplace is a flexible, comprehensive software that caters to food producers and distributors of all types. With built-in record-keeping, accounting, automated harvest lists, unlimited price lists, and a ton more features, it's a great option for managing complex food ordering and distributions. Local Food Marketplace is great for farmers markets, food hubs, and larger farms.

KEY FEATURES:

- Different plans for producers and multi-farm/food hubs so it offers many specialized features.
- Producers and buyers can log-in to manage their inventory and orders.
- Many add-on packages are available so you can customize the software to fit your needs.
- Complete system that can help with planning, distribution, invoicing, and more.
- Includes a custom onboarding plan.

IDEAL FOR:

- Larger scale, multi-farm operations, food hubs, food distributors, and farmers markets.
- Farms selling individual items, wholesaling, and operating all types of CSA, with high volume of sales.
- Farms using market cards.

THINGS TO CONSIDER:

- Platform setup and ongoing costs are higher than many others.
- Subscriptions and Farm Shares only offered as a paid add-on package.
- Square integration is possible for POS.

MARKET BASKET PRICING:

Based on the cheapest plan option.

Farm selling CSA shares: \$1000 monthly sales paid by credit card yields \$772 .

Farm: \$1000 monthly sales paid by credit card yields \$871.

Food Hub: \$1000 monthly sales paid by credit card yields \$851.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	Yes
Wholesale Sales Options	Yes
General Ease of Use	Complex
Set Up	Rep Guided
Customer Service	Email & Phone
Delivery Route Planner	Yes

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup & Delivery
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	Yes
Offline Payments	Yes
POS Features	With Third Party
Variable Pricing	No

MARKETING

Built-in Communication Services	With Third Party
Website Builder Included	No
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://home.localfoodmarketplace.com/pricing/#producers>

Payment Details

For producers, start up fee starts at \$499 and \$129/month if paid annually. For food hubs, start up fee starts at \$499 and \$149/month if paid annually.

Set Up Fee	Yes
Payment Structure	Monthly Fee
Credit Card Transaction Fees	Varies

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	Yes
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes

CSAWARE

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

OVERVIEW:

CSAware is a software created by Local Harvest to manage CSAs. It provides a lot of features specific to managing different types of CSAs, including customization options. CSAware also includes multiple ways to communicate with customers.

KEY FEATURES:

- Customers can share produce preferences, which their BoxBot feature uses to automatically fill boxes.
- Farms are paired with an account manager for support.
- Responsive to feedback from farms to improve their software.
- The company has been supporting farmers since 1999.
- Customers can choose add-on products and completely manage their CSA subscriptions on their own.

IDEAL FOR:

- Farms selling individual items or offering any type of CSA.
- Farms using market cards.

THINGS TO CONSIDER:

- Not ideal for multi-farm CSAs.
- User interface isn't design-forward.

MARKET BASKET PRICING:

\$1000 monthly sales yields \$980 to the farm



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	No
Wholesale Sales Options	No
General Ease of Use	Moderate
Set Up	Rep Guided
Customer Service	Email & Phone
Delivery Route Planner	Yes

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup & Delivery
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	Yes
Offline Payments	Yes
POS Features	No
Variable Pricing	Yes

MARKETING

Built-in Communication Services	Yes
Website Builder Included	No
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

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

Payment Details

2% of deliveries, or a minimum of \$100/month only in months when your shop is active. Volume discounts available.

Set Up Fee	No
Payment Structure	Pay Per Sale
Credit Card Transaction Fees	Varies

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	Yes
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes

FARMHAND®

FARMHAND

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

OVERVIEW:

Farmhand helps you manage CSA subscriptions, sell individual produce items, or sell wholesale, making it a great well-rounded choice for farms selling on multiple channels. The platform is more of a “virtual assistant powered by software,” making it a great choice for farms who want eCommerce and customer service managed for them.

KEY FEATURES:

- Farmhand manages website, eCommerce, customer communications, and inventory management for you.
- Transaction fees can be passed on to the customer.
- Includes text reminders to customers before ordering windows close and before order pickup.

IDEAL FOR:

- Farms selling individual items, wholesaling, and operating all types of CSA.
- Farms that want their website and eCommerce managed for them.
- Farms using market cards.

THINGS TO CONSIDER:

- Not ideal for multi-farm operations or food hubs.

OPTIONS FOR SNAP:

Customers can purchase products using a coupon code, and EBT can be run at pickup.

Customers can choose offline payment, and run EBT at pickup.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	No
Wholesale Sales Options	Yes
General Ease of Use	Easy
Set Up	Fully Set Up
Customer Service	Email, Phone, & Text
Delivery Route Planner	Yes

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup & Delivery
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	No
Offline Payments	Yes
POS Features	No
Variable Pricing	Yes

MARKETING

Built-in Communication Services	Yes
Website Builder Included	Yes
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://www.farmhand.partners/pricing>

Payment Details

Plans range from \$0 - \$200/month. Transaction fees are 7% on most plans which can be passed off to customers.

Set Up Fee	No
Payment Structure	Monthly + Transaction Fee
Credit Card Transaction Fees	None

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	Yes
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes



OPEN FOOD NETWORK

<https://openfoodnetwork.net/>

OVERVIEW:

Open Food Network is a software platform that helps farms sell online, and collaborate to build regional food systems with features supporting individual producers, wholesalers, food hubs, and farmers markets.

KEY FEATURES:

- For multi-farm operations, each producer can have a brief profile in the shop.
- Very thorough set up instructions for both producers and distributors.
- You can choose to add in customer-paid credit card processing fees for payments.

IDEAL FOR:

- Farms selling individual items, wholesaling, and operating all types of CSA.
- Farmers markets, food hubs, and food distributors selling products from multiple vendors.

THINGS TO CONSIDER:

- The Open Source software has a lot of features, but functionality is limited in some areas.
- A flexible CSA is only possible by setting up a private storefront.

OPTIONS FOR SNAP:

Instruct SNAP users to select Cash on Delivery, and run their EBT card at pickup.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	Yes
Wholesale Sales Options	Yes
General Ease of Use	Complex
Set Up	Self-led
Customer Service	Email, Call, Text, or Office Hours
Delivery Route Planner	No

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup & Delivery
Customizable Branding	Limited
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	No
Offline Payments	Yes
POS Features	No
Variable Pricing	Yes

MARKETING

Built-in Communication Services	With Third Party
Website Builder Included	No
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

https://about.openfoodnetwork.net/?page_id=114

Payment Details

A season (4 months) starts at \$60, or \$120/year for individual producers. A season for multiple producers starts at \$200, or \$360/year.

Set Up Fee	No
Payment Structure	Other
Credit Card Transaction Fees	Varies

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	Yes
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Limited



EAT FROM FARMS

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

OVERVIEW:

Eat From Farms is a family-run business offering many farm-specific features not available on other platforms. Use it as a full-service website with up to 10 pages, or use it just for eCommerce. The low monthly price is a good option for small or beginner farms.

KEY FEATURES:

- Free subvendor accounts with individual logins and inventory management.
- Flexible CSA option by creating a product bundle and using a point system.
- Website builder includes an announcement bar and blog.
- In-house design consultation available.

IDEAL FOR:

- Farms selling individual items, and operating traditional and flexible CSA.
- Farmers markets, food hubs, and food distributors selling products from multiple vendors.
- Farms who want to try out eCommerce, since there are no monthly fees.

THINGS TO CONSIDER:

- Not the flashiest website but has well-rounded features.

OPTIONS FOR SNAP:

Sell a SNAP membership for a small start-up fee, and run EBT card at pickup.

Instruct customers to select Cash as payment, and run EBT at pickup.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	Yes
Wholesale Sales Options	No
General Ease of Use	Moderate
Set Up	Self-led
Customer Service	Email & Phone
Delivery Route Planner	Yes

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup, Delivery, & Shipping
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	No
Offline Payments	Yes
POS Features	No
Variable Pricing	Yes

MARKETING

Built-in Communication Services	No
Website Builder Included	Yes
Discount & Coupon Capabilities	No

PRICING

Pricing Information

<https://www.eatfromfarms.com/page/pricing>

Payment Details

\$15/month. Set up requires pre-payment of 4 months for a total of \$60.

Set Up Fee	No
Payment Structure	Monthly Fee
Credit Card Transaction Fees	2.9%+\$.30

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	Yes
Subscription-Style	No
Market Card/Farm Credit Capacity	Yes



LOCAL LINE

<https://site.localline.ca/>

OVERVIEW:

Local Line is not only an eCommerce platform, but offers marketing services and has a buying platform for grocers, restaurants, and other buyers.

KEY FEATURES:

- Offers marketing services for additional costs.
- For multiple producers, self-managing inventory is optional.
- Multiple price lists can be created for different sales outlets.
- 7-day free trial available to test out the platform.

IDEAL FOR:

- Farms selling individual items, wholesaling, and operating all types of CSA.
- Farmers markets, food hubs, and food distributors selling products from multiple vendors.
- Farms using market cards.

THINGS TO CONSIDER:

- On most plans, some features come with an additional monthly fee.
- Integrates with thousands of platforms and apps.

OPTIONS FOR SNAP:

Sell a SNAP membership for a small start-up fee, and run EBT card at pickup.

Instruct customers to select Cash as payment, and run EBT at pickup.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	Yes
Wholesale Sales Options	Yes
General Ease of Use	Moderate
Set Up	Self-led or Guided
Customer Service	Email, Phone, & Chat
Delivery Route Planner	No

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup & Delivery
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	No
Offline Payments	Yes
POS Features	Yes
Variable Pricing	Yes

MARKETING

Built-in Communication Services	With Third Party
Website Builder Included	Yes
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://site.localline.ca/pricing-for-farms>

Payment Details

Monthly fees range from \$49-499/month, with a discounted rate available for annual payment.

Set Up Fee	No
Payment Structure	Monthly Fee
Credit Card Transaction Fees	2.5-2.9%+\$.30

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	Yes
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes

BARN2DOOR

<https://www.barn2door.com/>

OVERVIEW:

Barn2Door offers a comprehensive place for farms to manage all ordering, including CSA, wholesale, and individual items online or in-person.

KEY FEATURES:

- Can collect tips from customers to help cover processing fees.
- Lots of resources for eCommerce support, education, and marketing.
- Marketing toolkit available to purchase.
- Opportunities to connect with other farmers selling on the platform.

IDEAL FOR:

- Meat producers and other vendors looking to sell by variable weights.
- Farms selling individual items, wholesaling, and operating traditional or subscription-style CSA or food boxes.
- Farms using market cards.

THINGS TO CONSIDER:

- Their POS system requires a device.
- For produce boxes, farmer's choice is available, with customer-choice add-on options.
- When building a website with them, access to it is lost when switching to a new platform.

OPTIONS FOR SNAP:

Sell a SNAP membership for a small start-up fee, and run EBT card at pickup.

Instruct customers to select an offline payment option, and run EBT at pickup.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	No
Wholesale Sales Options	Yes
General Ease of Use	Moderate
Set Up	Self-led or Guided
Customer Service	Email, Chat, & Office Hours
Delivery Route Planner	With Third Party

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup, Delivery, & Shipping
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	No
Offline Payments	Yes
POS Features	Yes
Variable Pricing	Yes

MARKETING

Built-in Communication Services	With Third Party
Website Builder Included	Yes
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://www.barn2door.com/pricing>

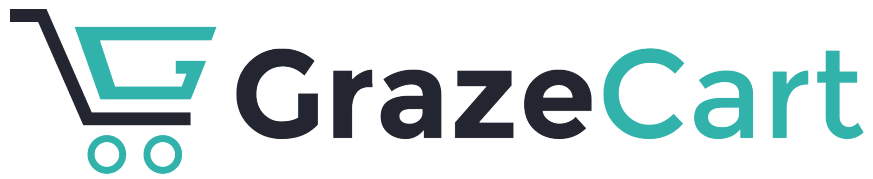
Payment Details

Set up fees range from \$399-599, and monthly fees range from \$99-249 with discounts available for annual payment.

Set Up Fee	Yes
Payment Structure	Monthly Fee
Credit Card Transaction Fees	2.9%+\$.30

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	No
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes



GRAZECART

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

OVERVIEW:

GrazeCart was specifically created for food producers of all kinds and is especially great for variable weight products such as meats and cheeses.

KEY FEATURES:

- 14-day free trial.
- Code-free editor that supports images, videos, and more.
- Customize delivery fees by zone.
- Access to Facebook group to connect with other users.
- Can create vendor profiles and allow customers to shop by vendor.

IDEAL FOR:

- Farms selling individual items, wholesaling, and operating traditional or subscription-style CSA or food boxes.
- Farms using market cards.
- Farmers markets and food hubs selling products from multiple vendors.

THINGS TO CONSIDER:

- Subscription products are only available on some plans, and with an added cost over 15 customers.
- Vendors cannot create an account to login and update their own inventory.

OPTIONS FOR SNAP:

Sell a SNAP membership for a small start-up fee, and run EBT card at pickup.

Instruct customers to select an offline payment option, and run EBT at pickup.



FARMER EXPERIENCE

Generates Pick Lists	Yes
Multi-Farm/Hub Features	Yes
Wholesale Sales Options	Yes
General Ease of Use	Moderate
Set Up	Self-led
Customer Service	Email & Phone
Delivery Route Planner	Yes

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup, Delivery, & Shipping
Customizable Branding	Yes
Ordering Window Built In	Yes

PAYMENTS

SNAP Online	No
Offline Payments	Yes
POS Features	Yes
Variable Pricing	Yes

MARKETING

Built-in Communication Services	Yes
Website Builder Included	Yes
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://www.grazecart.com/grazecart-pricing-thank-you>

Payment Details

\$69 - \$299 per month.

Set Up Fee	No
Payment Structure	Monthly Fee
Credit Card Transaction Fees	None

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	No
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes



SQUARE

<https://squareup.com/us/en/online-store>

OVERVIEW:

Square is most known as a POS system, but it has expanded eCommerce functions to include full-service websites or stand-alone eCommerce stores for online ordering. The website builder is easy to use, but offers less design flexibility than other website platforms.

KEY FEATURES:

- Built-in email marketing features make it easy to communicate with customers.
- If you use Square for POS at the farmers market, this is a good option to streamline product management with all products in one place.

IDEAL FOR:

- Farms who want eCommerce built in to their own website.
- Farms using market cards.
- Farms selling individual items, wholesaling, and operating traditional or subscription-style CSA.

THINGS TO CONSIDER:

- Not a farm-specific platform, so ordering and fulfillment window functionality isn't built in.

OPTIONS FOR SNAP:

Sell a SNAP membership for a small start-up fee, and run EBT card at pickup.

No ability to offer offline payments.

SQUARE

FARMER EXPERIENCE

Generates Pick Lists	No
Multi-Farm/Hub Features	No
Wholesale Sales Options	Yes
General Ease of Use	Moderate
Set Up	Self-led
Customer Service	Email, Phone, & Chat
Delivery Route Planner	No

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup, Delivery, & Shipping
Customizable Branding	Yes
Ordering Window Built In	No

PAYMENTS

SNAP Online	No
Offline Payments	No
POS Features	Yes
Variable Pricing	No

MARKETING

Built-in Communication Services	Yes
Website Builder Included	Yes
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://squareup.com/us/en/pricing>

Payment Details

\$0 - \$29 per month, or custom plan.

Set Up Fee	No
Payment Structure	Monthly Fee
Credit Card Transaction Fees	2.9%+\$0.30

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	No
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes



SQUARESPACE

<https://www.squarespace.com>

OVERVIEW:

Squarespace is a popular website and eCommerce platform and known for its design capabilities. You can choose a template or start your design from scratch, and easily edit your site with drag and drop blocks. There are lots of eCommerce functions and built-in marketing services so many of your business functions can exist in one space.

KEY FEATURES:

- Built-in email marketing features make it easy to communicate with customers.
- Flexible design options to showcase your brand.
- Can set up a Member Area exclusively for CSA members to share CSA-specific resources and products.

IDEAL FOR:

- Farms using market cards.
- Farms selling individual items, wholesaling, and operating traditional or subscription-style CSA.
- Farms that ship products.

THINGS TO CONSIDER:

- The Business plan is required for eCommerce, but for more advanced options (and lower fees) the Commerce Basic plan might be a better fit.
- Not a farm-specific platform, so ordering and fulfillment window functionality isn't built in.

MARKET BASKET PRICING:

Sell a SNAP membership for a small start-up fee, and run EBT card at pickup.

No ability to offer offline payments.

SQUARESPACE

FARMER EXPERIENCE

Generates Pick Lists	No
Multi-Farm/Hub Features	No
Wholesale Sales Options	Yes
General Ease of Use	Moderate
Set Up	Self-led
Customer Service	Email & Chat
Delivery Route Planner	No

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup, Delivery, & Shipping
Customizable Branding	Yes
Ordering Window Built In	No

PAYMENTS

SNAP Online	No
Offline Payments	No
POS Features	Yes
Variable Pricing	No

MARKETING

Built-in Communication Services	Yes
Website Builder Included	Yes
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information

<https://www.squarespace.com/pricing>

Payment Details

\$36-\$72 per month, or \$23-\$52 if paid annually.
Transaction fees range from 0-3% based on your plan.

Set Up Fee	No
Payment Structure	Monthly + Transaction Fee
Credit Card Transaction Fees	Varies

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	No
Subscription-Style	Yes
Market Card/Farm Credit Capacity	Yes



SHOPIFY

<https://www.shopify.com>

OVERVIEW:

Shopify is a powerful website and eCommerce platform popular with businesses who sell and ship products. It's a great option for a business looking for a website with built-in eCommerce. Designs are based on a theme, which gives you a lot of design flexibility to make the site/shop your own.

KEY FEATURES:

- Built-in email marketing features make it easy to communicate with customers.
- The Shopify app library has tons of add-ons to customize your eCommerce experience.

IDEAL FOR:

- Farms using market cards.
- Farms selling individual items, or operating traditional or subscription-style CSA.
- Farms that ship products.

THINGS TO CONSIDER:

- Not a farm-specific platform, so ordering and fulfillment window functionality isn't built in.
- Many features aren't built in, but are possible to sort out through custom product configuration and add-on applications.
- A theme is required for your website, which dictates the look of the site. Themes range from \$0-\$495.

OPTIONS FOR SNAP:

Sell a SNAP membership for a small start-up fee, and run EBT card at pickup.

No ability to offer offline payments.

SHOPIFY

FARMER EXPERIENCE

Generates Pick Lists	No
Multi-Farm/Hub Features	No
Wholesale Sales Options	Yes
General Ease of Use	Moderate
Set Up	Self-led
Customer Service	24/7 Chat
Delivery Route Planner	No

CUSTOMER EXPERIENCE

Order Fulfillment	Pickup, Delivery, & Shipping
Customizable Branding	Yes
Ordering Window Built In	No

PAYMENTS

SNAP Online	No
Offline Payments	No
POS Features	Yes
Variable Pricing	No

MARKETING

Built-in Communication Services	Yes
Website Builder Included	Yes
Discount & Coupon Capabilities	Yes

PRICING

Pricing Information	
https://www.shopify.com/pricing	
Payment Details	
\$39-\$2,300/month, or \$29-\$2,300 if paid annually.	
Set Up Fee	No
Payment Structure	Monthly Fee
Credit Card Transaction Fees	2.9% + \$.30

CSA FEATURES

Traditional CSA	Yes
Flexible CSA	No
Subscription-Style	With Third Party
Market Card/Farm Credit Capacity	Yes

ABOUT FOOD ACCESS PROGRAMS

Supplemental Nutrition Assistance Program (SNAP) & Nutrition Assistance Program (NAP)

SNAP is administered by the U.S. Department of Agriculture's (USDA) Food and Nutrition Service (FNS). SNAP provides nutrition assistance to eligible individuals and households with low income via a monthly benefit on an Electronic Benefits Transfer (EBT) card, similar to a debit card, which can be used at authorized retailers to purchase eligible staple foods. Nutrition Assistance Program (NAP) block grants provide food assistance to low-income households in the U.S. territories of the Commonwealth of Puerto Rico, American Samoa, and the Commonwealth of the Northern Mariana Islands.

Nutrition Incentive

Nutrition incentives aim to increase the purchase of fruits and vegetables by providing incentives at the point of purchase for SNAP/ NAP participants. Double Up Food Bucks and programs like those run by Wholesome Wave are examples of nutrition incentive programs that match the money a customer spends using SNAP with additional incentive money to receive produce. The Gus Schumacher Nutrition Incentive Program (GusNIP) provides funding for eligible nutrition incentive programs in all 50 states, the District of Columbia, Guam, and the United States Virgin Islands. Income-eligible consumers in Puerto Rico who participate in the USDA Nutrition Assistance Program (NAP) are also eligible to participate in nutrition incentive programs.





Nutrition
Incentive
Hub

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