WEBINAR

Farmers Selling Online: Choosing a Platform

June 2, 2020 at noon
What to Consider When Choosing a Platform
About Your Business – What Works Best for You?

Current Use
• What are you already using?
• What are your farmers markets using?

Product Volume & Complexity
• Which platforms suit your product mix and volume?

Payment Preference
• Do you prefer orders that are pre-paid or cash on delivery?
• Do you prefer contactless transactions?
• Are you strictly cash-only or are card payments acceptable to you?
About Your Business – What Works Best for You?

Internet Speed
• Which platforms work for you given your Internet bandwidth?

Capacity
• Time — Which platforms suit your time availability?
• Technical — Which platforms suit your technical ability best? Will you need training? Is that available?
• Financial — What can you afford?

Recommendations
• What do other farms you know use? Do they like it?
Oregon Tilth: Questions to Ask About Platforms

Stability & Compatibility:
• How long has your online sales platform been in use?
• How many farmers are you currently working with?
• How will your online sales platform integrate with my current website?
• Is it possible to integrate your platform with my accounting software?

Pricing
• What will it cost my farm to use your platform?
• What is your fee structure?
Oregon Tilth: Questions to Ask About Platforms

Ease of Use
• What is the process for entering the products that I sell?
• How do I update my product list and pricing?
• Will I be able to set inventory limits so that I don’t oversell products?
• How does the customer interface work?
• Is your platform easy to use on a Smartphone?

Availability
• I’m ready to start selling products right now. What does it take to get started?
• Is there a wait because of the current increase in demand for online sales platform services?
Oregon Tilth: Questions to Ask About Platforms

Payments

• How do customers pay for products?
• Are credit and debit card fees charged to customers?
• Can customers pay by check or cash on delivery?
• Can customers pay with EBT?
• Is there a way for me to offer customers discounts, coupons, and promotions?
• How long does it take for customer payments to deposit into my farm’s bank account?
• How is sales tax handled on your platform?

Training & Support

• What kind of IT support does your company provide?
About The Platforms – What Works Best for You?

Oregon Tilth: Questions to Ask About Platforms

Fulfillment
• Is it possible to create pack lists directly from your sales platform? How about labels?
• Does your platform offer any suggestions for delivery routes based on orders?

Privacy
• How is my farm’s sales data used and/or shared?
• What happens to my farm’s sales data if I stop using your platform?

Other
• What other features does your platform offer that I should know about?
Keep Trying!

Online platforms are dealing with a lot of traffic right now. If it’s acting wonky, give the system a little time. Close it down. Reboot. Try Again.
More Resources

Farmers Guide to Direct Software Platforms
National Young Farmers Coalition, 2020

Online Sales Platforms for Farmers
Oregon Tilth, 2020

Setting Up a Simple Online Store
University of Kentucky
Questions?
Future Topic Requests?

Let us Know!
Quick survey will be sent to you OR
Email us at info@vafma.org