Considerations for Online Sales Platforms

	Yes	No	Other
General Considerations			
How long has the sales platform been in use?			
How many farmers are currently using the platform? In what geographic regions?			
What is the fee structure of the platform (flat monthly rate, fee per transaction)?			
What does it take to get started? Is there a wait time?			
Web Hosting Considerations			
Is the platform optimized for mobile (does it work on cell phones)?			
Are security services and updates included?			
How will the platform integrate with my current website?			
Will using the platform require a separate URL/web address (in other words, will visitors to my farm's website have to navigate to a separate webpage to complete online sales?)			
What kind of technology support does your company provide?			
How is my farm's sales data used and/or shared and what happens to the data if I decide I no longer want to use the platform?			
Sales Considerations			
Will I be able to use the platform for both online sales and other direct marketing sales such as sales at a farmers market?			
What is the process for entering my available products? Are there stock photos available or will I need to submit photos?			
How do I update my product list and pricing?			
Will I be able to set inventory limits so that I don't oversell products?			
Can I run a report to let me know about inventory?			
What is the charge for credit card sales?			
Can customers pay by check or cash on delivery?			

Can customers pay with Electronic Benefits Transfer (EBT)?			
Will I be able to create customer discounts, coupons and/or promotions?			
How are pre-orders handled? Can folks pay at a market or be invoiced?			
Can automatic billing be set up to accommodate subscription sales such as members of a Community Supported Agriculture model?			
How will the platform integrate with my accounting software?			
How is sales tax handled on your platform?			
How long does it take for payments to deposit into my bank account?			
Does the platform allow me to sell another farmer's products in addition to my own (i.e. a subvendor)?			
Does the platform generate a "pick list" and a "pack list" to facilitate farm operations?			
Shipping & Delivery Considerations			
Who will handle the delivery? (employees or delivery service?)			
How will the delivery orders be sent to drivers?			
Can I limit my delivery options by zip code?			
Does the platform offer the ability to share delivery services among producers in my geographic area?			
E-Mail and Social Media Marketing Considerations			
Does your service act like an email service provider?			
Can I send emails through the platform to specific customers?			
Does the platform allow for Email or SMS (text messaging) marketing?			
How will the platform integrate with my social media accounts?			
Other Considerations			
What other features does your platform offer that I should know about?			

Source: Oregon Tilth, Questions for Considering Online Sales Platforms for Farms Direct Marketing, https://tilth.org/education/resources/questions-for-considering-online-sales-platforms-for-farms-direct-marketing/