



CAFF

**COMMUNITY ALLIANCE
with FAMILY FARMERS**

**Welcome
Online Sales Options & Methods for
the Small Farm**

E-Commerce for the Small Farm

Learning Objectives:

- Learn how e-commerce supports with marketing and sales
- Gain basic understanding of e-commerce platforms
- E-commerce adventures from the field: Learn from AM Ranch on adapting new platforms during Covid
- Learn about CAFF's new Tech Hub & existing resources

About Us

Family Farmers + Sustainable Agriculture

CAFF advocates for family farmers and sustainable agriculture. We strive to build a movement of rural and urban people to foster family-scale agriculture that cares for the land, sustains local economies and promotes social justice.



About Us

Farm to
Market

Policy

Ecological
Farming

Farmer
Services



+Food Safety
+Farm Tech
+Fire Resilience



Elizabeth Vaughan Tech Hub Specialist

About Farmer Services

Creating a Small Farm Tech Hub



Complete poll to sign-up for free support and resources.

Your Business Plan



Marketing Strategy



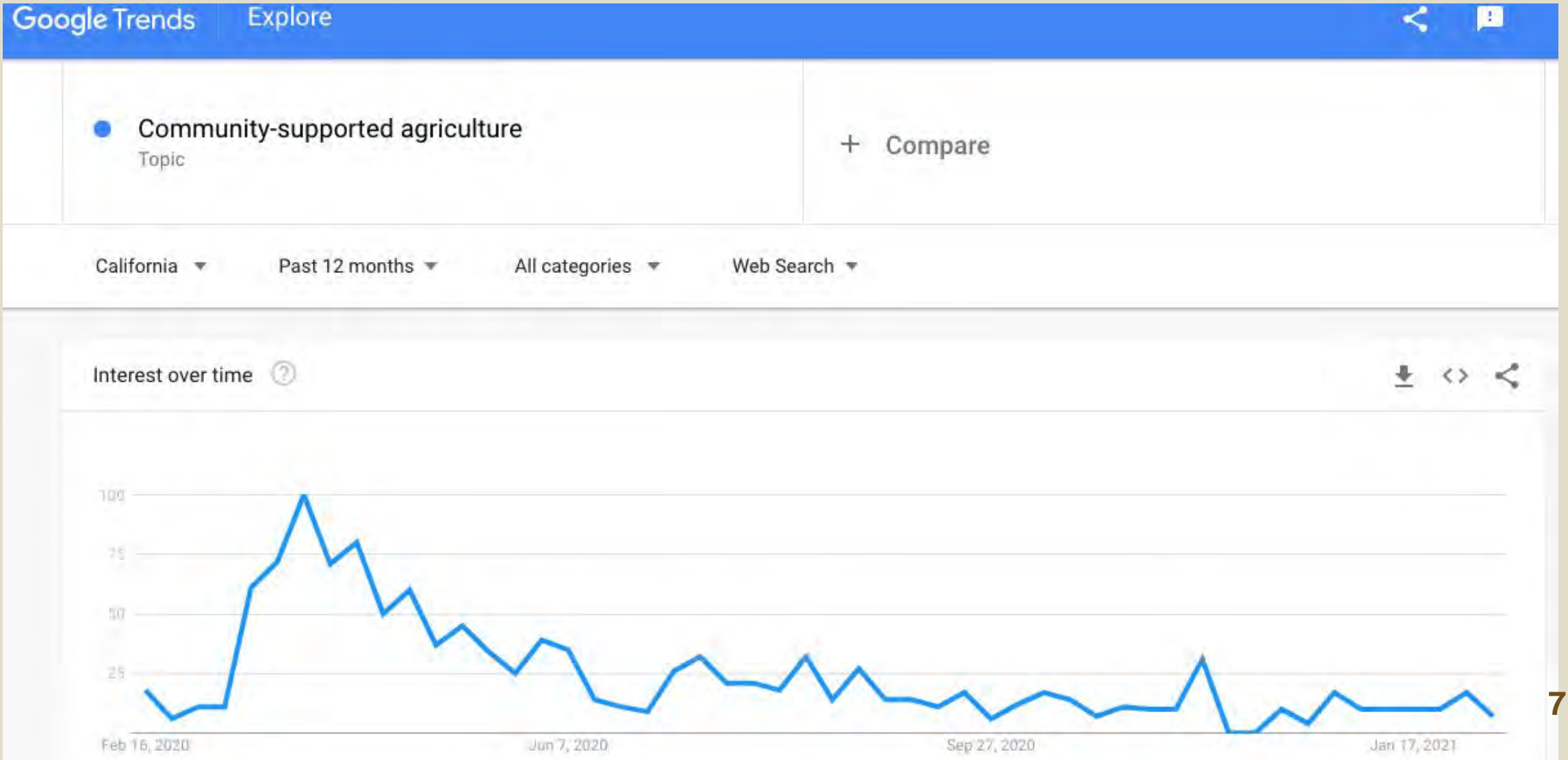
Digital Strategy



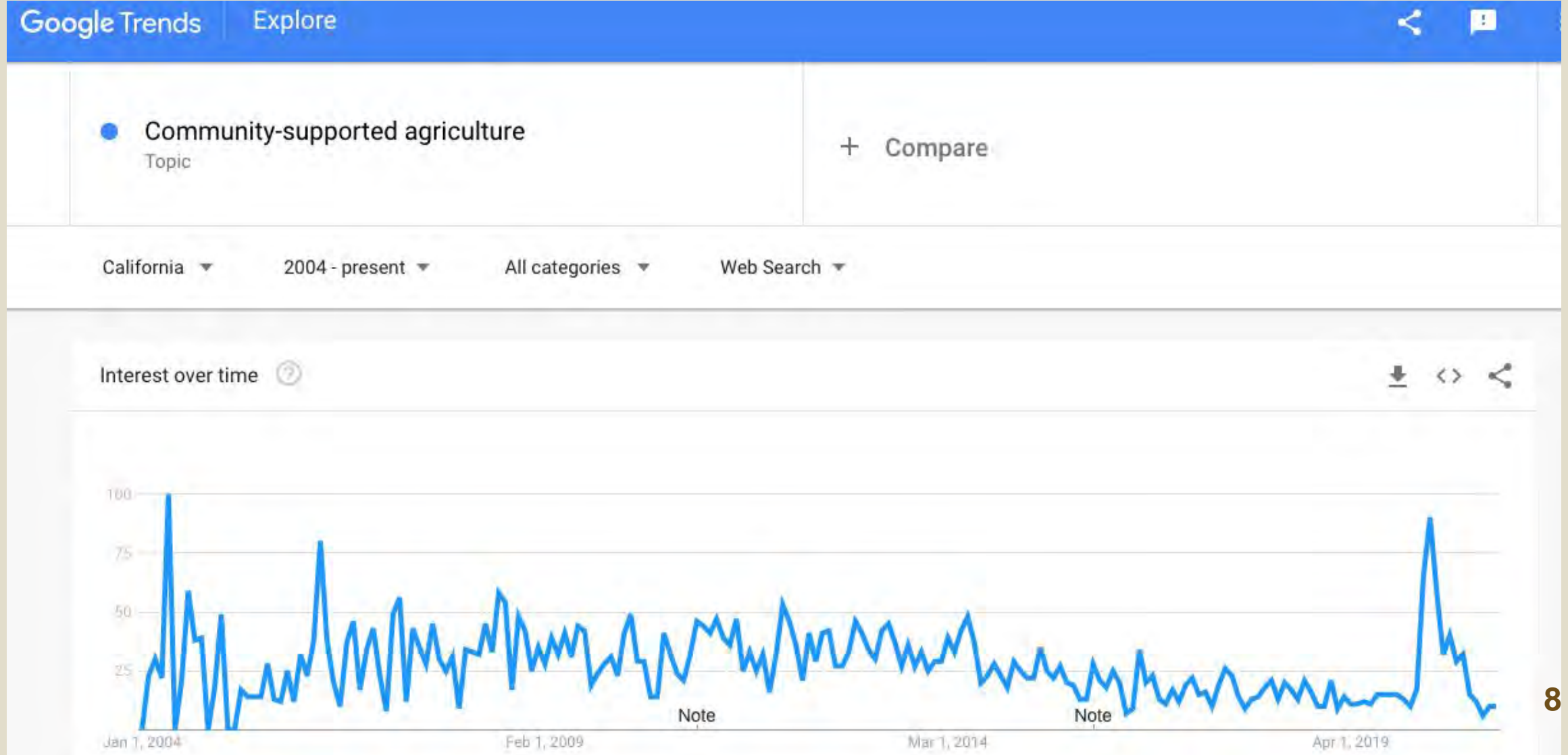


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Current Trends & Expectations



Current Trends & Expectations



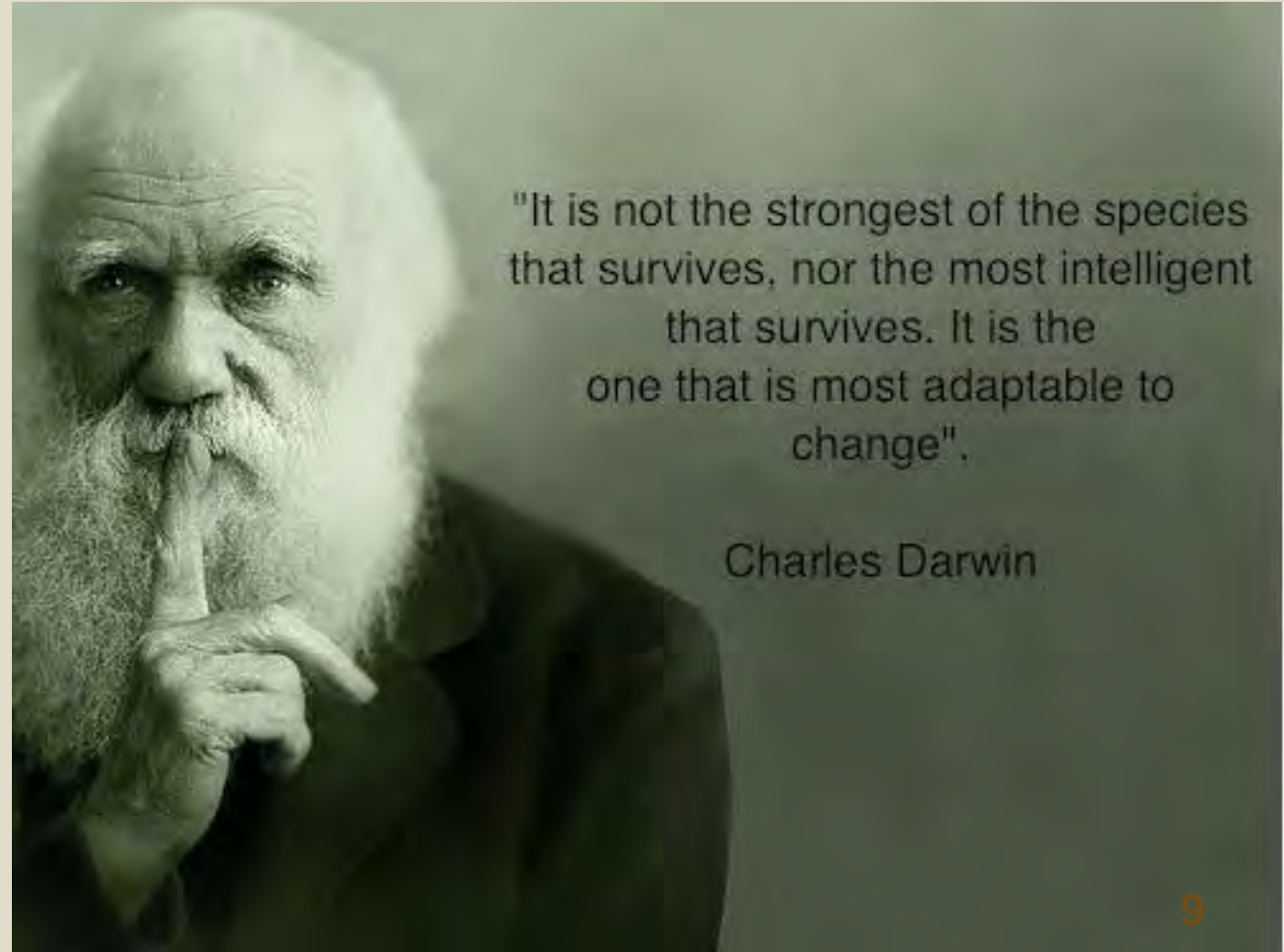
Current Trends & Expectations

"...The real key is going to be how do we continue to sustain this moving forward..."

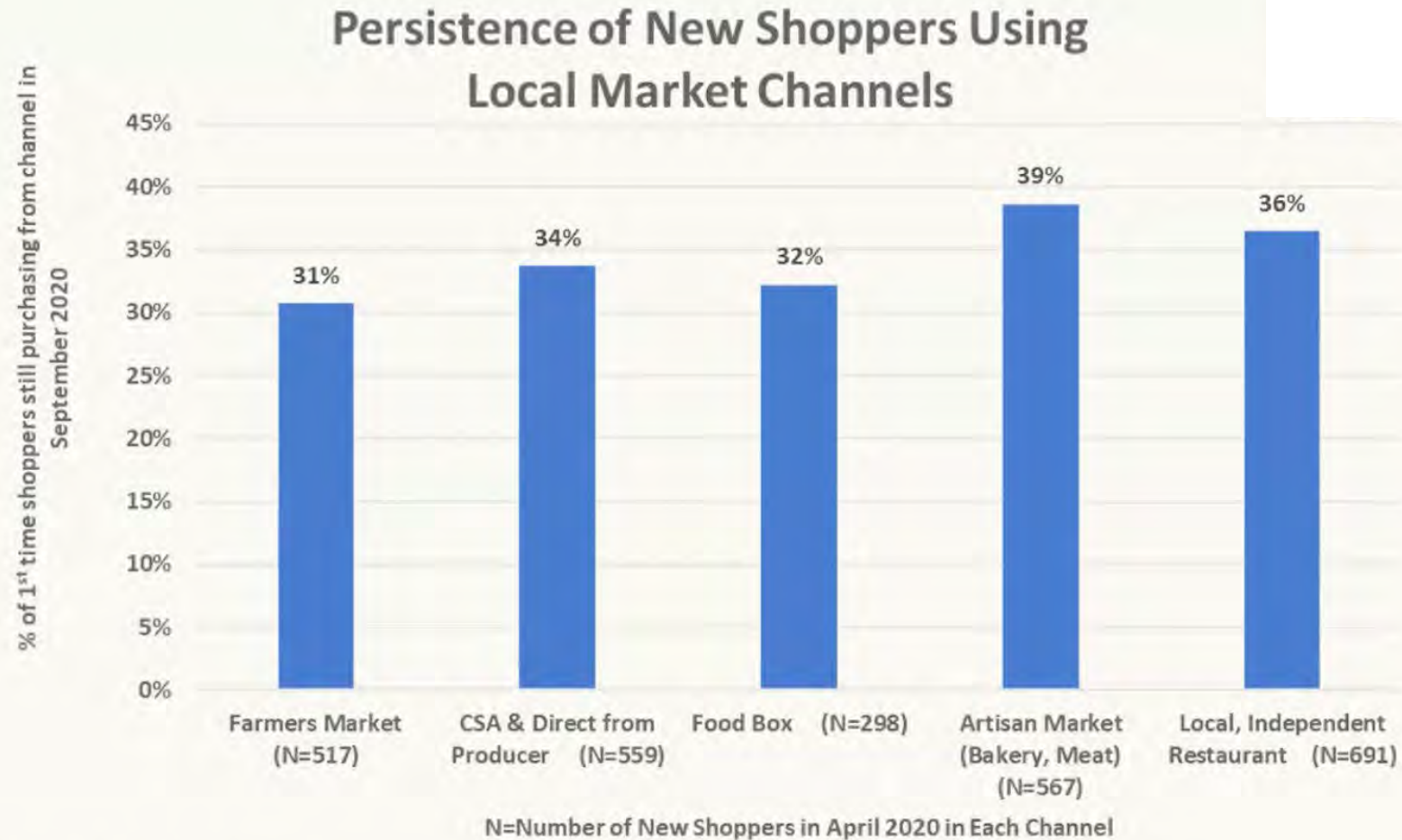
- Travis Forgues, Organic Valley

"I love the CSA model, but the CSA model by itself is 30 years old, and a lot has changed in the food marketplace, in technology, in customer expectations....it's a totally different world now."

- Chris Duke, Wisconsin Farm Owner



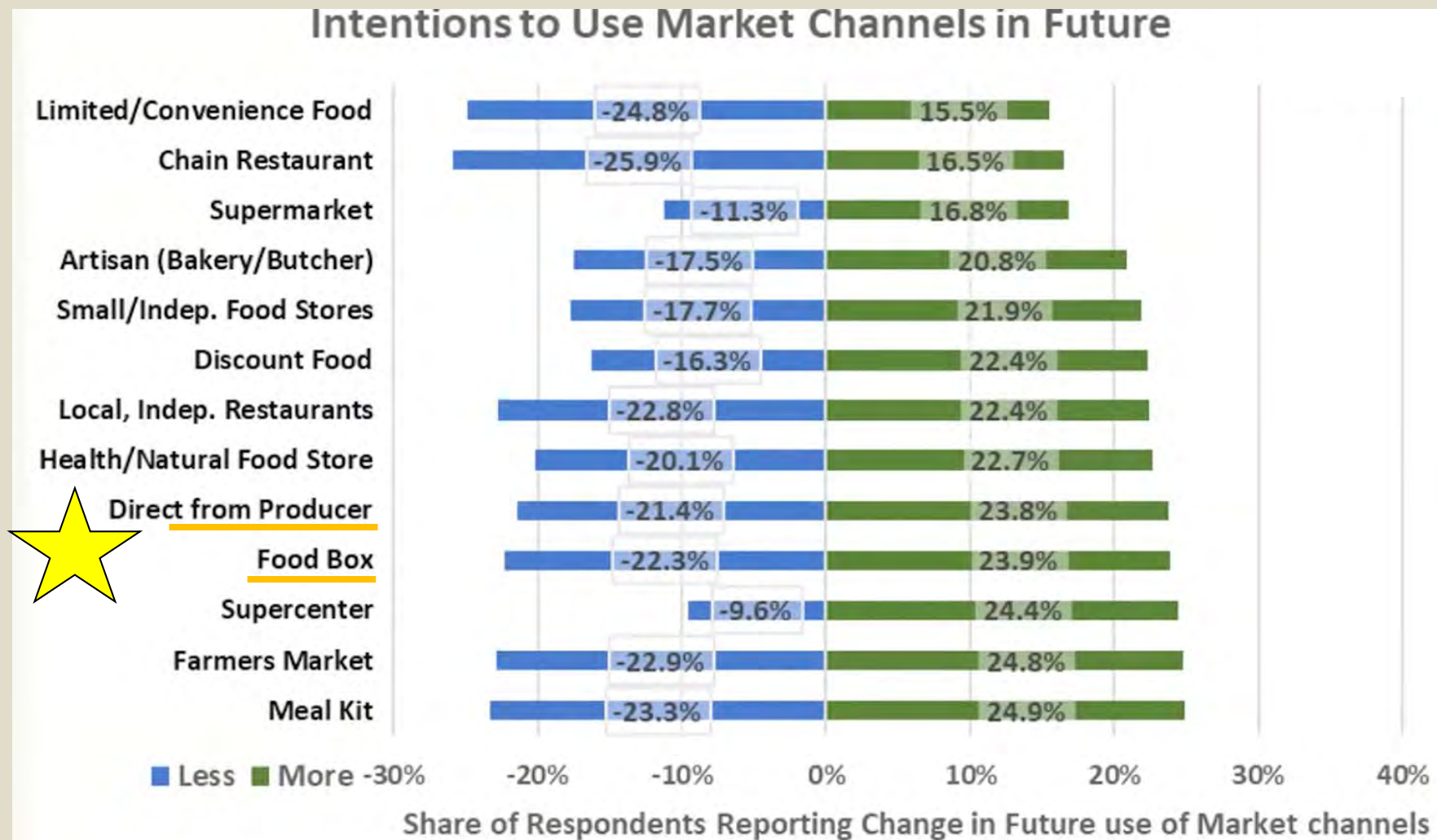
Current Trends & Expectations



Notes: Results are from a national survey.

In April 2020, 1534 respondents (30% of total) reported using one of these market channels for the first time; of those, 30-40% were still shopping there in September 2020, indicating a persistent adoption of these new, local channels.

Current Trends & Expectations

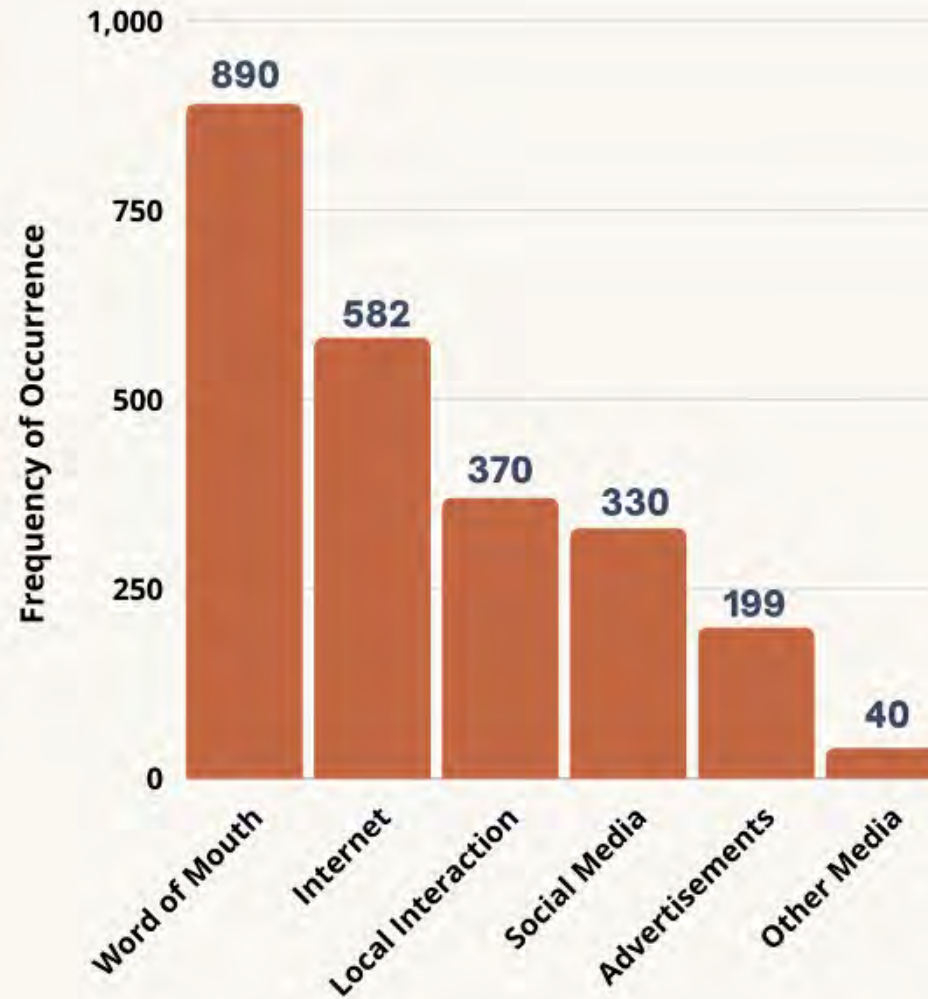




Current Trends & Expectations

How Consumers Find New Markets

Did you purchase from a business for the first time, in any of the following categories, in the past 6 months (since April 1, 2020)?



Budget for Marketing

Marketing Strategy

Reach



Engagement



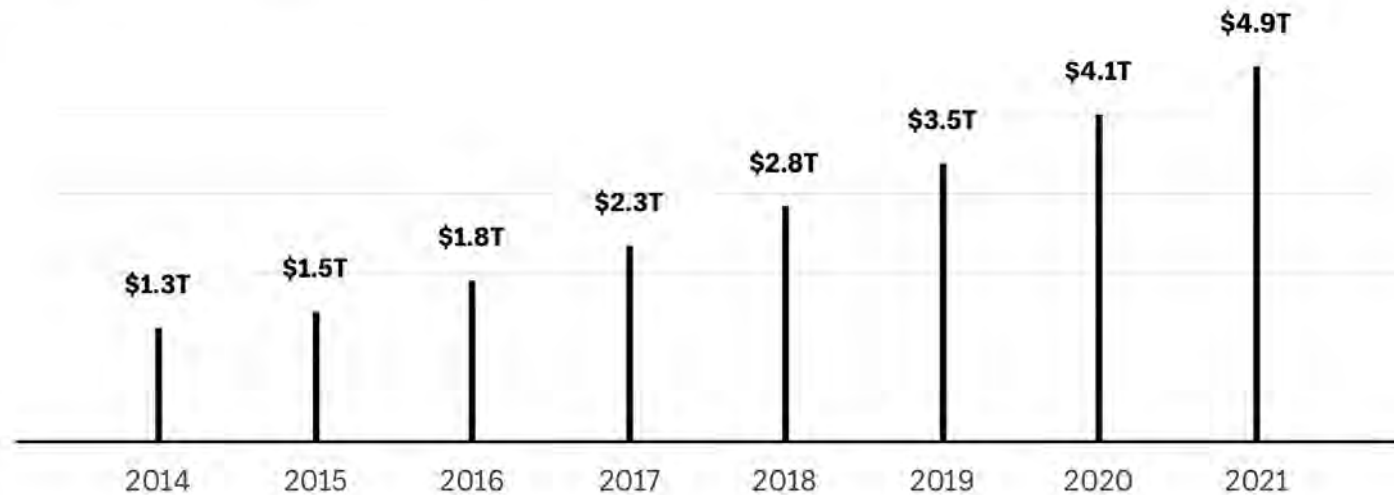
Conversion



Retention

Retail ecommerce sales worldwide

2014 to 2021 by trillions of USD



Data via eMarketer (Statista)

The E-Business Landscape

- Product Mix & Marketing Channels
- Website
- Actually Selling Products
 - E-Commerce!
 - Pricing, Shipping, Order Fulfillment
- Budget & Affordability
- Evaluate Options



Technology & Digital Strategy

SEO

CRM

E-Commerce

**E-
Business
strategy**

Web 2.0

Plug-ins!

RSS?

?



SaaS Platform

APIs?

GETTING STARTED SELLING ONLINE



Considerations for choosing an e-commerce platform for selling your farm products:

1. Do you already have a website for your farm business?
2. Do you already have a point of sale (POS)?
3. What do you want to be able to do?
4. How easy is the platform to use, both for the shopper and the seller?
5. How much does it cost?



E-Commerce Strategy

Web Hosting

- capacity for existing functions & growth



shopify



SQUARESPACE

Storefront Features

- Customer content?
- Blogs, etc.

Shopping Cart Functionality

- Seamless integration with payment gateways?
- Tax calculations?

Management Tools

- Google Analytics
- QuickBooks integration
- QB HR



Google Search Central



Marketing Tools

- Search Engine Optimization (SEO)
- Customer service

Product Display

- Flexibility with arranging & updating products

Pricing & Shipping

- Discounts, pre-orders, etc.
- Free vs real-time vs flat-rate shipping

Inventory Management & Order Fulfillment

- Inventory updated
- Tracking shipments
- Use of 3rd party for deliveries

Mobile Compatibility



stripe

Payment Methods & Security

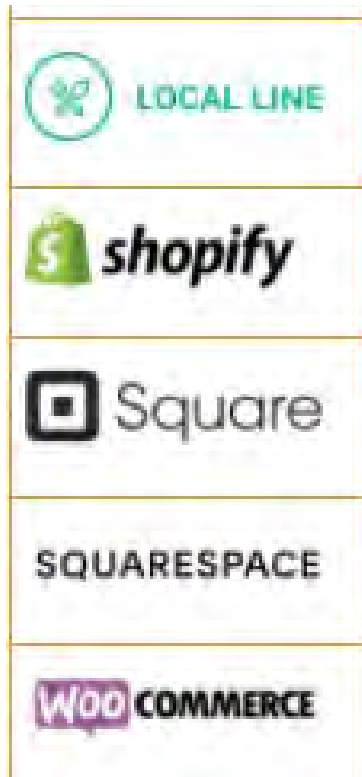
- CC payments & SSL certificate
- 3rd party providers



PayPal



Dozens of Options!



ReCharge



DIRECT SALES SOFTWARE PLATFORMS

While markets, restaurants, and other food distribution channels close or reduce operations to prevent the spread of COVID-19, farms across the country have expressed interest in using software platforms that support direct sales to consumers in their communities. This publication highlights product options and sales models that farmers may find helpful.

The selected products are farm-specific sales platforms that support single-farm, direct sales. Generic e-commerce platforms, platforms that sell farm products to consumers, and farm aggregators or food hubs are not included.



| | | 1000EcoFarms | Barn2Door | Cropolis | CSAWare | EatFromFarms | Farmers Web | Farmigo | Food4All | GrazeCart | GrownBy | HarvestHand | Harvie | Local Food Marketplace | Local Line | Local Orbit | MyLocalFoods | Open Food Network | Online Farm Markets | WhisperGood |
|---------------------------------------|---|--------------|-----------|----------|---------|--------------|-------------|---------|----------|-----------|---------|-------------|--------|------------------------|------------|-------------|--------------|-------------------|---------------------|-------------|
| E-commerce storefront | Post individual items for sale in an online shop | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| CSA / subscription management | Offer subscription products ("farm shares") and manage CSA members | | | ✓ | | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | |
| Order forms | Create availability lists to send to customer list and customers can order directly from list | | ✓ | | | ✓ | | | | | | | | ✓ | ✓ | ✓ | | | | |
| Multi-farm / Food hub features | Facilitates multiple farms selling through one storefront or availability list | | | | ✓ | ✓ | | | | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Process credit card payments | Customer can purchase products online with a credit card | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| Offline payment options | Customer can pay offline with cash, check, EBT/SNAP, or other in-person payment | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |



FARMER'S GUIDE TO Direct Sales Software Platforms

SOFTWARE PLATFORM DETAILS



1000 EcoFarms

Online sales profiles for farms. Display your product inventory online and process credit card sales.
<https://1000ecofarms.com/>

4.9% of sales or \$24/month
2.9% + \$0.30 per credit card transaction



Barn2Door

Online storefront which can be embedded into your website. Multiple third-party integrations. Subscription (CSA) sales possible.
More details: <https://tilth.org/app/uploads/2020/03/Barn2Door.pdf>
<https://www.barn2door.com/>

\$59–99/month
2.9% + \$0.30 per credit card transaction
\$299–499 setup fee



Cropolis

Build and send order forms / availability lists to your customers which they can buy from directly; unlimited number of forms and customer groups.
<https://cropolis.co/>

\$49–99/month
2.9% + \$0.30 per credit card transaction



CSAware

CSA management: create shares and add-on product, share customization, member management, and distribution tools. Owned by Local Harvest, a national directory of family farms and farmers markets.

2% of sales, min. \$100/month
Credit card transaction fee not







Resources



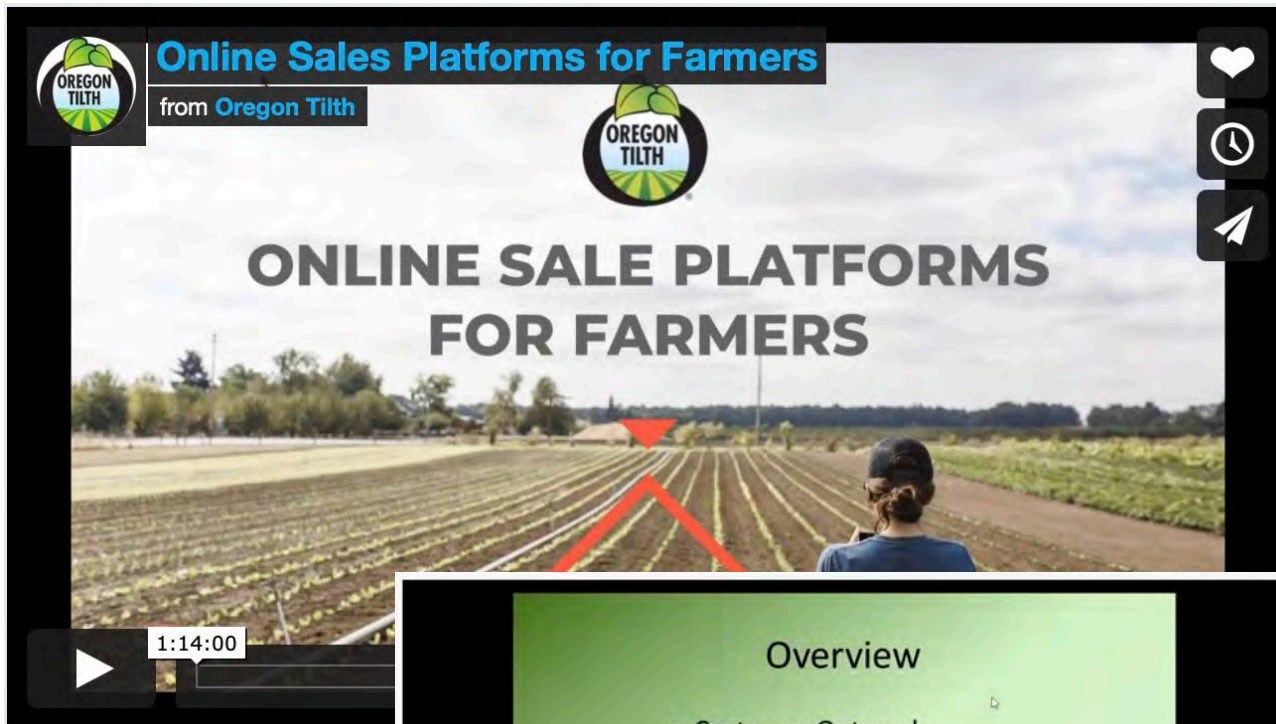
FARMER TO FARMER EXCHANGE

ECOMMERCE PLATFORMS

Click logo to skip to the page for the platform

| | OVERALL RATING 0 - 5 | SET UP | MONTHLY | ADDITIONAL PRICING INFO | PRICING LINK | BEST USE |
|--|-------------------------|----------------|----------------------------|---|---|---|
|  Barn2Door | 3.50 | \$299 to \$599 | \$59-\$149 | 4 plans to choose from at different fee levels | barn2door.com/pricing | Farm specific sales, pricing tiers for different customer types |
|  FARMIGO | 3.54 | - | 2% of orders/\$150 minimum | Fees only in months with deliveries, rate discounted for monthly sales over \$100,000 | farmigo.com | CSA customization |
|  GrazeCart | 4.80 | - | \$124 for 40 orders | Additional services available for additional fees, including set up | grazecart.com/pricing | Meat sales, pricing tiers for different customer types |
|  HARVIE | 3.80 | \$1,000 | 7% per transaction | 10,000 transactions free with setup, optional 15% customer acquisition fee/new customer | harvie.farm/sell/#fees | CSA customization |
|  LOCAL LINE | 3.67 | - | \$50-\$60 | Multiple billing options, additional services available for additional fees | site.localline.ca/pricing | Farm specific sales, pricing tiers for different customer types |
|  shopify | 4.21 | - | \$29-\$299 | 3 plans to choose from at different fee levels | shopify.com/pricing | Getting started with online sales |
|  Square | 3.89 | - | \$0-\$72 | 4 plans to choose from at different fee levels | squareup.com/us/en/online-store/plans | Getting started with online sales |
| SQUARESPACE | 3.92 | - | \$18-\$40 | 3 plans to choose from at different fee levels | squarespace.com/pricing | Getting started with online sales |
|  WOO COMMERCE | 3.90 | - | - | Must have a WordPress website, fees are highly customizable and variable | woocommerce.com/post/woocommerce-pricing/ | Getting started with online sales |

Resources



Overview

- Customer Outreach
- Produce Outlets
- What has worked well
- What we are proud of
- What every farmer needs to know

4:31 / 55:07



Youn Farmers Coalition COVID-19 resources related to direct sales
<https://www.youngfarmers.org/covid19resources/>

- [Questions for Considering Online Sales Platforms for Farms Direct Marketing](#)
- [Online Sales Platforms for Farmers: Webinar recording from Oregon Tilth](#)
- [Episode 15: Farm Sales through Online Platforms and CSA During COVID-19](#)

Examples

Storefront Features

How important is scale and your brand to you?

- Affiliate stores - localharvest.org, Ebay, etc. vs your own domains and branding
- How many products will you feature at any given time?
 - www.thefarmersmarket.com/ free storefront for up to 5 SKUs

How much capacity do you have for managing your storefront?

- Two examples:
 - OpenFoodNetwork.org – free, open source
 - Barn2Door which charges \$200-\$500 to take care of set-up for you.

Products

- Unit Pricing
- Aggregating from other farms?

Order Fulfillment

- Shipment Options
 - DoorDash for CSA shares
 - Frozen/perishable overnight shipping? GLS, UPS

Delivery Management

- GoogleMaps
 - Mapquest is used by many businesses but only for <20 locations
 - Routific is very advanced, commonly offered as a plug-in but may not be best fit for small business due to price.

We'll follow up with recording, resources, and a 1 page document providing you an overview of what we covered today! And don't forget...

Creating a Small Farm Tech Hub





E-Commerce Adventures from the Field!



Who We Are, Operations, Sales

- Started in 2014
- Pasture Raised, beef, pork, lamb, goat and eggs.
- Farmer's Market in 2015
- Restaurant sales 2017
- Business changed 2019 70% restaurant sales.
- Business plan 2020 was increasing restaurant/butcher shop sales.



Impact of Covid on Sales & Operations

- Business plan 2020 was increasing restaurant/butcher shop sales.
- Major Decline in restaurant sales
- Product already planned out for the year
- Less whole animal and all into cut and wrap. \$\$\$\$\$
- Initial fear of potentially no Farmer's Market
- Emergency plan B



Our E-Commerce Adventure: Trials and Tribulations

- **Graze Cart-** expensive, incorporating square/farmer's market
- **Shopify**
- **Square-** already using for farmer's market
 - Didn't have a website, easy to build.
 - **INVENTORY!!** Main seller.





Whole & Half Hog Custom Order Pastured Pork Pasture Raised Beef Pasture Raised Eggs Sausage Bacon

Whole & Half Hog Custom Order

Whole Hog Special Order Deposit

Total cut and wrapped weight will be between 120-140lbs and is \$12.00/lb. Here is a breakdown of the cuts you will receive from a...

\$500.00



Half Hog Special Order Deposit

Total cut and wrapped weight will be between 60-70lbs and is \$12.00/lb. Here is a breakdown of the cuts you will receive from a...

\$300.00



Pastured Pork

Tenderloin ~ \$19.00/lb

Individually packaged tenderloin.

\$23.18 - \$24.32 *Out of stock*



Bacon ~ \$16.00/lb

Sliced and packaged in approx 1lb.

\$15.60 - \$18.24



Canadian Bacon ~ \$16.00/lb

Sliced, great for breakfast sandwiches!

\$7.36 - \$16.48 *Out of stock*



Jowl Bacon ~ 16.00/lb

Sliced Jowl Bacon.

\$16.16 - \$16.96



YOUR DETAILS

Email Address

First Name

Last Name

+1 U... ▼

Phone Number

Next

ORDER SUMMARY

Jowl Bacon ~ 16.00/lb **1 x \$16.32**

Variation: 1.02lbs

Subtotal \$16.32

In-store pickup \$0.00

Taxes \$0.00

Order Total \$16.32

STORE PICKUP

PAYMENT INFORMATION

REVIEW & SUBMIT ORDER



Advice and Lessons Learned

- Do research, it's not a one size fits all. Each business is going to need something different.
- Use resources available to you (CAFF, google, etc)
- It was/is a safety net for us. Lots of different opportunities in it, shipping, wholesale, etc.





www.amranchca.com

Q&A

with presenters



www.caff.org



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www.caff.org/blog

Thank you!

- We'll follow up soon to **Poll** respondents on support with online sales
- **Subscribe** to CAFF's mailing list for farmer resources & events.
<https://www.caff.org/subscribe-to-our-mailing-list/>
- **Thank you** for attending!

Additional questions? Feel free to reach out! techhub@caff.org



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