



Barn2Door

- Provides the software and services to help Farmers grow and manage their business
- Offers powerful marketing services to help Farmers build a brand, engage the local community, and increase Farm sales.
- Build a web store and website

Local Food Marketplace

- Platform for farms, farmers markets and food hubs to sell product online
- Build a custom website with personalized branding
 - Saves time by automating every piece of the online ordering chain
 - Can manage multiple online storefronts

Forager

- Connects local farms to grocers
- Searchable marketplace allows buyers to find farms based on product and geography
- Communicate through a single source for efficiency and auditing
- Easily update product lists and highlight special offers or limited items
 - All buyer connections are direct, Forager is not middle man

Food4All

- Connecting local farmers and makers with their communities the efficiency.
- Geolocation feature allows local buyers to easily find your marketplace
- Online storefront with home shipping

E-commerce Fact Sheet

Here are six different eCommerce platforms covered in our "Marketing Risk Management" presentation series. This guide compares features, user ratings, and links to additional information about each platform.

GrownBy

- Owned by Farmers, for Farmers
- Built for CSAs and custom direct sales
- When you sell on GrownBy you can become a member-owner. Member-owners participate in annual meetings and can join co-op leadership

Harvie

- CSA customization
- Harvie is all about helping small farms beat the big guys, they support hundreds of small-scale producers throughout North America.
- Subscription service model with at home delivery or pick up
- Individual support available and weekly farmer calls to network

This project is based upon work supported by USDA/NIFA under Award Number 2018-70027-28588.





Barn2Door

- 3 options
- Set up fee: \$399-\$599
- Monthly Price: \$89-\$199/month

Local Food Marketplace

- Starter or standard pricing options
- Set up fee: \$499 or \$999
- Monthly subscription fees: \$89/month or \$169/month

Food4All

- Set up fee: Single online store-free or \$100 to fast track. Marketplace- \$500
- Credit card processing fee: 2.9% + 0.30 cents per transaction + 0.05% transfer fee
 - Community supported software fee: 2.5% + 0.95 cents per transaction, capped at \$9.95

Forager

- Contact Forager for information on pricing

GrownBy

- No startup fees, no subscriptions
- 2% co-op fee per online payment
- 2.9% credit card processing fee
- Integrated offline payments (cash, check, EBT).

Harvie

- \$1000 one-time set up fee and consultation
- First \$10,000 of transactions do not incur fees then, 7% transaction fee
- 15% customer acquisition fee*
- 2.9% + \$0.30/transaction for credit card sales

Price Guide

Once you have determined which platform is right for you, this guide compares details on pricing

