COVID-19 Webinar Series

12:00 PM EST
April 23, April 30, May 7, May 14

Stay up to date: pasafarming.org/covid19
Hosts

Hannah Smith-Brubaker, executive director of Pasa

Andrew Mefferd, editor and publisher of Growing for Market magazine

Halston Maierle, owner of H6 Design

Aeros Lillstrom, co-owner of Who Cooks for You Farm
Agenda

Hannah Smith-Brubaker, Pasa - introduction

Andrew Mefferd, Growing for Market - General considerations for online marketplaces

Halston Maierle, H6 Design - Comparison of marketplaces

Aeros Lillstrom, Who Cooks for You Farm - My farm’s online lessons

Hannah Smith-Brubaker - overview of online platforms and summary

Moderated Questions; If time, open Q&A about today’s webinar or other issues
Remember:

“Pre-order, Pre-pay, Pre-pack; then Deliver or Grab-and-Go!”

#farmersgetready #covid19
@pasafarming
Andrew Mefferd, Growing for Market - General considerations for online marketplaces
Pre-order

Features to remember

- Least complicated
- Lots of coordination for the market
- Easy for farms
- Does not address “Pre-Pay”

Pre-Order Form
Saturday, April 25th

Use this form to place an order for pick-up at the Skowhegan Farmers’ Market.

- Orders must be received by Thursday at 10 am for pick-up the following Saturday. Please note, we shut down our pre order form when we reach our max of 50 pre orders.
- Please pick-up your pre-order between 10:30-11:30 am.
- Payment can be made with credit/debit card or check for the total amount (made out to Skowhegan Farmers’ Market).
- We will let you know your total when you arrive.
- Occasionally substitutions may be suggested. We operate on a first come first serve basis. If we are out of something you ordered, you’ll be notified at pick-up and we’ll remove it from your bill. We cannot keep track of inventory with this form, so farmers may substitute a product of the same value if they sell out of a particular product.
- Unfortunately we cannot offer substitutions for any product offered in the Mixed Market Bag.
- Get in touch with questions or concerns. skowheganfarmersmarket@gmail.com

SKOWHEGAN FARMER’S MARKET

Market Mixed Bag
A selection of products from our vendors at the market. No substitutions can be made. Bag includes a bag of vegetables from Dig Deep Farm, a pound of sausage from Moosetown Gardens, a pint of syrups from Sawyer’s Maple, a quart of mushrooms from Mount Hill, a piece fresh cheese from Crooked Pake Creamery, a dozen of eggs from Ramble on Farm, peppernuts from Abraham’s Creamery and loaf of white sourdough from Good Bread.

Eggs
Brown, non-GMO eggs from free range chickens
$4.90 per dozen

MOODY TOWN GARDENS - PRODUCE

Bag of Lettuce - Moodytown Gardens
$5 per bag

Free tools

- Google Forms
- Jot Forms

Bunches of Radishes - SOLD OUT - Moodytown Gardens
Bunches are $3

Bags of Spinach - Moodytown Gardens
Pre-Pay

Features to remember

- Don’t have to have every item listed on your website
- Does not address “Pre-Order”

Hillview Farms

- Farmily card
- 3 denominations
- 10% bonus on purchase ($150 purchase receives $165 loaded on their card)
- Free choice CSA
Online store

Features to remember

- Gets cash flow
- Can make production adjustments

Questions we’re asking

- Will these sales cannibalize regular retail sales?
Related articles from Growing for Market

- Strategies for staying healthy and in business through the COVID-19 pandemic
- More ideas for adapting to COVID disruptions
  [https://www.growingformarket.com/articles/more-ideas-adapting-covid-disruptions](https://www.growingformarket.com/articles/more-ideas-adapting-covid-disruptions)
- Market-based flex CSA
  [https://www.growingformarket.com/articles/marketbased-flex-csa](https://www.growingformarket.com/articles/marketbased-flex-csa)
Halston Maierle, H6 Design - Comparison of marketplaces
Compare what your farm needs

Link to google sheet
shorturl.at/goW49

Link to excel sheet
shorturl.at/iL069
Features
- Food Hub/Multi-farm sales
- Ecommerce storefront
- Process online payments

Pricing
- $9.95/mo
- 3% per cc transaction
- Optional marketing 5% per customer
Local Line

**site.localline.ca**

**Features**
- Food Hub/Multi-farm sales
- Ecommerce storefront

**Pricing**
- $60-$95/mo.
- Optional $249 for complete site setup
Shopify

www.shopify.com

Features
- Ecommerce storefront

Pricing
- $29-$299/mo.
- $0.30 per cc transaction
Compare what your farm needs

Link to google sheet
shorturl.at/goW49

Link to excel sheet
shorturl.at/iL069
Aeros Lillstrom, co-owner of Who Cooks for You Farm
From restaurants to consumers

50% Restaurants

50% Markets
Cropolis

cropolis.co

Features
- Simple
- Affordable

Pricing
- $29-$99/mo.
- 2.9% + $0.30 per cc transaction
Local Food Marketplace

home.localfoodmarketplace.com

Features
● Handles Food Hubs
● Consumer types
● Lots of add-ons
● Square gift cards for CSA payments (Touchless!)

Pricing
● $79-$149/mo
● $499-$999 setup fee

“Having LFM in place before COVID-19 allowed us to add a new customer type and transition quickly.”
Outreach

- Social Media
- Window & yard signs at pick-up locations
- Emails
- Newspaper letter to the editor
- Transition existing staff to this role

Design simple projects for free at spark.adobe.com
Email

Most online marketplaces don’t handle email

Order notifications

- Open for orders
- Close day/time
- Pick up locations
- Delivery sites

“This isn’t a typical year! People are checking their emails and want to hear from you!”
Challenges Beyond Outreach

- Increased packaging
- Increased labor
- Increased time
- Increased customers & Increased questions
https://pasafarming.org/covid19/

## Direct Sales Software Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Features</th>
<th>Pricing</th>
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</thead>
<tbody>
<tr>
<td>Barn2Door</td>
<td>Ecommerce storefront, Mailchimp and Quickbooks integrations</td>
<td>$94/mo. plus 2.9% + $0.30 per credit card transaction, $399 setup</td>
</tr>
<tr>
<td>Cropolis</td>
<td>Online sales via availability lists, Process online payments</td>
<td>$99/mo. plus 2.9% + $0.30 per credit card transaction</td>
</tr>
<tr>
<td>CSAware</td>
<td>CSA management</td>
<td>2% of sales, minimum $100/mo. plus credit card fees</td>
</tr>
<tr>
<td>Service</td>
<td>Website</td>
<td></td>
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<tr>
<td>------------------</td>
<td>----------------------------------------------</td>
<td></td>
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<tr>
<td>Farmers Web</td>
<td><a href="https://www.farmersweb.com/">https://www.farmersweb.com/</a></td>
<td></td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>Online sales via availability lists, Process online payments</td>
<td></td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td>$75/mo. plus 3.5% + $0.30 per credit card transaction</td>
<td></td>
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<tr>
<td>Farmigo</td>
<td><a href="https://www.farmigo.com/">https://www.farmigo.com/</a></td>
<td></td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>CSA management, Food hub / multi-farm sales, Ecommerce storefront</td>
<td></td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td>2% of sales, minimum $150/mo. plus credit card fees</td>
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<tr>
<td>GrownBy</td>
<td><a href="https://www.farmgenerations.coop/">https://www.farmgenerations.coop/</a></td>
<td></td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>CSA management w/ custom shares (in beta), Ecommerce storefront (in beta), Cooperative ownership opportunity</td>
<td></td>
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<tr>
<td><strong>Pricing</strong></td>
<td>2.9% + $0.30 per credit card transaction; free for offline sales</td>
<td></td>
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<tr>
<td>HarvestHand</td>
<td><a href="http://www.harvesthand.com/">http://www.harvesthand.com/</a></td>
<td></td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>CSA management</td>
<td></td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td>$10 per member, first 10 members free; Online payments through Paypal</td>
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https://pasafarming.org/covid19/
<table>
<thead>
<tr>
<th>Service</th>
<th>Website</th>
<th>Features</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvie</td>
<td><a href="https://www.harvie.farm/">https://www.harvie.farm/</a></td>
<td>CSA management, Marketing assistance</td>
<td>7% of sales plus 2.9% + $0.30 per credit card transaction, $500 setup fee</td>
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<tr>
<td>Local Line</td>
<td><a href="https://site.localline.ca/">https://site.localline.ca/</a></td>
<td>Ecommerce storefront</td>
<td>$60/mo. – $95/mo.</td>
</tr>
<tr>
<td>Service</td>
<td>URL</td>
<td>Features</td>
<td>Pricing</td>
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<tr>
<td>Local Orbit</td>
<td><a href="https://localorbit.com/">https://localorbit.com/</a></td>
<td>Food hub / multi-farm sales, Delivery management, Newsletters</td>
<td>$70/mo. – $400/mo. plus 2.9% + $0.30 per credit card transaction</td>
</tr>
<tr>
<td>Open Food Network</td>
<td><a href="https://www.openfoodnetwork.org/">https://www.openfoodnetwork.org/</a></td>
<td>Food hub / multi-farm sales, Ecommerce storefront</td>
<td>Open source community, contact U.S. organizers to learn more: <a href="mailto:hello-usa@openfoodnetwork.net">hello-usa@openfoodnetwork.net</a></td>
</tr>
<tr>
<td>Shopify</td>
<td><a href="https://www.shopify.com/">https://www.shopify.com/</a></td>
<td>Ecommerce storefront</td>
<td>$29/mo. – $299/mo. plus 2.9% + $0.30 per credit card transaction</td>
</tr>
<tr>
<td>WhatsGood</td>
<td><a href="https://cravehq.com/farmers-market/">https://cravehq.com/farmers-market/</a></td>
<td>Ecommerce storefront; Aggregated delivery available in Boston, Rhode Island, and Virginia</td>
<td>Charges consumers 5% fee</td>
</tr>
</tbody>
</table>
Q&A

Use the Q&A function at the bottom of the Zoom window

Reminder: respond to poll
General COVID-19 information

(800) 268-1599

- pasafarming.org/covid19
- Farm & Farm Market Guidelines x716
- Daily PDA Update x717
- Food Production Guidelines x718
- Worker Safety Measures x719