



# E-commerce for Direct Farm Marketers Twilight Q&A: Operating During the COVID-19 Pandemic

# Topics

- Overview of E-commerce Platforms
- Considerations for Selecting a Platform
- Payment Processing
- E-commerce Example: Using Square
- Promoting Your New Online Store
- Considerations for Shipping and Curbside Pick-Up
- Q&A

# Speakers

- Megan Bruch Leffew, Center for Profitable Agriculture
  - [mleffew@utk.edu](mailto:mleffew@utk.edu)
- Tasha Kennard, Nashville Farmers Market
  - [Tasha.Kennard@Nashville.gov](mailto:Tasha.Kennard@Nashville.gov)
- Amy Ladd, Lucky Ladd Farms
  - [amy@luckyladdfarms.com](mailto:amy@luckyladdfarms.com)
- Adam Acampora, TN Farm Winegrowers Alliance
  - [Adam.Acampora@tennesseewines.com](mailto:Adam.Acampora@tennesseewines.com)
- Kacey Troup, TN Department of Agriculture
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# Disclaimers

- Information presented is for educational purposes only and does not constitute legal or medical advice.
- Any specific products or services referenced is for informational purposes only and does not indicate an endorsement.

# E-commerce Platforms



This Photo by Unknown Author is licensed under [CC BY-SA](#)

Square



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- Free basic version
- Sell unlimited products
- CC processing fees  
2.9% + \$0.30/ transaction
- Features
  - Inventory management
  - Curbside pickup
  - Delivery (limited time)
- Paid plans \$12+/month

# Examples of Other Mainstream E-commerce Platforms

**Authorize.Net**

(WordPress)



SQUARESPACE

**WIX**



**shopify**

# E-commerce Platforms for Farms



# DIRECT SALES SOFTWARE PLATFORMS



While markets, restaurants, and other food distribution channels close or reduce operations to prevent the spread of COVID-19, farms across the country have expressed interest in using software platforms that support direct sales to consumers in their communities. This publication highlights product options and sales models that farmers may find helpful.

The selected products are farm-specific sales platforms that support single-farm, direct sales. Generic e-commerce platforms, platforms that sell farm products to consumers, and farm aggregators or food hubs are not included.

		1000EcoFarms	Barn2Door	Cropolis	CSAaware	EatFromFarms	Farmers Web	Farmigo	Food4All	GrazeCart	GrownBy	HarvestHand	Harvie	Local Food Marketplace	Local Line	Local Orbit	MyRealFoodis	Open Food Network	Online Farm Markets	WhatsGood
<b>E-commerce storefront</b>	Post individual items for sale in an online shop	✓	✓		✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>CSA / subscription management</b>	Offer subscription products ("farm shares") and manage CSA members				✓		✓			✓	✓	✓	✓	✓						
<b>Order forms</b>	Create availability lists to send to customer list and customers can order directly from list			✓		✓								✓	✓	✓				
<b>Multi-farm / Food hub features</b>	Facilitates multiple farms selling through one storefront or availability list				✓	✓								✓	✓	✓	✓	✓	✓	✓
<b>Process credit card payments</b>	Customer can purchase products online with a credit card	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓
<b>Offline payment options</b>	Customer can pay offline with cash, check, EBT/SNAP, or other in-person payment		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Accounting tools or integration</b>	Data automatically exported to Quickbooks, or other significant accounting reporting features		✓		✓	✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	
<b>Marketing tools or integration</b>	Email or SMS customers through platform, or customer data integrates with third-party CRM, or other significant marketing features		✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Distribution management</b>	Facilitates logistics tasks, such as delivery route planning and packing lists		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



# SOFTWARE PLATFORM DETAILS

	<b>1000 EcoFarms</b>	Online sales profiles for farms. Display your product inventory online and process credit card sales. <a href="https://1000ecofarms.com/">https://1000ecofarms.com/</a>	4.9% of sales or \$24/month 2.9% + \$0.30 per credit card transaction
	<b>Barn2Door</b>	Online storefront which can be embedded into your website. Multiple third-party integrations. Subscription (CSA) sales possible. More details: <a href="https://tilth.org/app/uploads/2020/03/Barn2Door.pdf">https://tilth.org/app/uploads/2020/03/Barn2Door.pdf</a> <a href="https://www.barn2door.com/">https://www.barn2door.com/</a>	\$59–99/month 2.9% + \$0.30 per credit card transaction \$299–499 setup fee
	<b>Cropolis</b>	Build and send order forms / availability lists to your customers which they can buy from directly; unlimited number of forms and customer groups. <a href="https://cropolis.co/">https://cropolis.co/</a>	\$49–99/month 2.9% + \$0.30 per credit card transaction
	<b>CSAware</b>	CSA management: create shares and add-on product, share customization, member management, and distribution tools. Owned by Local Harvest, a national directory of family farms and farmers markets. <a href="https://www.csaware.com/">https://www.csaware.com/</a>	2% of sales, min. \$100/month Credit card transaction fee not specified
	<b>EatFromFarms</b>	E-commerce storefront with variable weight pricing feature. "Subvendor" feature that supports multi-farm sales. <a href="https://eatfromfarms.com/">https://eatfromfarms.com/</a>	\$9/month + \$0.25–0.50/order 2.9% + \$0.30 per credit card transaction
	<b>Farmers Web</b>	Build and send order forms / availability lists to your customers which they can buy from directly. Integrates with AgSquared crop management software for an additional fee. <a href="https://www.farmersweb.com/">https://www.farmersweb.com/</a>	\$75–100/month 3.5% + \$0.30 per credit card transaction +\$10/month for Quickbooks integration

# Platforms with E-commerce Storefronts

- 1000EcoFarms
- Barn2Door
- EatFromFarms
- Farmigo
- Food4All
- GrazeCart
- HarvestHand
- Harvie
- Local Food Marketplace
- LocalLine
- Local Orbit
- MyRealFoods
- Open Food Network
- Online Farm Markets
- WhatsGood

# E-commerce Platforms for CSAs



- CSAware
- Farmigo
- GrownBy
- HarvestHand
- Harvie
- Local Food Marketplace
- Local Line

# E-commerce Platforms for Farmers Markets

- Cropolis
- Local Line
- Local Orbit
- Open Food Network
- Online Farm Markets
- WhatsGood



# Selecting a Platform

- Fee structure
- Set up time/ease
- Ease of updates
- Payment methods accepted and security
  - Credit/debit
  - Cash/check upon delivery
  - EBT
- Time to receive payment
- Customer interface
- Features needed (inventory management, delivery routes, pack lists, label)
- Sales tax procedure
- IT support available
- Ability to integrate with website and accounting software
- Data security and use
- More at <https://tilth.org/education/resources/questions-for-considering-online-sales-platforms-for-farms-direct-marketing/>



# Payment Processing

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# Payment Options

- Credit/Debit Cards
- PayPal
- Stripe
- Apple Pay
- Peer-to-peer
  - Cash.app
  - Venmo for Business
- Offline Options
  - Cash, Check, EBT



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# Accepting EBT



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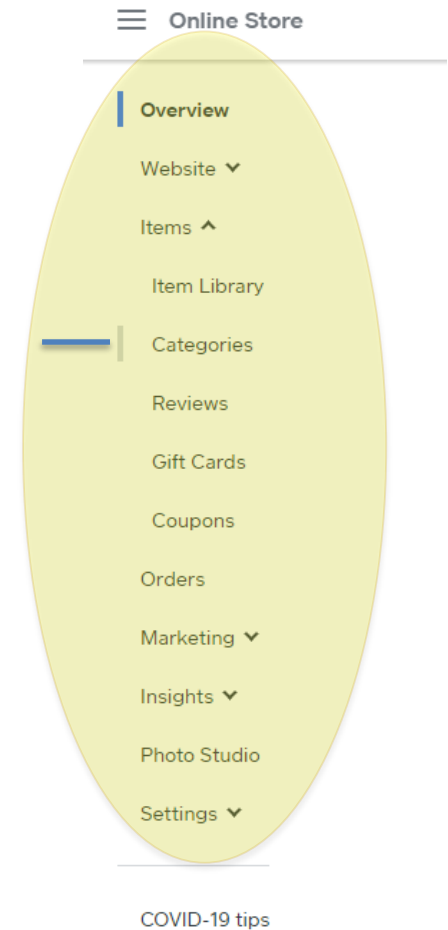


# Using Square for E-commerce

This covers the free version of Square. Square Retail offers more tools and is an available upgrade with annual fee.

# Square Integrated Weebly Website

- Create Items in Square
- Create New Categories in Weebly
  - Find this option under “Items” dropdown
  - Creating a category creates a webpage
- Edit Items in Weebly
  - Bulk update visible, unavailable, hidden
  - Bulk update category assignment
  - Bulk update fulfillment method
    - Shipping / Pickup & Delivery / All



# Accessing your Weebly Site

Home



Home



Reports



Items



Orders



Invoices



Transactions



Balance



Gift Cards



Online Store



Risk Manager



Customers



Team



Payroll



Account & Settings

## Point of Sale Behavior



**Skip detail screen in Point of Sale**

When this item is added to the cart, we'll skip modifier selection and use the settings based on the set configuration above. [Learn more >](#)

## Online Settings

To sell this item online, or to manage images, see item URLs, and set fulfillment options, visit your Site Editor. [Go to Editor >](#)

## Online Checkout



Create a link to allow customers to go straight to checkout for this item. Customers can select variations for this item at checkout but will not be able to add modifiers. [Learn more >](#)

# Weebly Categories











Online Store Upgrade Support Setup Guide My Site

Overview  
Website  
Items  
Item Library  
**Categories**  
Reviews  
Gift Cards  
Coupons  
Orders  
Marketing  
Insights  
Photo Studio  
Settings  
COVID-19 tips

**Categories** [Add Category](#)

- Categories in Weebly allow you to organize your store so your customers can easily find what they're looking for. Since categories serve a different purpose in Square, categories cannot be synced between Weebly & Square.

Search





<input type="checkbox"/>	CATEGORY	ITEMS
<input type="checkbox"/>	 Bakery and Bread	18
<input type="checkbox"/>	 Baking and Cooking	12
<input type="checkbox"/>	 Beverages	3
<input type="checkbox"/>	 Canned Goods	18
<input type="checkbox"/>	 Cleaning and Household Essentials	8
<input type="checkbox"/>	 Dairy & Eggs	16
<input type="checkbox"/>	 Dressings	4
<input type="checkbox"/>	 Fresh Fruits and Vegetables	24
<input type="checkbox"/>	 Flowers	4
<input type="checkbox"/>	 Grilling Sauces, Marinades, Rubs	10

# Item View in Weebly

### Item Information

**Item Type** ?  
Physical Change

**Item Title** ↔  
Pie - Chocolate Meringue, 10"

**Description** ? ↔  
Bold Italic      
Lucky Ladd's Fresh Farmhouse Ice Box Pie

Want to style your description with bold, italics, or bullets? Unsync your item description in [sync settings](#).

**Visibility**  
Your item will not appear on your site until you add it but this setting will change how it shows up in your navigation & search results

Visible Hidden Unavailable

Your item is ready to sell online and will show up in navigation & search results.

### Fulfillment

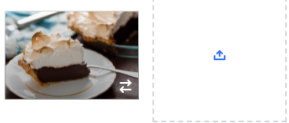
How will your shoppers be receiving this item?

**Fulfillment Method**  
Shipping Pickup & delivery All

**Pickup & delivery prep time** ?  
Use location default

### Media

[+ Add other media types](#)



**Help boost sales with professional item photos**  
Photo studio provides stunning item photography at a remarkably low price.  
[Learn more about Photo Studio](#) Maybe later


### Additional Information

This item is tax exempt ?

### Variations

Allow your shoppers to select from variations such as Size and Color on your published website. Variations edited in your online store catalog will also update in Square.


[Add / Manage variations](#)

Image	Variations <span>↔</span>	Stock <span>?</span>	Price <span>↔</span>	Sale Price <span>?</span>	Item ID (SKU) <span>↔</span>	Weight
	Regular	13	\$ 14.99	\$ -	-	- lb
10	25	50	100			

### Modifiers



Allow your shoppers to customize your item with modifications or custom text. Modifiers edited in your online store catalog will also update in Square. [Learn more](#)

[Manage modifiers](#)



### Categories

[+ Choose Categories](#)

-  Bakery and Bread ✕
-  Farmhouse Bakery Treats ✕

### Search Engine Optimization (SEO)

SEO options control what your shoppers see when viewing this item in a search engine. You can fill these out yourself. Or, if you prefer, we'll use your default item information.

# Weebly Item Library - Bulk Updates

This menu will not appear until you check multiple items from your library.

Online Store Upgrade Support Setup Guide My Site

Overview **Item Library** Create new item

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

Search... All Types

<input checked="" type="checkbox"/>	Name	Type	Price	Stock
<input checked="" type="checkbox"/>	2020 Season Pass New Member Unavailable	Physical	\$0.00	—
<input checked="" type="checkbox"/>	4020 Tractor Big Farm Unavailable	Physical	\$38.98	2
<input checked="" type="checkbox"/>	64 John Deere Unavailable	Physical	\$5.99	3
<input checked="" type="checkbox"/>	Abby Straw Hat Unavailable	Physical	\$36.00	2
<input checked="" type="checkbox"/>	Acorn Squash Unavailable	Physical	\$2.50	—
<input checked="" type="checkbox"/>	Adult Unavailable	Physical	\$13.99	—
<input checked="" type="checkbox"/>	Adult Peace Love Goats Shirts Gray Unavailable	Physical	\$15.99	25
<input checked="" type="checkbox"/>	Adult Winter Gloves Unavailable	Physical	\$2.99	1
<input checked="" type="checkbox"/>	Adult Winter Hat Unavailable	Physical	\$4.99	19
<input checked="" type="checkbox"/>	ADULT WINTER SCARVES Unavailable	Physical	\$4.99	46

5 10 25 50 < 1 >

# Weebly Checkout

## Checkout

Accept online orders

You can toggle online ordering on or off. When off, items will still be on your site but not available for purchase.

### Square

CONNECTED



- 2.9% + 30¢ per transaction fee
- Redeem Square gift cards on your online store

Upgrade to lower your transaction fees. [View plans](#)

Accept Apple Pay

Accept Google Pay

## Defaults “on”

Enabling Apple Pay means you have read and consented to the [Apple Pay Web Merchant Terms and Conditions](#).  
Enabling Google Pay means you have read and consented to the [Google Pay Terms of Services](#).

### PayPal

Upgrade to use PayPal

Give your customers more options and increase sales—accept PayPal and credit cards

- 2.9% + 30¢ per transaction fee
- Customers pay with their PayPal account or with credit cards through PayPal
- Increase sales by an average of 18%

## Store Policies

Edit policies

### Return Policy

No returns

## Advanced settings

Edit

# Weebly Pickup & Delivery Settings

Online Store



Upgrade Support Setup Guide My Site

- Overview
- Website
- Items
- Orders
- Marketing
- Insights
- Photo Studio
- Settings
- General
- Checkout
- Store Emails
- Abandoned Carts
- Shipping
- Pickup & Delivery**
- Taxes
- Square sync
- COVID-19 tips

## Pickup & delivery

Customize your pickup and delivery settings to suit your business and customer needs

**Lucky Ladd Farms Inc.**  
4374 Rocky Glade Road, Eagleville, TN 37060  
+1 615-274-3786

Accept pickup orders

Accept delivery orders

[Edit location](#)

**Advanced settings**

**Large order settings**  
Set a quantity limit to prevent unexpected large pickup or delivery orders. Include a custom message explaining how to place orders that are over the quantity limit.

Set a quantity limit for pickup or delivery orders

**Order tipping**  
Allow your customers to leave a tip for your staff when placing pickup orders online

Enable order tipping at checkout

**Default item fulfillment**  
Default newly added items to the following fulfillment methods

- Shipping
- Pickup & delivery

**Advanced settings**

**Allow curbside pickups?**

Allow curbside pickups  
If allowed, customers can request a curbside pickup at checkout, and will be told to call the store when they are outside

**Contact Number: +1 615-274-3786**  
To change this, update your location's phone number

**Do you want to allow scheduled pickups?**

Allow scheduled pickups  
If allowed, customers can either pick up their order ASAP, or at a time of their choosing.

**How will customers pick up their orders?**

Provide instructions for your customers so they know how to get their pickup orders. Include information such as:

- Where to go in the store
- If they need name or order number
- If someone else can pick up the order

Thank you for ordering. We encourage you to select "schedule for later" to select a specific date/time to pick-up your order. If you choose "as soon as possible" then be aware the system automatically defaults customers to arrive at the same time. As a result, if we are receiving a large number of orders to pick up for the defaulted "as soon as possible" time slot then we may text you a new time block. We do this to spread the crowd so you won't be waiting for a long period of time. We apologize for any inconvenience or confusion but have found this to be the best option to make this process as smooth and stress-free for you as possible.



# Weebly Sales Tax Setup

Online Store



Upgrade Support Setup Guide My Site

- Overview
- Website
- Items
- Orders
- Marketing
- Insights
- Photo Studio
- Settings
- General
- Checkout
- Store Emails
- Abandoned Carts
- Shipping
- Pickup & Delivery
- Taxes**
- Square sync
- COVID-19 tips

## Taxes

We've pre-filled this section with the location you connected to Weebly. You can edit it here, but it will not change the location address in Square.

Set tax rates and manage your taxable addresses. [Learn more.](#)

### Store Address

List all physical store locations. We'll use these to calculate US tax rates.

+ Add Store Address

STORE, SHIPPING & PICKUP ADDRESS  
Lucky Ladd Farms Inc.  
4374 Rocky Glade Road  
Eagleville, TN 37060  
US  
+1 615-274-3786  
farmerladd@luckyladdfarms.com

### Tax Rates

Set tax rates for each country and state that you ship to. [Learn more.](#)

+ Add Tax Rate

Region	Tax Name	Tax Rate	
United States	Various	2.75%, Various (1 state)	<a href="#">Edit</a>

### Tax Calculations

This is how tax rates are calculated for your store.

- Taxes are included in item prices
- Charge taxes on delivery fees
- Charge taxes on shipping rates

# Weebly Website Home Page

The image shows a Weebly website editor interface for a home page. The page is titled "Home" and features a navigation menu with categories: BAKERY, PREPARED FOODS, PANTRY, PRODUCE, DAIRY & EGGS, MEAT, FLOWERS, and MORE. The main content area is a large banner with a wooden background and fresh produce, including cherry tomatoes, green beans, and basil. The banner text reads: "Bakery, Prepared Foods, Grocery & So Much More!" and "Curbside Pick-up Available". Below the banner is a section titled "Inventory Updates..." with a sub-headline "Out of something you want? We restock inventory on Tuesday, Thursday and Friday each week so be sure to check back! You can always place a second order and we'll combine them for you." and a "How It Works" button. At the bottom, there is a section for "Curbside Pick-Up with" dated "MAY 8 & 9". The sidebar on the left lists "PAGE SECTIONS" such as Header, Main banner, Text, Text and image, Featured items, Location and hours, Footer, and Footer branding. A "Site design" section is also visible at the bottom of the sidebar. The Weebly logo is in the top right corner, and the "Lucky Ladd" logo is in the top left of the page content.

# Reviewing Orders in Weebly

Best to review orders in Weebly vs. Square for more complete details

Online Store Upgrade Support Setup Guide My Site

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

Orders Create Shipping Labels Export Orders

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

The orders from your previous website will not show up here. To view those orders, [click here](#)

Search

All Statuses  
Pending  
Ready  
Shipped  
Paid  
Complete  
Sent  
Downloaded  
Cancelled  
Refunded

Order #	Order Date	Customer	Items	Type	Status	Total
688680454	5/5/2020 1:37 PM	ara Barnes	1 x Chicken with Creamy Sherry Mushroom Sauce Family Meal	Pickup	Pending	\$39.36
1163452496	5/5/2020 9:27 AM	le Carter	2 x Southern Banana Pudding, 8x8" tray 6 more	Pickup	Pending	\$76.30
1255128696	5/4/2020 3:19 PM	Marvin Walls	1 x Pie - Chocolate Meringue, 10"	Pickup	Pending	\$16.86
107802409	5/4/2020 1:28 PM	Jim Hoyle	2 x Honey, 24 oz 3 more	Pickup	Pending	\$77.56
1182371773	5/4/2020 12:11 PM	Cheryl Herron	1 x Pie - Lemon Meringue, 10" 6 more	Pickup	Pending	\$62.69
232622687	5/3/2020 2:35 PM	Lisa Richardson	1 x Bologna 1 more	Pickup	Pending	\$37.66
1410545120	5/3/2020 9:28 AM	Monica Maher	1 x Hamburger Buns, 8 ct 29 more	Pickup	Pending	\$125.20
1018221866	5/2/2020 4:44 PM	Marilyn Jansen	1 x Yeast - Fleischmann's Instant Dry	Pickup	Complete	\$9.55
1532461141	5/2/2020 2:47 PM	Donna Floyd	1 x Foaming Hand Soap, 16 oz 3 more	Pickup	Pending	\$48.98
1477591383	5/2/2020 1:35 PM	Teresa Prince	1 x Pie - Chocolate Meringue, 10" 3 more	Pickup	Complete	\$50.01

Per page: 10 Page: < 1 2 3 4 5 6 ... 54 >

# Exporting Ordering from Weebly

- Export all dates or range of dates
- Not instantaneous
  - Sends email with link to download
- Sorting to detailed information
  - In Excel
    - STEP 1: ➡ Data ➡ Sort ➡ Sort by: “Product Name” ➡ Then by: “Pickup Date” ➡ OK
    - STEP 2: ➡ Data ➡ Subtotal ➡ At each change in: “Product Name” ➡ Use Function: “Sum” ➡ Add Subtotal to: “Product Quantity” ➡ OK
    - STEP 3: Delete unnecessary columns leaving only:
      - Product Name, Product Options, Product Quantity, Pickup Date

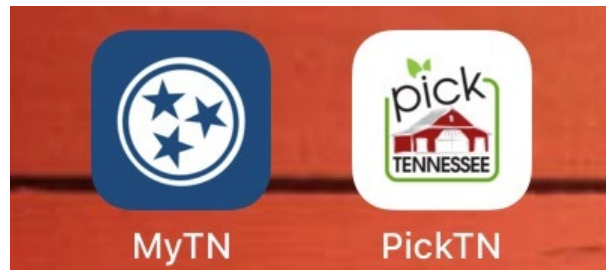


# Promoting Your New Online Store

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# Pick TN Products

- FREE marketing platform for TN producers
  - [www.picktnproducts.org](http://www.picktnproducts.org)
  - Download our app or get the update!
  - Find us in the MyTN app
- Keep your listing updated by emailing [pick.tn@tn.gov](mailto:pick.tn@tn.gov)





## Hill Family Farm

**Chris Hill**

Owner

615-924-9582 Website thehillfamilyfarm@gmail.com



**Location(s):**

2008 Highway 31 West  
White House, TN 37188

[Directions](#)

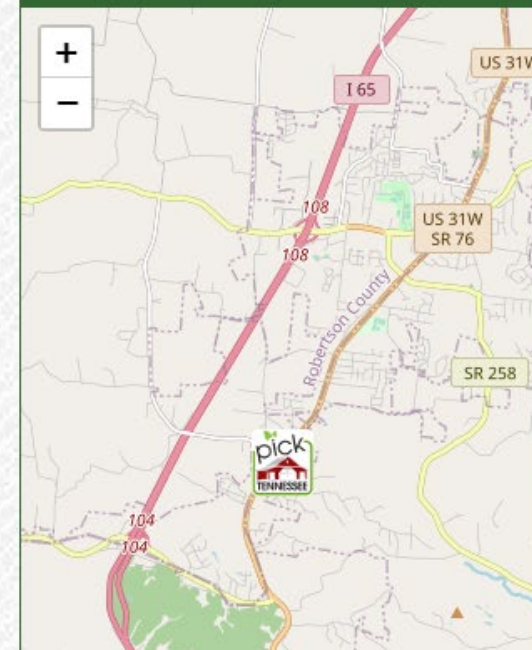
**Region:** Middle - Sumner County

**Method of Sale:** CSA, Farmers Market, On Farm Sale

**Farmers' Market:** Hendersonville

**Additional Information:** Our mission is to provide our customers with fresh, local, healthy, all-natural produce, pasture raised pork, along with free-range chicken and eggs, all at fair prices. We are also committed to operating our farm using only natural methods. We are a non-GMO farm and do not utilize

### Map: Hill Family Farm



# Pick TN Products

- April website metrics
  - 19,539 visitors
  - 69,684 page views
- Pick TN Products Facebook – April
  - 980 new page likes. Totaling 32,644 page likes
  - Posts reached 156,427 people
  - 62,000 people are engaging on our posts





#DoYourPartWithPickTN  
PickTnProducts.org

**Pick TN Products**  
April 18 at 1:36 PM

Amazin' Acres of Fun in Sparta is known for offering plenty of fun farm activities from corn mazes to Easter egg hunts, but right now, they're known for their incredible strawberries!

"We are doing curbside service on our farm and wearing masks for prevention," owner Jimmy McCulley said. "We are setting up hand washing facilities for customers that want to pick their own. For u-pick customers that do come inside the market, we will have tape on the floor showing 6' social dis... See More



14,830 People Reached      2,543 Engagements      [Boost Again](#)

Boosted on Apr 18, 2020      Completed  
By Will Freeman

People Reached	<b>8.2K</b>	Post Engagement	<b>842</b>
----------------	-------------	-----------------	------------

[View Results](#)

612      3 Comments 68 Shares

**Performance for Your Post**

**14,830** People Reached

**830** Reactions, Comments & Shares

705 Like	583 On Post	122 On Shares
46 Love	40 On Post	6 On Shares
1 Haha	1 On Post	0 On Shares
10 Comments	3 On Post	7 On Shares
68 Shares	68 On Post	0 On Shares

**1,713** Post Clicks

386 Photo Views	17 Link Clicks	1,310 Other Clicks
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**NEGATIVE FEEDBACK**

5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

# Marketing for E-commerce

- Make it simple for the customer
  - Link sales page at the top of website
  - Share link on Facebook and other social media
  - Send link to your email subscribers
- Optimize product copy
  - Short, product-driven keywords, include product name
- Share product related photos and video
  - Have product photos on website
  - When sharing photos of product on social media include link to online store
- Share complete details /instructions
  - On website, social media, and email

# HILL FAMILY FARM

HOME ABOUT CSA PRICING INFO SHOP FARMER'S MARKETS CART (0)

## Know Your Farmer, Know Your Food.

# HILL FAMILY FARM

HOME ABOUT CSA PRICING INFO SHOP FARMER'S MARKETS CART (0)

- Pork
- Chicken
- Beef
- Rabbit
- Pork Shares
- Meat CSA
- Summer Egg CSA
- Gift Cards
- Home Delivery

## Know Your Farmer

## Food.

# HILL FAMILY FARM

HOME ABOUT CSA PRICING INFO SHOP FARMER'S MARKETS CART (0)

**NOTICE:** DUE TO THE COVID-19 PANDEMIC, WE ARE MAKING A FEW CHANGES IN OUR NORMAL OPERATING PROCEDURES. PLEASE CLICK [HERE](#) FOR INFO ON ORDER DELIVERY OR PICKUP

## PASTURE RAISED PORK



PORK CHOPS PKG OF 2

BUY



PORK CHOPS PKG OF 1

BUY



BOSTON BUTT

BUY



GROUND PORK

BUY



HOT GROUND SAUSAGE

BUY



PORK BONES

BUY

Remember: Home Delivery is FREE within 30 miles of the farm on orders of \$100 or more!

## Posts



Hill Family Farm updated their status.

April 1 · 🌐



Good morning Facebook family! We have an update concerning our current farming shopping practices. Beginning today, we are taking online orders ONLY. This means that you can go to our website, place an order online, and then pickup your items at the farm. When you arrive at the farm, we simply ask that you remain in your car; we will bring your order to you, and place it in your trunk. The ordering directions can be found by visiting our online store:

<https://www.thehillfamilyfarm.com/shop.html>

Thank y'all for all you do, for supporting local farms, and for working with us to ensure everyone's safety. 🐝🌻❤️



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18 Comments 6 Shares



Hill Family Farm

April 17 at 10:38 AM · 🌐

Our beef is BACK in stock! To place an order, visit our website, order online, and then we'll text/email you when order is ready. Once you arrive at the farm for pickup, you will simply text us to let us know that you've arrived, and then we'll place your order in the trunk of your car; it's that easy!

<https://www.thehillfamilyfarm.com/shop.html>

Thank y'all for supporting us, and thanks to the wonderful Sam for sharing some photos with us of her previous meat purchases from our farm AND her culinary creations!



# Considerations for Shipping and Curbside Pick-up

# Considerations for Shipping

- Frequency
  - Shipping on Demand vs. Scheduled Shipping
- Costs associated with shipping
  - Minimum order quantities for carts
  - Free!!!!
- Single Items vs Set Packages
- Up Sale Items?

# Packaging Thoughts

- ~~Styrofoam~~
- Paper Pulp
- No peanuts!
- UPS / FedEx Approved
- Cool Packs
- When to Ship
- Gift Wrapping
  - Is it an Experience or Waste?

## Considerations for Shipping Meat Products Sold Directly from the Farm

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<https://tiny.utk.edu/CPA375>



# Considerations for Curbside Pick-Up

- Schedule pick-ups
- Accept online pre-payment when possible
  - If not, dedicated employee for payment transactions
- Employee handling product should not touch vehicles
- Employees should wear masks and gloves
  - Train in handwashing, mask and glove use

# Additional Resource

## **TOUCHLESS TRANSACTIONS: E-COMMERCE GUIDANCE FOR RURAL BUSINESS MANAGERS CONSIDERING ONLINE SALES**

Posted on April 22, 2020 by The Center

Source: Center for Rural Engagement

<https://ruralengagement.org/2020/04/22/touchless-transactions-e-commerce-guidance-for-rural-business-managers-considering-online-sales/>



# Q&A



Send additional questions to  
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