



# Getting Started with An Online Farm Store



From the folks at:

**FARMHAND**

A U T O M A T I O N

Robotics for Sustainable Farms

[FarmhandAutomation.com](https://FarmhandAutomation.com)

**Farmhand Automation is a robotics startup in Biddeford, Maine, developing affordable robots for small and mid-size local farms. Our goal is to help reduce labor costs and support the growth of sustainable agriculture both at home and away. We're funded by the Maine Technology Institute and local Angel Investors.**

---

Even though our team currently builds robots, we have lots of experience in agriculture software and ecommerce development.

When we saw the spread of COVID-19, we knew the impacts it would have on local farms. Our team started our own volunteer initiative to help farmers get online ordering up and running ASAP.

Sign up for online store help at:  
[EmergencyCurbside.com](https://www.EmergencyCurbside.com)

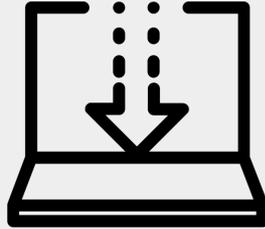


# Phases We'll Go Over



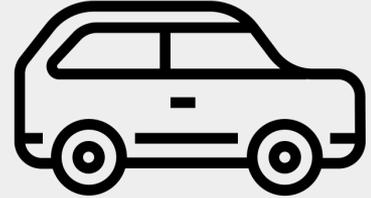
## Data Gathering

Collect everything  
you need in one  
place



## Store Setup

Import your collected  
information



## On-Farm Process

Your team and the  
customer's flow

The world needs independent businesses. Learn about the actions you can take to address the impact of COVID-19.

**shopify** Start Sell Market Manage Pricing Learn Log in [Start free trial](#)

## Build your business

Enter your email address

[Start free trial](#)

Due to the impact of COVID-19, Shopify is offering an extended 90-day free trial. By entering your email, you agree to receive marketing emails from Shopify.






**WIX** Features Explore Subscriptions Templates Wix Partners UX Support EN [Sign In](#)

# Create a Website You're Proud Of

Discover the platform that gives you the freedom to create, design, manage and develop your web presence exactly the way you want.

[Get Started](#)



**SQUARESPACE** PRODUCTS TEMPLATES RESOURCES LOG IN GET STARTED

## A website makes it real.

[GET STARTED](#) Free trial. No credit card required.



**FARMIGO** FARM DIRECTORY REQUEST A DEMO TESTIMONIALS SOFTWARE FOR CSAs & FOOD HUBS

## Local Tastes Better

51,000 FAMILIES BEING SERVED 7,000 PICK-UP LOCATIONS 300+ FAMILY OWNED FARMS \$350 M EARNED BY FARMERS

### Find a Farm Near You

Hundreds of farmers across North America on the Farmigo platform



**GrazeCart** Features Pricing Education Contact Us [Start Trial](#)

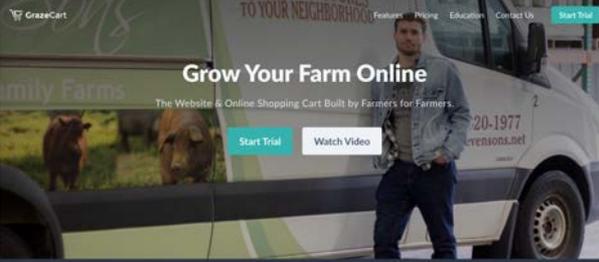
## Grow Your Farm Online

The Website & Online Shopping Cart Built by Farmers for Farmers.

[Start Trial](#) [Watch Video](#)

Tells Your **STORY** | Sells Your **PRODUCTS** | Saves Your **TIME**

Tired of websites that don't



**Bam2Door** HOW IT WORKS BLOG 1-833-9-BARN2DOOR WATCH A DEMO SIGN UP [LOG IN](#)

most popular

<p><b>Standard</b></p> <p></p> <p><b>\$59</b> <small>per month</small> Save 17%</p> <p>(with a one time \$299 setup fee)</p> <p><a href="#">SIGN UP</a></p>	<p><b>Plus</b></p> <p></p> <p><b>\$79</b> <small>per month</small> Save 15%</p> <p>(with a one time \$299 setup fee)</p> <p><a href="#">SIGN UP</a></p>	<p><b>Premium</b></p> <p></p> <p><b>\$99</b> <small>per month</small> Save 20%</p> <p>(with a one time \$499 setup fee)</p> <p><a href="#">SIGN UP</a></p>
<p><b>WEBSTORE</b> (No website required)</p> <ul style="list-style-type: none"> <li>Ordering Platform</li> <li>Onboarding Manager</li> <li>Self-Serve Training Materials</li> </ul>	<p><b>WEBSTORE + WEBSITE</b> (Hosting Included)</p> <ul style="list-style-type: none"> <li>Ordering Platform</li> <li>Onboarding Manager</li> <li>Dedicated Account Manager</li> </ul>	<p><b>WEBSTOR</b> <small>Let's chat about how Bam2Door can help your Farm!</small> (Hosting Included)</p> <ul style="list-style-type: none"> <li>Ordering Platform</li> <li>Onboarding Manager</li> </ul>

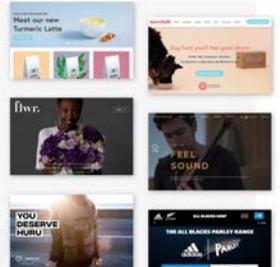
**WooCommerce** LOG IN WITH WORDPRESS.COM GET STARTED | Search | Cart

Features Customers Extensions Store Theme Store Support Develop Blog

## Build exactly the eCommerce website you want

WooCommerce is a customizable, open-source eCommerce platform built on WordPress. Get started quickly and make your way.

[START A NEW STORE](#) [or Customize & Extend >](#)



**webly** Websites Online Stores Pricing More Search Domains Log In [Sign Up](#)

## Build a professional website that grows with your business.

[Create Your Website](#)

MEET WEBSITE



**opencart** FEATURES DEMO MARKETPLACE BLOG DOWNLOAD RESOURCES LOG IN REGISTER

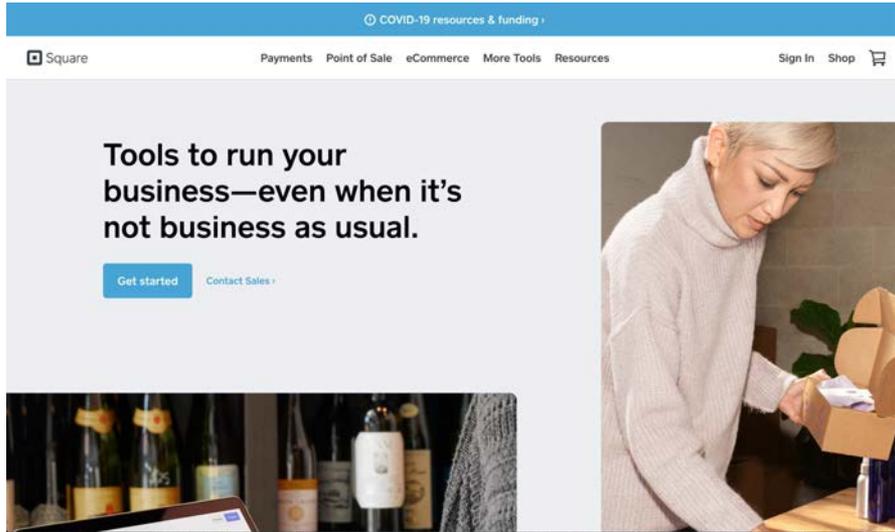
## The best FREE and open-source eCommerce platform

Everything you need to create, scale and run your business

[FREE DOWNLOAD](#) [VIEW DEMO](#)



# Squareup.com



## Pros

- Same company as Square readers used for farmers markets.
- If you have a Square account, you already have access to a free webstore.
- Integrates with current Square dashboard for sales.
- Ability to sync with products in Square reader currently.
- Free for basic store with rates of 2.9% + 30 cents per transaction

A person is sitting at a white desk, working on a silver laptop. The laptop screen displays a website with the text "PLANNERS ADD HERE" and "JOIN NOW". To the right of the laptop, a pair of glasses and a small white notepad are on the desk. The person's hands are visible, wearing a grey sweater and blue jeans, with one hand on a white mouse and the other on a spiral notebook. The background is a bright, clean workspace.

**“Data Gathering”**

**Let's Get Organized:  
Gather all information for website.**

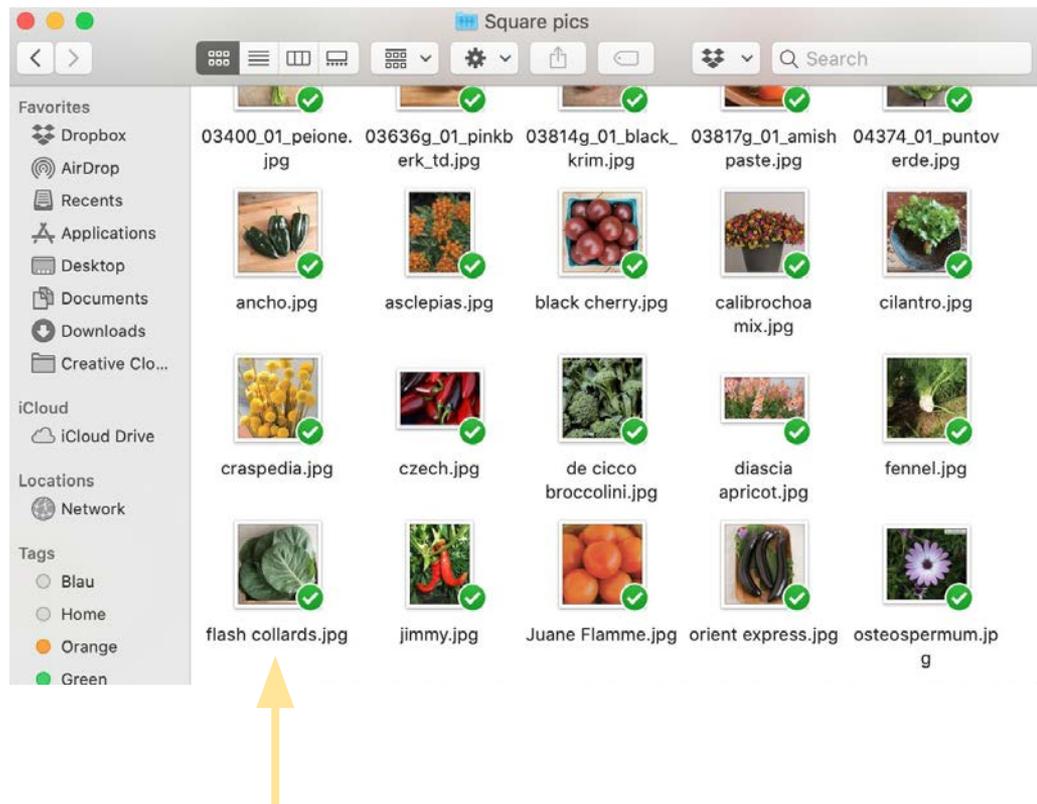
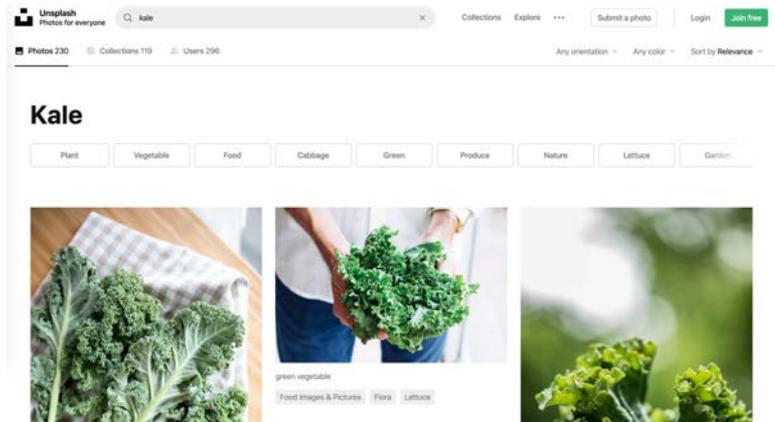


# Photography

2. Gather all images into one folder and label them.

For free stock images:

[unsplash.com](https://unsplash.com)



# Photography

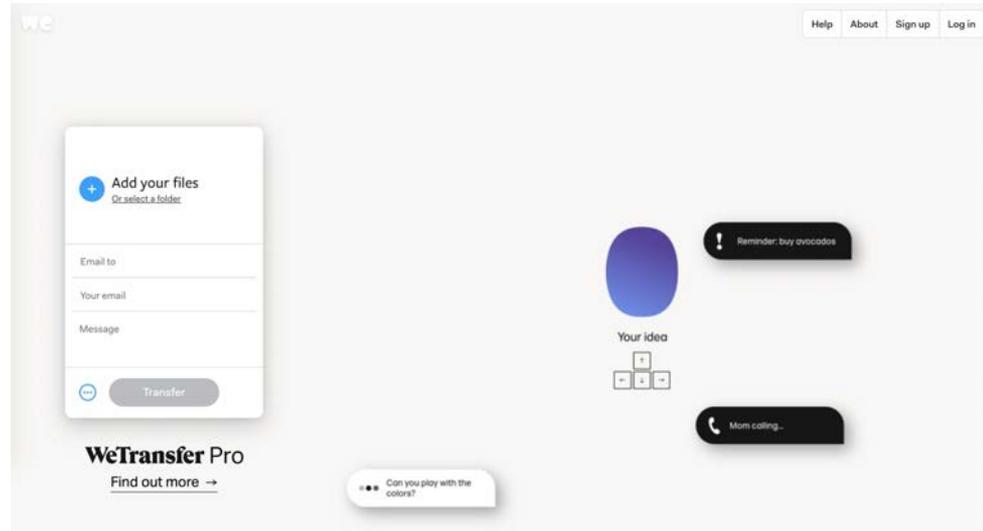
If someone is helping you set up your site, be ready to share photos with either:

[Dropbox.com](https://www.dropbox.com)

[WeTransfer.com](https://www.wetransfer.com)

Both are free and simply drag and drop a folder to share.

If you don't have many images, email will probably suffice.



# The Customer Experience and Process

3. Think about process for your new curbside pick-up and answer any general questions that arise. These questions need to be clearly answered and easy to find on your website to minimize extra emails and calls.

[Web Store Info Questions](#)

The screenshot shows a website interface for 'Seedling Store'. At the top, a dark grey banner contains a green arrow pointing right and the text: 'Thanks for following our \$25 minimum order policy. Remember: Orders take 2 business days to put together.' Below the banner, the website header includes the store name 'Seedling Store' and a search icon. A dropdown menu is set to 'Alphabetical (A-Z)'. The main content area displays a product listing for 'New Carpet of Snow' with a price of '\$12.50'. A modal dialog box is overlaid on the product, containing the text: 'I have read the Order Requirements and Pickup Procedures. Info on this at: www. [redacted] com/seedlings'. There are two buttons: 'Yes' (black) and 'No' (white). A green arrow points to the 'Yes' button. Below the modal, there is a red text prompt: 'Only a few left!'. At the bottom, there are two more product images: 'Angelica' and another purple-flowered plant.

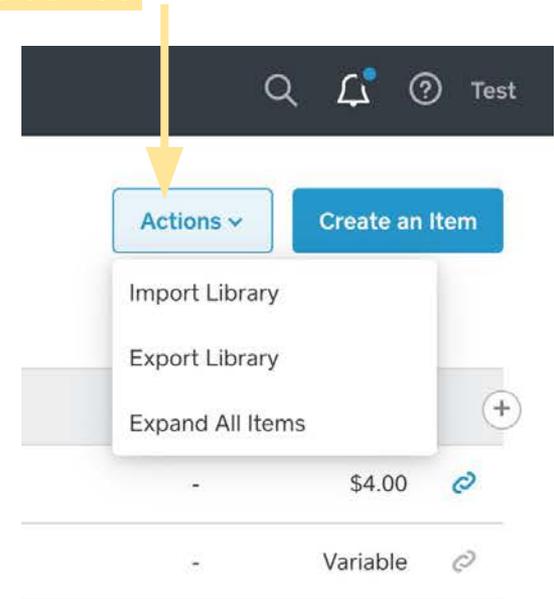
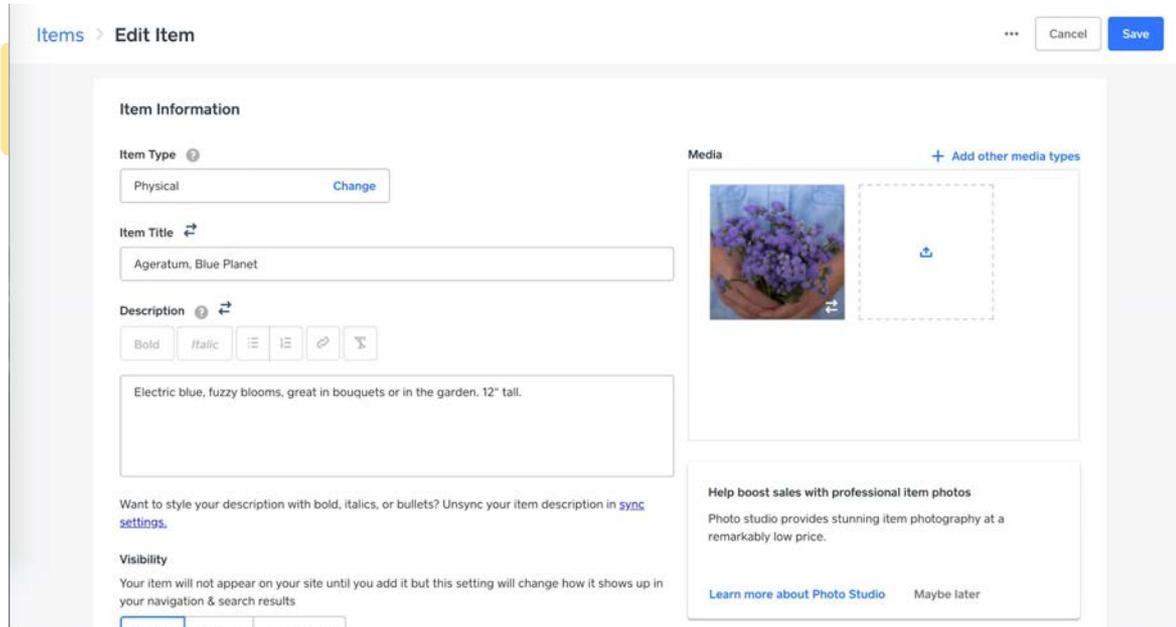
A person is working at a desk. On the left is a silver laptop with a dark screen showing some text. In the center, a pair of glasses and a small white notepad are on the desk. On the right, a person's hands are visible; one hand is on a white mouse, and the other is on a spiral notebook. The person is wearing a grey sweater and blue jeans. The background is a clean, white desk.

## Data Entry

Let's import your information and setup your process for customers.

# Import Product List and Photos to Squareup.com

TIP: Always “Export Library” when editing or adding products so you are 100% sure that you are working in the latest version of your product list.



For items that **sell out**, select them and set to “unavailable” so customers cannot purchase.

The screenshot shows the 'Item Library' management interface. At the top right, there are links for 'Upgrade', 'Support', 'Setup Guide', and 'Trial Farm'. A 'Create new item' button is located in the top right corner. On the left, a sidebar contains navigation options: 'Overview', 'Website', 'Items', 'Item Library' (highlighted), 'Categories', 'Reviews', 'Gift Cards', 'Coupons', 'Orders', 'Marketing', 'Insights', 'Photo Studio', and 'Settings'. The main content area is titled 'Item Library' and includes a search bar, a filter for 'All Types', and action buttons: 'Delete', 'Add to Category', 'Set fulfillment method', 'Charge Sales Tax', and a three-dot menu. A table lists items with columns for 'Name', 'Type', and 'Price'. The 'Onion' and 'Tomato' items are selected. A dropdown menu is open for the 'Onion' item, showing options: 'Mark As Hidden', 'Mark As Unavailable' (highlighted by a yellow arrow), 'Mark As Visible', and 'Remove Sales Tax'. At the bottom left, there are pagination controls for 5, 10, 25, and 50 items, with '10' selected. A 'COVID-19 tips' link is at the bottom left.

**Item Library**

Your item library contains all items in your store. View and manage your items here.

Search... All Types Delete Add to Category Set fulfillment method Charge Sales Tax ...

<input type="checkbox"/>	Name	Type	Price	
<input checked="" type="checkbox"/>	 Onion	Prepared food and beverage	\$0.00	Mark As Hidden Mark As Unavailable Mark As Visible Remove Sales Tax
<input type="checkbox"/>	 Staff Appreciation Support	Donation	\$3 - \$10	
<input checked="" type="checkbox"/>	 Tomato	Prepared food and beverage	\$2.00	—

5 10 25 50

COVID-19 tips

# Set multiple locations and drop-off points with location specific hours, prep times, and pickup instructions.

**Pickup & delivery**  
Customize your pickup and delivery settings to suit your business and customer needs

**Trial Farm** ▾

- Overview
- Website ▾
- Items ▾
- Orders
- Marketing ▾
- Insights ▾
- Photo Studio
- Settings ▴
  - General
  - Checkout
  - Store Emails
  - Abandoned Carts
  - Shipping
  - Pickup & Delivery**
  - Taxes

**Famers Market Saco**  
555 Beach Street, Saco, ME 04072

**Location 1**

**Farmers Market Biddeford**  
90 saco falls way, BIDDEFORD, ME 04005

**Location 2**

**Famers Market Saco**  
555 Beach Street  
Saco, ME 04072

**Pickup & delivery hours** [Edit](#)

**Hours**

Sun	Closed
Mon	Closed
Tues	Closed
Wed	Closed
Thu	Closed
Fri	7:00 am - 12:00 pm
Sat	Closed

**Order prep time** ← 1 business day

**Pickup settings** [Edit](#)

**Curbside pickup** ← Allowed

**Scheduled pickup** ← Not allowed

**Pickup instructions**  
How does curbside pickup work? A: Simply place an order

At checkout, customers could have an option to schedule when they will arrive during “open hours”.

### STORE PICKUP

**Pickup at**  
**Farmers Market Biddeford**  
90 saco falls way  
BIDDEFORD ME, 04005

**Pickup time**

As soon as possible

Schedule for later

04/25/20  7:00 AM 

Saturday at 7:00 AM

[Change location](#)

**Pickup instructions**

How does curbside pickup work?  
Simply place an order by filling out an order form. We will assemble your order, then call you for credit card information to process the payment. All orders are processed between 10am - 4pm. Once your order/payment is processed, your order can be picked up during store business hours.

When you arrive for pick-up, give us a call when you arrive and we will bring your order out.  
What are curbside pickup hours of operation?  
Curbside pickup orders are available during "x".

When will my order be ready?  
Our turnaround time for an order is 48-72 hours.

[Next](#)

### ORDER SUMMARY

	Onion	\$0.00
	Qty: 1	
	Variation: Regular	
	Color: Red	
<hr/>		
Subtotal		\$0.00
In-store pickup		\$0.00
Tip <a href="#">Add tip</a>		\$0.00
Taxes		\$0.00
<hr/>		
<b>Order Total</b>		<b>\$0.00</b>

A large, long greenhouse with a white plastic covering and a metal frame. Inside, there are several rows of green plants, likely leafy vegetables, growing in raised beds. The plants are vibrant green and appear to be in various stages of growth. The background shows a clear sky and some trees in the distance.

# The Farm's Process

An order has been placed;  
what now?

Print new orders, and mark as “Complete” once orders have been put together.

Online Store Upgrade Support Setup Guide Trial Farm

Trial Farm Export Orders

Overview  
Website  
Items  
**Orders**  
Marketing  
Insights  
Photo Studio  
Settings  
COVID-19 tips

**Orders**

ups Save up to 55% on shipping with UPS More info

Verify your identity and connect your Square account so you can fulfill orders. [Connect Square and get paid](#)

Search All Statuses

Order #	Order Date	Customer	Items	Type	Status	Total
1519631123	4/20/2020 1:27 PM	Linzy Witherspoon	3 x Onion	Pickup	Ready	\$0.00
2022805688	4/17/2020 12:11 PM	Linzy Witherspoon	15 x Carrot	Pickup	Complete	\$0.00
1628775855	4/17/2020 12:06 PM	Linzy Witherspoon	10 x Carrot	Pickup	Complete	\$0.00
731887679	4/17/2020 12:01 PM	Linzy Witherspoon	1 x Carrot	Pickup	Complete	\$0.00

# Print Order Sheets

- Separate orders into pickup locations, then order into pick up times listed.
- Marking locations with different colors may be helpful.
- Highlight pickup times and customer name.
- Keep order sheet in bag/box with items, and write customer name big and bold on box for easy-to-read organization.

## Order Details #2022805688

Item	SKU	Status	Price	Qty	Total
 Carrot Variation: 0.5 lb bag	-	Pending (15)	\$0.00	15	\$0.00
<b>Subtotal:</b>					\$0.00
<b>In-store pick up:</b>					\$0.00
<b>Tax:</b>					\$0.00
<b>TOTAL:</b>					\$0.00

### Fulfillment details

#### Contact information

Linzy Witherspoon  
+12085556677  
linzywitherspoon@gmail.com

#### Pickup time

April 25th, 11:00 am

#### Pickup location

Farmers Market Biddeford  
90 saco falls way  
BIDDEFORD, ME 04005  
US

### Billing Details

No billing details provided.

Date	Description
April 17, 2020 12:11 pm	Customer charged \$0.00 (Transaction ID: eORuZFpVj9a5JsqWrHpkpAgU0ICZY)

# Find Space and Flow for Pick-up Orders

- How many staff members do you need to manage each step of the process from printing and organizing orders, packing, and delivering to customer's car?
- Consider putting a minimum order \$\$ for customers so you don't get lots of tiny orders.
- Consider simplifying store items to one or two pre-selected produce boxes (like a CSA with no subscription).



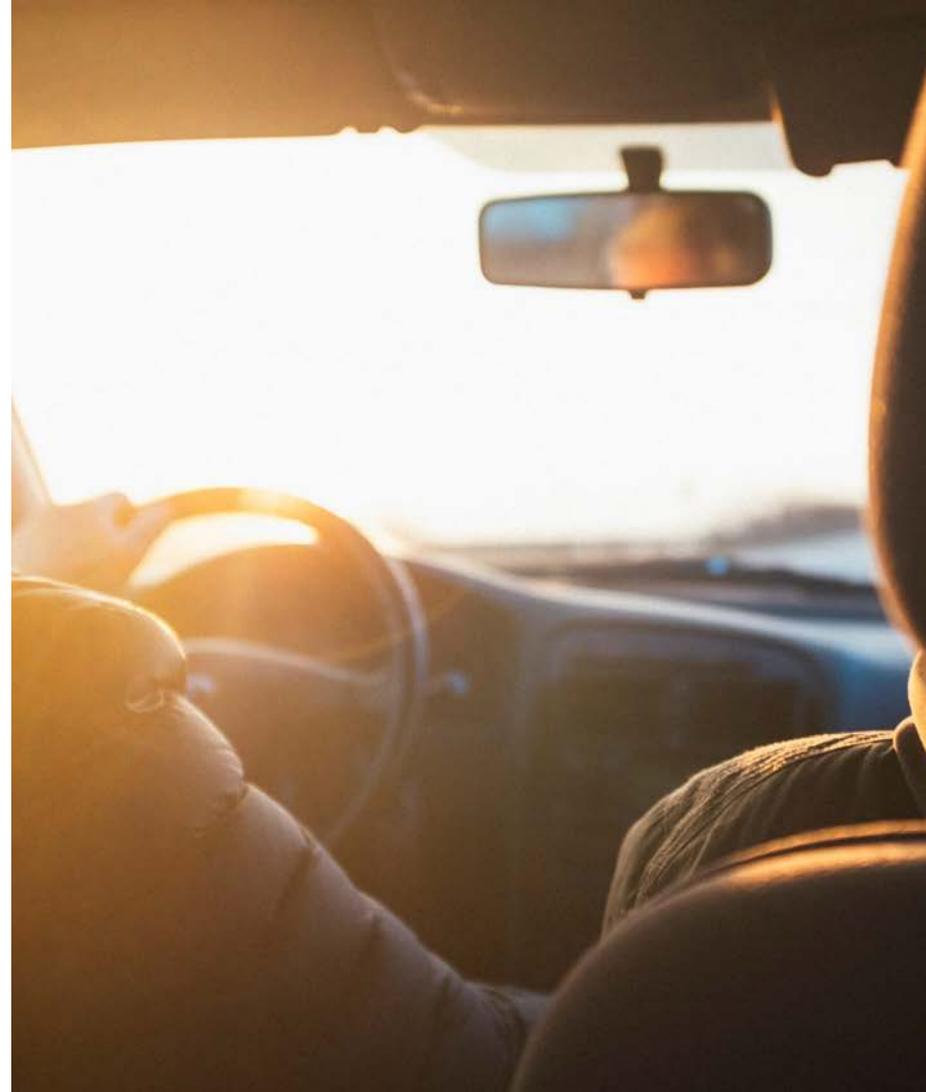
# Do a Trial Run with Yourself and Staff

Before you introduce your new online store to your customers, create a test item at \$0 and try your checkout process as a customer. Have your partner, employee, or someone else try, too. Can they easily navigate the site and checkout?

Do they see all of the information needed to pick up their order at the right date/time/location?

Have someone follow your “pickup” instructions in their car starting at the end of the driveway and pull in, make the call, etc. and load them in the car.

How does the process feel?



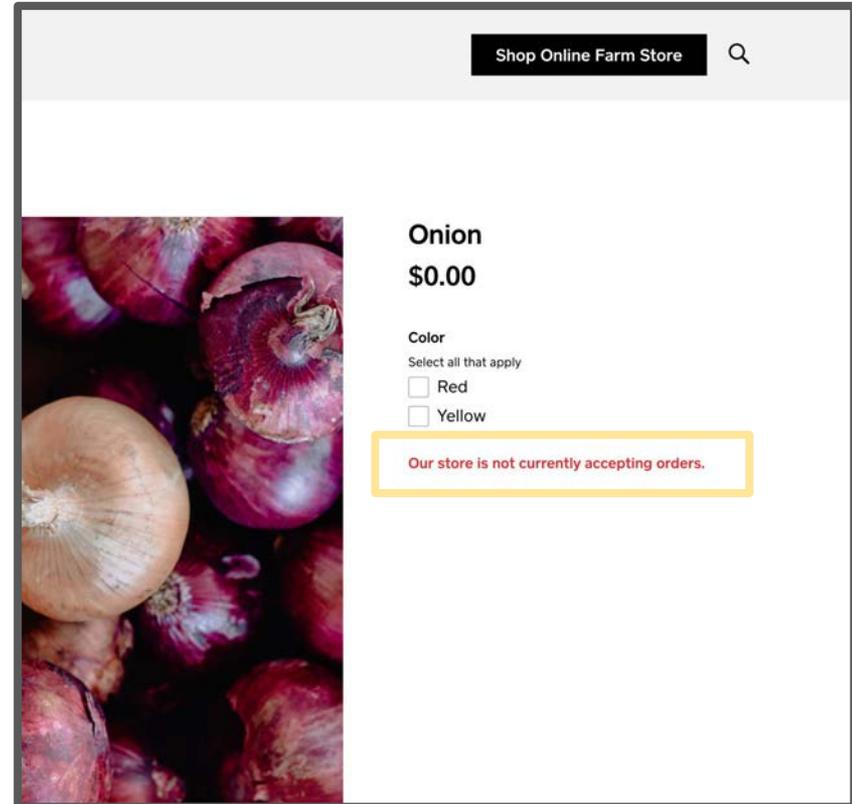
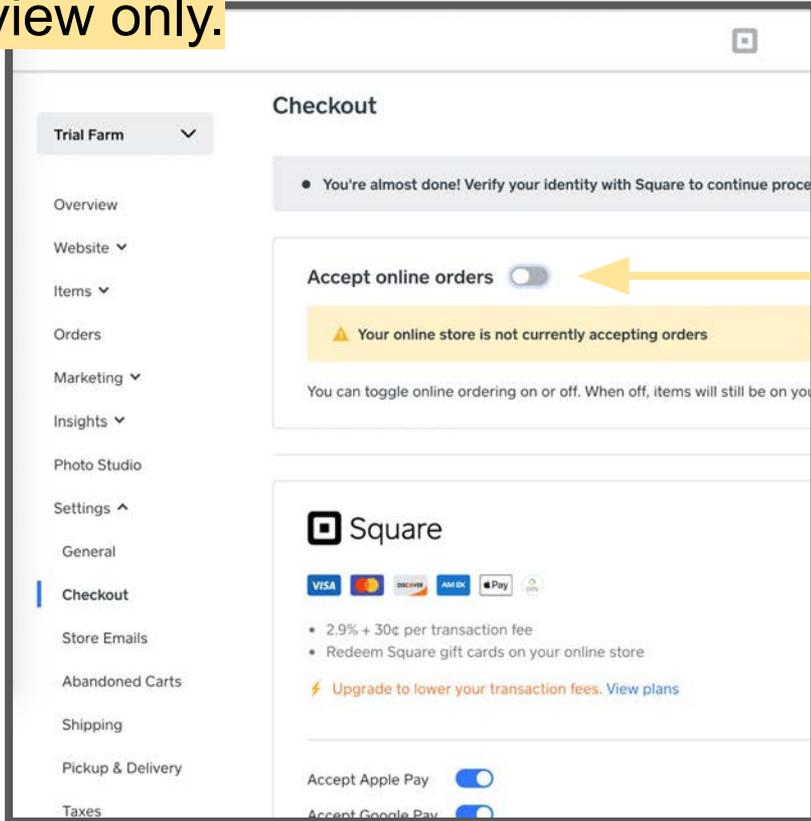
# Other Thoughts / Ideas

If you accept SNAP benefits, there is the ability to create a coupon code for those customers for 100% discounted items, then have your card reader ready to swipe when they arrive for curbside pickup.

Consider adding tips at checkout or a donation block to help with the extra staff needed to prep orders for pick-up.



**If you get overwhelmed with orders, know that there is a simple button to turn your checkout off, but keep the store up for view only.**





## Remember,

This is not a “business as usual” moment, so most customers understand that this is just as new for the farm as it is for them.

By answering as many questions as you can up front on your website, the easier customer experience they will have with curbside pickup. (and reduce the amount of calls/emails/confusion for your customers)

# Questions?

For help setting up your store, please fill out the form at:

[EmergencyCurbside.com](https://EmergencyCurbside.com)

From the folks at:

**FARMHAND**  
A U T O M A T I O N

Robotics for Sustainable Farms

[FarmhandAutomation.com](https://FarmhandAutomation.com)