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# FARMER TO FARMER EXCHANGE









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# ECOMMERCE PLATFORMS

In early 2020 as COVID-19 hit the United States, consumers quickly moved to purchasing food directly from farmers. Farmers responded by moving quickly to online sales, contactless payments, and contactless deliveries. In order to assist farmers with choosing a software platform for their direct sales, the National Young Farmers Coalition produced a [Farmer Guide to Direct Sales Software Platforms](#). That guide focuses exclusively on farm-specific sales platforms and includes details on pricing, features, and links to additional information on 19 different platforms.

This report details farmer ratings for the five most popular of those farm-specific sales platforms plus four additional platforms that are not farm-specific and are used by many farmers. This report is designed as a companion piece to the [Farmer Guide to Direct Sales Software Platforms](#) and will not repeat information contained in that Guide. Instead it will augment the Guide with farmer-to-farmer ratings and details about farmer experiences using the platforms.

The information in this report was compiled through a national survey of farmers conducted by the [CSA Innovation Network](#) from 29 May to 30 June 2020. There were a total of 170 anonymous responses, with 143 farmers contributing data on the 23 platforms included in the survey, and 59 of those farmers contributing data on multiple platforms. This report highlights the 9 platforms that received ratings from at least 10 farmers. For information on additional platforms that did not make it into our top 9, see the National Young Farmers Coalition [Farmer Guide to Direct Sales Software Platforms](#) the [Lake Pepin Local Online Platform Comparison Chart for Aggregated Sales](#) and the [Resources](#) at the end of this report.

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

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[BARN2DOOR.COM](http://BARN2DOOR.COM)

**RATINGS** 16 users & 16 ratings

OVERALL	3.50	★	★	★	★	★
SET UP EXPERIENCE	3.75	★	★	★	★	★
EASE OF USE, FARMER	3.50	★	★	★	★	★
EASE OF USE, CUSTOMER	3.87	★	★	★	★	★
VALUE FOR THE PRICE	3.19	★	★	★	★	★
CUSTOMER SERVICE	3.62	★	★	★	★	★

**SALES CHANNELS**

Barn2Door can be used for most sales channels including CSA (but not easily for weekly customization), on-farm sales, home delivery, wholesale, and farmers markets. It allows for different pricing tiers by customer or sales channel.

**VIDEO TOUR**

[Barn2Door staff presentation](#) (minute 7:20) by Oregon Tilth

**FARMER COMMENTS**

*“This platform cannot manage customized csa, but is fantastic for basic CSA and online sales. I have used 4 different platforms to sell online since 2014, and Barn2Door is my favorite.”*

*“Easy to use for customers and farmers. I have used Barn2door for a year, and I have seen them constantly make improvements and change things based on farmer requests.”*

*“Variable pricing so you can sell by the piece or by the pound. Website setup available in upper pricing tiers. Email compatible with MailChimp. Customer service rep. Learn center to help you with things and an onboarding manager. Customers say it's very easy to use from their side.”*

*“The customer facing side is extremely clean and intuitive. All the older folks who are unsure about computers are having an easy time ordering. Pick and pack sheets, easy printing of orders etc.”*

**COMPLETE DETAIL**

[Pros/Cons/Farmer Comments for Barn2Door](#)



Farmigo



## RATINGS 13 users & 13 ratings

OVERALL	3.54	★	★	★	★	☆
SET UP EXPERIENCE	3.25	★	★	★	☆	☆
EASE OF USE, FARMER	3.46	★	★	★	★	☆
EASE OF USE, CUSTOMER	3.25	★	★	★	☆	☆
VALUE FOR THE PRICE	3.33	★	★	★	☆	☆
CUSTOMER SERVICE	3.62	★	★	★	★	☆

## SALES CHANNELS

Farmigo is best for customized CSA shares. CSA members get a message from the farmer each week letting them know what is in the share and giving them the opportunity to change the contents (within limits the farmer sets) by a deadline (also set by the farmer). If members do not want to customize their share, they get the standard box. Farmigo can also be used to sell extras to CSA members and some respondents are using it for farmers markets and home delivery.

## FARMER PROFILE AND VIDEO TOUR

- Crossroads Community Farm [written Farmigo profile](#)
- [Farmigo staff presentation](#)

## FARMER COMMENTS

*“Easy to set up, tech response within a few hours, very few glitches on customer or farmer end.”*

*“This is currently by far the best platform for CSA and Choice CSAs. HANDS DOWN!”*

*“It's an affordable alternative to Harvie, and it's a decent ‘plug and play’ management tool for csa subscriptions.”*

*“As a platform it's rather dated in its interface and rather rigid in what it can do. For customizable shares it makes sense, but for simply managing CSA memberships and selling extras it was a disappointment. Support staffing is limited and I don't always get answers when I need them.”*

*“Too much money for what it did and didn't do (no automated emails, little flexibility in set up).”*

## COMPLETE DETAIL

[Pros/Cons/Farmer Comments for Farmigo](#)





[GRAZECART.COM](https://www.grazecart.com)

**RATINGS** 16 users & 10 ratings

OVERALL	4.80	★	★	★	★	★
SET UP EXPERIENCE	4.80	★	★	★	★	★
EASE OF USE, FARMER	4.80	★	★	★	★	★
EASE OF USE, CUSTOMER	4.60	★	★	★	★	★
VALUE FOR THE PRICE	4.60	★	★	★	★	★
CUSTOMER SERVICE	4.70	★	★	★	★	★

**SALES CHANNELS**

GrazeCart can be used for most sales channels including on-farm sales, home delivery, multi-farm sales, wholesale accounts, and CSA (but not easily for weekly customization). It allows for different pricing tiers by customer or sales channel and is built with delivery routes in mind.

**FARMER PROFILE AND VIDEO TOUR**

- Gwenyn Hill Farm [written GrazeCart profile](#)
- Gwenyn Hill Farm [video tour of GrazeCart store and backend](#)

**FARMER COMMENTS**

*“Designed by farmers, easy to use, professional looking.”*

*“Love it, wandered once to another platform for minor issues, and quickly came back!”*

*“Built with delivery routes, home delivery, and shipping in mind, so it's very easy to set those things up without having to create work arounds. Very user friendly for customers with clean, attractive layouts. Great inventory system - you can track inventory by the package but also charge by the weight. Automated and customizable customer communication. Great customer service. Integrates fairly well with QuickBooks. Multiple pricing options for different kinds of customers (wholesale vs. retail).”*

*“If there is a downside it is that it was built for a specific market fulfillment type. That is to service buying clubs and home delivery. Those work seamlessly. You have to be a lot more creative to make it integrate with farmers market or CSA programs.”*

**COMPLETE DETAIL**

[Pros/Cons/Farmer Comments for GrazeCart](#)



Harvie



HARVIE.FARM

### RATINGS *13 users & 13 ratings*

OVERALL	3.80	★	★	★	★	☆
SET UP EXPERIENCE	3.80	★	★	★	★	☆
EASE OF USE, FARMER	3.53	★	★	★	★	☆
EASE OF USE, CUSTOMER	3.67	★	★	★	★	☆
VALUE FOR THE PRICE	3.33	★	★	★	★	☆
CUSTOMER SERVICE	3.67	★	★	★	★	☆

### SALES CHANNELS

Harvie is best for customized CSA shares. CSA members set their vegetable preferences at the beginning of the season and Harvie designs a weekly share for each member based on those preferences and what the farm has available that week. Members can also choose to further customize their share weekly or buy extras. Some respondents are also using Harvie Farm Stand for farmers market, home delivery, and on-farm sales.

### FARMER PROFILE AND VIDEO TOURS

- Park Ridge Organics [written Harvie profile](#)
- Park Ridge Organics [video tour of Harvie store and backend](#)

### FARMER COMMENTS

*“This is a huge part of our business, so we have to deal with it if we like it or not. It has expanded our business significantly by giving potential members what they want: choice.”*

*“Most customizable. Excellent for members. Customer support for both members and farmers. Harvie can help answer those tedious questions. Also they offer recipes and can help with marketing. And it's good to be part of a group of farmers.”*

*“Highly organized and adaptable platform for customizing weekly deliveries and selling extras. Great staff and really great concept.”*

*“Many tasks that should be easy are not accessible to Farm admins, and require contacting Harvie support for resolutions. Mechanics could be more flexible for each farm to adapt as needed. Long wait times for support assistance. Confusion for members about “Harvie support” vs. “Farm support” that encroaches on farm to member relationship building.”*

### COMPLETE DETAIL



Local Line



**LOCAL LINE**

[LOCALLINE.CA](http://LOCALLINE.CA)

## RATINGS 12 users & 10 ratings

OVERALL	3.67	★	★	★	★	☆
SET UP EXPERIENCE	4.00	★	★	★	★	☆
EASE OF USE, FARMER	3.79	★	★	★	★	☆
EASE OF USE, CUSTOMER	3.10	★	★	★	☆	☆
VALUE FOR THE PRICE	3.44	★	★	★	★	☆
CUSTOMER SERVICE	4.10	★	★	★	★	☆

## SALES CHANNELS

Local Line can be used for most sales channels including farmers market, home delivery, on-farm sales, food hubs, wholesale, and CSA (but not for weekly customization). It allows customers to choose from multiple payment methods including cash, check, credit card, and even SNAP. Credit cards are

## FARMER PROFILE AND VIDEO TOUR

- Shared Legacy Farms [written Local Line profile](#)
- Shared Legacy Farms [video tour of Local Line store and backend functions](#)

## FARMER COMMENTS

*“Allows an infinite number of products, organizes orders, allows for easier delivery and pick-up logistics.”*

*“Local Line is a great product. We appreciate the ease with which we were able to transition, but sincerely wish it looked a bit more polished, and was a bit more streamlined for the customer's experience.”*

*“We have had customers get confused by the ordering process, especially when it comes to selecting their method for receiving their produce (pick-up or delivery). The website sometimes glitches and forces customers to start the ordering process over, or to abandon the site and look elsewhere.”*

*“I have used 4 different platforms since 2014, and this was the only one I quit in the middle of the sales season because it did not work properly. However, I imagine it has been improved since then.”*





processed through the platform, and all other payments must be completed directly between the farmer and the customer.

## COMPLETE DETAIL

[Pros/Cons/Farmer Comments for Local Line](#)

## FARMER PROFILE AND VIDEO TOUR

[Schenker Family Farms on Spotify](#) (minute 28:27) by West Central Missouri Action Agency

Shopify



[SHOPIFY.COM](https://shopify.com)

### RATINGS 19 users & 15 ratings

OVERALL	4.21	★	★	★	★	☆
SET UP EXPERIENCE	4.20	★	★	★	★	☆
EASE OF USE, FARMER	3.86	★	★	★	☆	☆
EASE OF USE, CUSTOMER	4.47	★	★	★	★	★
VALUE FOR THE PRICE	3.87	★	★	★	★	☆
CUSTOMER SERVICE	3.73	★	★	★	★	☆

### SALES CHANNELS

Shopify can be used for all sales channels including home delivery, on-farm sales, farmers market, wholesale, and CSA (but not easily for weekly customization). As a common platform for many uses beyond farm sales,

### FARMER COMMENTS

*"Easy to enter product. When you have many SKUs this platform is the best, but it's not suited well to the CSA model."*

*"Tons of add-ons/apps for just about anything. Super responsive customer support. Good customer analysis and reporting. Integrates with other platforms - quickbooks etc. It looks awesome and professional. Because it's the industry leader and also because you can't change too much about the checkout experience it looks really familiar and safe to customers."*

*"All those extra apps cost money, so things can add up pretty quickly if you need all the bells and whistles. There is so much possible that it can be a little hard to figure out where to start."*

*"There are two contenders for our business: Farmigo first and Shopify second. We are currently evaluating ways to move to Shopify as it would save us thousands of dollars a year, but Farmigo has great reporting and is built for CSAs, particularly Choice CSAs! So we feel it's worth the money."*



Shopify is an easy entry point for eCommerce and an easy place to start with online sales.

## COMPLETE DETAIL

[Pros/Cons/Farmer Comments for Shopify](#)

## FARMER PROFILE AND VIDEO TOUR

[Wolf Creek Farm on Square](#) (minute 49:16) by West Central Missouri Action Agency

Square



[SQUARE.COM](https://square.com)

### RATINGS 64 users & 57 ratings

OVERALL	3.89	★	★	★	★	☆
SET UP EXPERIENCE	4.11	★	★	★	★	☆
EASE OF USE, FARMER	3.89	★	★	★	★	☆
EASE OF USE, CUSTOMER	4.32	★	★	★	★	★
VALUE FOR THE PRICE	4.30	★	★	★	★	★
CUSTOMER SERVICE	3.29	★	★	★	☆	☆

### SALES CHANNELS

Square is best for on-farm sales and farmers markets. It can also be used for home delivery and CSA (but not easily for weekly customization). As a

### FARMER COMMENTS

*"You have your own site, and it looks really nice and unique. It's easy to set up, easy for the customer to use. Can use square gift cards which is what we use for our market-style CSA so that was a perfect integration. We also use Square for tracking and accepting farmers market sales so the reports integrate seamlessly."*

*"We went with this platform because it is free (aside from credit card fees) and pretty easy to set up. The platform is relatively easy to use, makes products look sexy, and offers a slick, smooth customer experience. If customers want to pay with a different payment method, (cash/check), I've created 100% off coupon codes for them--then we don't get charged any credit card fees!"*

*"Not specific to food/farm businesses and lacks features that would make farm sales easier to manage. For selling fresh produce, it does NOT have a good way to print packing slips or do some key reporting. You get what you pay for."*

## COMPLETE DETAIL



common platform for many uses beyond farm sales, Square is an easy entry point for eCommerce and an easy place to start with online sales.

[Pros/Cons/Farmer Comments for Square](#)

Squarespace



[SQUARESPACE.COM](https://www.squarespace.com)

## RATINGS 31 users & 25 ratings

OVERALL	3.92	★	★	★	★	☆
SET UP EXPERIENCE	4.08	★	★	★	★	☆
EASE OF USE, FARMER	3.87	★	★	★	★	☆
EASE OF USE, CUSTOMER	4.32	★	★	★	★	★
VALUE FOR THE PRICE	4.04	★	★	★	★	☆
CUSTOMER SERVICE	3.64	★	★	★	★	☆

## SALES CHANNELS

## FARMER PROFILE AND VIDEO TOUR

- Raleigh's Hillside Farm [written Squarespace profile](#)
- Raleigh's Hillside Farm [video tour of store and backend](#)

## FARMER COMMENTS

*"We use Squarespace for our website, and we love it. It is user friendly, renews all your stuff for you, and keeps us looking good. It even has email now, so you can streamline many things."*

*"Lots of Googling to figure out how to do anything beyond a very basic level. There are also some weird back-end things that need to be dealt with one-by-one which I found very time consuming."*

*"Time consuming to set up individual listings. Wish I could better separate sales channels (CSA shares vs. market offerings.)"*

*"It's very affordable for what it does, and if you know a bit about website design, you can create a custom shop just for your farm. We use this for all our CSA subscriptions and CSA add-on sales."*

*"No cash option. Doesn't give total number of items sold (which would help with harvest numbers)."*



Squarespace is best for home delivery, on-farm sales, CSA, and farmers market. It can also be used for wholesale and multi-farm sales. Squarespace provides for both a website and an integrated online store. As a common platform for many uses beyond farm sales, Squarespace is an easy entry point for eCommerce and an easy place to start with online sales.

## COMPLETE DETAIL

[Pros/Cons/Farmer Comments for Squarespace](#)

WooCommerce



[WOOCOMMERCE.COM](https://WOOCOMMERCE.COM)

### RATINGS 12 users & 10 ratings

OVERALL	3.90	★	★	★	★	☆
SET UP EXPERIENCE	3.40	★	★	★	★	☆
EASE OF USE, FARMER	3.60	★	★	★	★	☆
EASE OF USE, CUSTOMER	4.00	★	★	★	★	☆
VALUE FOR THE PRICE	4.30	★	★	★	★	☆
CUSTOMER SERVICE	3.20	★	★	★	☆	☆

### FARMER COMMENTS

*"WooCommerce has no fees, infinite plugins, and integrations. It's easy to manage inventory, and seems like a good choice for a growing farm business that will want more options in the future."*

*"Ability to customize, low fees"*

*"Free for basic setup. Most crucial functions require a paid plugin. Data is yours and won't disappear after cancellation. Works within website branding and styling. Shopping cart is part of the website, not a separate page on another platform's server."*

*"Almost all extended functionality comes from paid plugins. Documentation is ok, not great. Can be hard to customize. Lots of layers of potentially conflicting plugins- if something is not working properly, it can be hard to find the culprit and then fix it, unless you are or have a developer."*

*"Potential high learning curve or expense to hire someone else to do the website work."*

### SALES CHANNELS

## COMPLETE DETAIL

[Pros/Cons/Farmer Comments for WooCommerce](#)



WooCommerce can be used for all sales channels including home delivery, on-farm sales, CSA, and wholesale. It requires a WordPress website and is then added as a plugin. It is not designed to be specific to farm sales.

## ADDITIONAL RESOURCES

- CSA Ideas Lab [Farmer to Farmer eCommerce Exchange Webinar](#)
- CSA Innovation Network [Questions to Ask When Choosing Your Farm's eCommerce Platform](#)
- The Land Connection [Considerations for choosing an e-commerce platform for selling your farm products](#)
- National Young Farmers Coalition [Farmer Guide to Direct Sales Software Platforms](#)
- [Lake Pepin Local Online Platform Comparison Chart for Aggregated Sales](#)
- North Central SARE (Sustainable Agriculture Research & Education) [COVID-19 Sales and Marketing Resources](#), including numerous resources, farmer interviews, and webinars from organizations around the Midwest.

