



MAINE ORGANIC FARMERS AND GARDENERS

Low-Cost Options for Online Sales Platforms

April 2020

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Low-Cost Options for Online Sales Platforms							
	Square	Google Apps	jotform	food4all	openfoodnetwork	Mailchimp	Social Media
Quick Facts							
Pricing	FREE: unlimited products, online shopping cart Professional: \$12/mo. no Square ads, publish your site to a custom domain Performance: \$26/mo. discounted shipping labels, abandoned cart features, allows customer reviews Premium: \$72/mo. discounted shipping rates	FREE	FREE: 5 forms, 10 MB space, receive 10 payments Bronze: \$24/mo. 25 forms, 10 GB space, receive 100 payments Silver: \$29/mo. 100 forms, 100 GB space, receive 1,000 payments Gold: \$79/mo. unlimited forms, 1 TB space, receive unlimited payments	FREE to the farmer. A "community supported software fee" is added onto each customer's order (\$.95 + 2.5% of order total)	Starting Out : FREE if under \$500/mo. sales Community Member: 1% of sales for more than \$500/mo. Solidarity Partner : select 2% to 3% of sales, sliding scale	FREE: website with custom domain (for 5 years) ESSENTIALS: \$9.99 /mo. STANDARD: \$14.99 /mo. PREMIUM: \$299.00 /mo.	FREE
Description	Popular online platform for farmers' market and other POS markets. Offers email marketing options for additional fees.	Create your own online product lists or order forms with this commonly used online document, spreadsheet or form-building platform. Easily shared; easily used for email marketing.	Sign up on Google, Facebook or with an email account. Easily used for email marketing. Create your own online order forms with this online form building platform.	Designed for CSA and direct sales of farm products. Create your own page that links to your social media page or your existing website.	Open-source software platform for food producers, processors, prepared foods, distributors, buyers, etc. Create your own online storefront or integrate your existing website.	Create your own online storefront and all-in-one marketing platform	Facebook, Twitter, Instagram, Pinterest, or email listservs. Options include posting text or list or spreadsheet of products, order info, pickup or delivery info, payment info, etc. Or post photos of product list, order form, farmstand setup or pickup site. Customers can email you or post. Be sure to include your contact info (phone, text, email or hit "Reply"), how to place an order, order confirmation info, and your guidelines for ensuring food safety, social distancing, minimal contact transactions, etc.
Notes	Used by many farmers but not specifically designed for farms and food distribution. Many storefront templates available.	Many templates available for product lists or order forms	Many templates available for professional looking order forms	Supports retail and wholesale marketing	Supports individual farmers, multi-farms, food hubs, farmers' markets, CSAs, others.	Supports ability to market in many ways, although not specifically designed for farms and food distribution. Many storefront and other e-commerce templates available.	EXAMPLE: the Reko Circle system from Finland. https://thepryingmantis.wordpress.com/2020/03/17/diy-direct-sales-the-reko-system/ More info on using social media for farms: https://www.food4all.com/farms-use-social-media-to-grow-sales/
Core Features							
Accepts online payments	☑		☑	☑	☑	☑	Some can be linked with Square or PayPal buttons to accept online payments
Order Management	Manage orders, delivery, shipping, pickup, inventory, sales tax		Receive emails for each order placed	Receive emails for each order placed	Manage orders, inventory, and generate pack lists	Manage orders, shipping, inventory	Some offer pay-per-services for promoting, advertising or sharing to a wider audience, or for storefront activity.
Delivery and Pickup Options	☑			☑	☑		
Works with mobile devices	☑	☑		☑	☑	☑	☑
Integrations	Syncs your online and POS sales. Integrates with your social media pages.	Integrates with Microsoft and other programs and formats such as .pdf, .txt, docx., etc.	Integrates with Mailchimp, Constant Contact, Square, PayPal, many other platforms		Integrates with Mailchimp, Xero	Integrates with Facebook and Instagram	
Free technical assistance is currently available to Maine farmers from Portland-based Farmhand Automation (www.emergencycurbide.com)							
For professional technical assistance, contact Jeremy Bloom, Internet-Farmer.com (www.internet-farmer.com), and Anca Gooje, website developer (www.ancagooje.com).							
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