



# ***ONLINE STORES FOR VENDORS & MARKETS***

*FINDING THE BEST PLATFORM FOR YOU*





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A close-up photograph of several garlic bulbs and individual cloves resting on a white, textured fabric surface. The lighting is soft and natural, highlighting the golden-brown papery skins of the garlic. The composition is centered, with the text overlaid on the middle portion of the image.

Expanding your business or farmers' market to an online store is a great way to sell more product, grow your customer base, and adapt to changing market conditions. It can be overwhelming when considering the different platforms, so FMNS has made it as easy as possible for you. We've extensively researched many online commerce options and brokered deep discounts and deals for our membership. This guide outlines three options for online stores to help you choose which one is best for you. The guide ends with a bonus section that provides you with tips and tricks for taking better product photography with nothing but a smartphone.



# *GOOGLE FORMS*

## *PROS*

- It's completely free!
- It's quick to set up as you don't have to create individual listings or take photos. All you need to get started is a Gmail account.
- You can use different questions or items to accommodate for multiple vendors.
- The platform's easy to update and edit.
- Many video tutorials online about how to set it up.
- It provides space that can be used to include ordering and pickup instructions.
- The platform allows you to require contact information.
- It provides a report on the administrative end that can be used for keeping track of orders.
- The reports also allow you to see separate response pages for each individual who completed the form. This will be useful for keeping track of every customer's order.



# *GOOGLE FORMS*

## *CONS*

- The platform doesn't add up totals for customers, this will have to be done manually.
- Doesn't process payment, you'll have to ask for e-transfer or take payments over the phone.
- May require “tracking down” customers to pay.
- You'll have to manually manage payments to individual vendors.
- To keep orders separate for each week, you may have to reset questions to avoid confusion with previous answers.

# *GOOGLE FORMS*

*EXAMPLE: TRURO FARMERS' MARKET*

## Truro Farmers' Market - Online Order Form

### Maritime Gourmet Mushrooms (Vendor 2 of 21)

Mixed Mushrooms (\$10 Bag)

Your answer

Shiitake Mushrooms (\$10 Bag)

Your answer



# ***SQUARE ONLINE STORE***

## ***PROS***

- There's no initial fee, you are charged 2.9% + \$0.30 per transaction.
- It's intuitive to set up and designed to be up in running in 24 hours.
- You can add different vendors under different categories (every vendor can have their own “stall” online).
- It requires contact information and provides space to include order instructions.
- Process payments through the platform.
- Reports on the administrative end can help with keeping track of orders.
- There's a support centre to help with issues.
- You can easily transition into using a Square reader at the farmers' market to help boost sales, as your products will already be listed.

# ***SQUARE ONLINE STORE***

## ***CONS***

- You have to manually manage payments to individual vendors since the platform provides payment to one bank account.
- You may have to raise prices of products to accommodate for the small transaction fee.



# ***SQUARE ONLINE STORE***

## ***PARTNERSHIP PROGRAM***

We've partnered with Square to offer our membership some additional benefits. Please email us so you can use the FMNS custom link to gain access to these deals.

- Processing credit: For those creating a new Square account, the processing fees will be waived on the first \$2,500 in card sales processed through our platform. This will automatically be applied to accounts when it's activated through the custom link.
- Support: 24/7 phone support will be enabled on accounts made through the custom link.
- Waived fees: Waived fees for Curb-side Pickup and Delivery through June 30, 2020.
- Discounted hardware: Square is offering discounted Square Readers through a bulk order. Please get in touch if you'd like to purchase a reader.

# SQUARE ONLINE STORE

*EXAMPLE: EVEN PULL FARM*



[Shop](#) [About](#) [Contact](#)



## Even Pull Farm Market Share

Support the farm by paying up front, and enjoy a lil' bonus credit, and the easiest market shopping experience EVER!

For the 2020 season your Market Share will be redeemable at both the Thursday Downtown McMinnville Farmers Market (May-October) AND the \*new\* Saturday Market at Mac Market (year-round). See you at market!



The Taster  
\$100.00



The Sampler  
\$200.00



The Healthy Eater  
\$300.00



# ***LOCAL FOOD MARKETPLACE***

A photograph of two orange candles. One candle is upright on a white plate, and the other is lying on its side next to it. The background is a light, neutral color.

## ***PROS***

- This platform is created specifically for this purpose!
- Easily allows you to have multiple vendors or product categories.
- There are reports available to help with keep track of orders and finances.
- There are support staff to help with issues.
- There's a separate page to add producer profiles, which producers can use as a permanent page for their business.
- You can add subscription items for customers, such as CSAs.
- The platform processes and organizes payments.
- It's very easy to organize orders.
- The platform allows you to provide different pick-up locations.



# ***LOCAL FOOD MARKETPLACE***

## ***CONS***

- A pricier option and bigger investment. Get in touch with us to see about a group rate.
- Requires vendor on-boarding, which can take some time.
- Can take a few weeks to set up properly.





# ***LOCAL FOOD MARKETPLACE***




We've partnership with Local Food Marketplace to broker a significant discount for our membership. This will allow FMNS to cover the cost of setting up and a year's worth of subscription fees.

Other benefits FMNS has secured for you include technical support, a custom website, URL, and custom one-on-one support are available for farmers' markets that join our cohort.



# LOCAL FOOD MARKETPLACE

EXAMPLE: WFM2GO.CA



HOME   SIGN UP TO BUY LOCAL   SHOP LOCAL HERE   CSA & SUBSCRIPTIONS   FARMERS & PRODUCERS   FAQ   CONTACT US   BLOG

Wednesday: Get ready to shop on Wednesday, April 01 at 7:00 PM! All orders of \$75 or more get free delivery to your hub location!

Wednesday ▾

search products


Shop By ▾

Narrow your choices


▼ Producers


▼ Attributes

All Products


Sort: By Category ▾ 


Special Offers


**Beef Box Gift Certificate**  
Moon Tide Farm  
Celebrate with an Edible Gift  
\$50 Certificate - \$50.00 ▾


**Gift Cards**  
Wolfville Farmers' Market Cooperative  
Give the gift of local this holiday season!  
Click the drop down for options!  
1 Gift Card - \$20.00 ▾


Vegetables


**Cabbage, Green**  
Elmridge Farm  
Spray-free cabbage  
3-4 lb - \$4.67


**Cabbage, Red**  
Elmridge Farm  
Spray-free red cabbage  
3-4lb - \$4.67


**Garlic**  
Bayside Farms  
dehydrated garlic  
50g - \$9.33


**Kale, Green**  
Longspell Point Farm  
Grown without pesticides and chemical fertilizers  
6 oz. bag (comes in plastic bag) - \$7.33

**Salad Mix**  
Longspell Point Farm  
Grown without pesticides and chemical fertilizers  
6 oz. bag - \$7.33

**Salad Mix - Asian Greens**  
Longspell Point Farm  
6 oz. bag - \$7.33

**Spinach**  
Longspell Point Farm  
Grown without pesticides and chemical fertilizers

**Spinach**  
teBogt's Produce & Meat  
very nutritious green

**Swiss Chard**  
teBogt's Produce & Meat



# *NEXT STEPS*

- Once you know which of the three online store models you'd like to move forward with, please email [fmns@farmersmarketsnovascotia.ca](mailto:fmns@farmersmarketsnovascotia.ca).
- FMNS will provide you with information regarding the deals and discounts we've brokered with our partners.
- For Local Food Marketplace or Square Online Store, we'll add you to a private Facebook group to work with your peers.
- FMNS will also assist by providing you with custom resources, Q&As, and webinars.
- Lastly, we've built an online volunteer database, and we'll help connect you with volunteers for technical assistance if needed!





BONUS

# *TAKING PHOTOS*

We understand that our markets and vendors may be looking to get shops open quickly. If you are planning to take new photos of your products for the shop, follow our tips to take quick images that look professional and polished.





# *TAKING PHOTOS*

## *DO*

- Use a neutral background to take your photos on. This could be a wooden table or a white piece of bristol board or foam core.
- Bring your item and background to a large window during the day or outside to get natural light.
- Place your item on the background, and snap a photo with your phone.
- Make sure your item is straight, and you're done!
- If you want to see our guide on editing photos, check out our 8 minute video tutorial guide on "Better Smartphone Photography" in our resource library.



# *TAKING PHOTOS*

*DON'T*

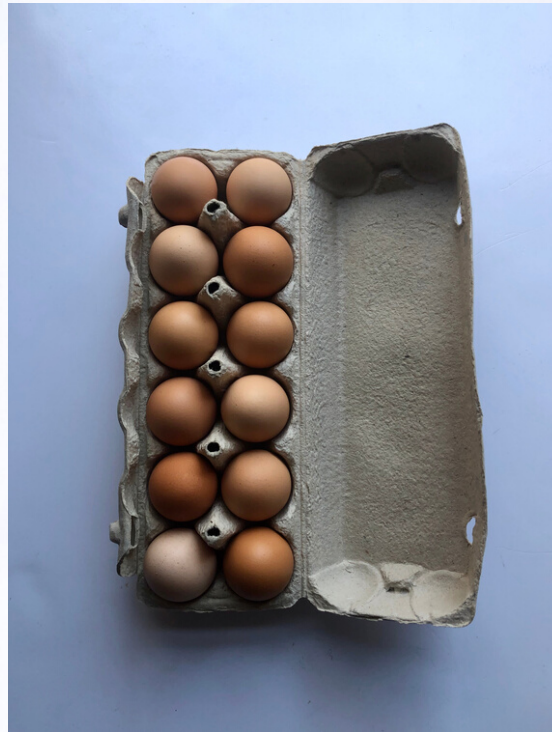
- Take photos directly in the sun to avoid direct rays.
- Use a shady spot instead.
- Take photos in a cluttered space.
- Use flash!
- Take images from the internet to represent your product.



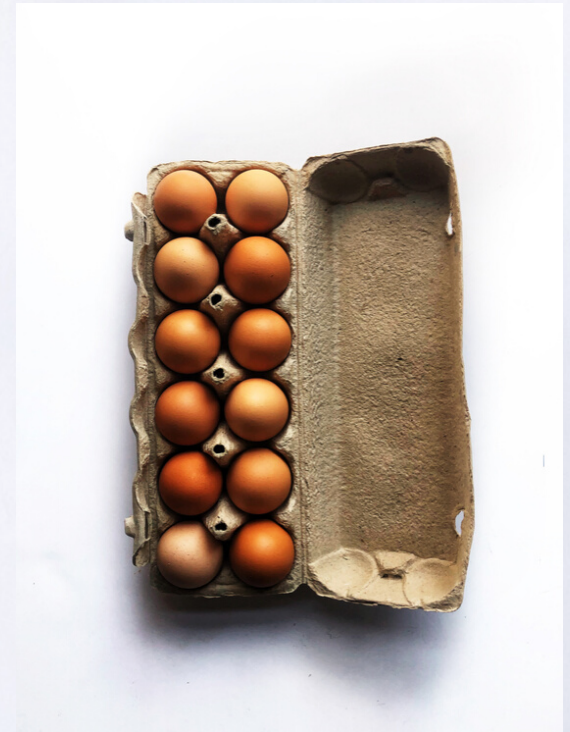
# *TAKING PHOTOS*



*SET UP*



*NO EDITING*



*WITH EDITING*





FARMERS'  
MARKETS  
*of Nova Scotia*

Head to our website for our other resources.

[www.farmersmarketsnovascotia.ca](http://www.farmersmarketsnovascotia.ca)

Follow us on social media!

