





Online Platform Comparison Chart for Aggregated Sales

								
	Red Market	Local Orbit	Farmers Web	Local Food Marketplace	Barn To Door	Locally Grown	What's Good	GrazeCart
Overall:	★★	★★★	★★	★★★	★★	★★	★★	★★
Start up cost:	Depends on geographic /aggregation	0	0	\$999+	\$199-\$399 /Farm	0	0	\$35 annual fee for domain
Pricing (monthly) per market unless otherwise specified:	0	\$70/month to start	\$75/month	\$149/month	\$29-99/month per farm	3%	1.5% wholesale 2.85% retail	\$199/month
Ease of use/ Comprehensiveness:	★★★	★★★	★★★	★★★	★★	★★	★★★	★★★
Integrated Payment Processors:	✓	✓	✓	✓	✓	✓	✓	✓
Customer Service:	★★	★★	★★★	★★★	★★★	★	★★★	★★★
Shopping Cart:	✓	✓	✓	✓	✓	✓	✓	✓
Mobile Friendly:	★★	★★★	★★★	★★★	★★★	★★	★★★	★★★
Design/Appearance:	★★	★★★	★★★	★★★	★★	★	★★★	★★★
Aggregation Capable:	Yes, but will see all farms on platform	YES! Each farm logs in separately.	Single Admin Single user entering all data	YES! Each farm logs in	Will develop for us	Yes	Will develop for us	Developing *can now w/multiple admin
Transaction Fees:	7%	2.9% +0.30/order	3.5% +0.30/order	Authorize.net	3.5%	2.9% +0.30/order	3%	2.9% +0.30/order
Pricing Variations:	No	✓	✓	✓	✓	✓	✓	✓
Terms available:	No	✓	✓	✓	✓	✓	✓	✓
1 payment/split invoices:	✓	✓	✓	✓	✓	✓	No	✓
Minimum order Or Delivery Fee?	No	✓	✓	✓	✓		✓	✓
Delivery Options:	✓	✓	✓	✓	✓	✓	✓	✓
Experience:	★	★★★	★★★	★★★	★★	★★★	★★★	★★★
Searchability:	★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★



All Platforms researched Spring 2018:

1. **Local Orbit:** <https://localorbit.com/>
2. **Farmers Web:** <https://www.farmersweb.com/>
3. **What's Good:** <https://sourcewhatsgood.com/>
4. **Local Food Marketplace:** <http://home.localfoodmarketplace.com/>
5. **Grazecart:** <https://grazecart.com/>
6. **Red Foods:** redmarketmn.com
7. **Locally Grown.net:** <http://locallygrown.net/welcome>
8. **Farm Spread:** <https://www.farmspread.com/>
9. **Barn 2 Door:** <https://www.barn2door.com/>
10. **Farm Match:** <https://www.farmmatch.com/sellonline>
11. **Farmigo:** <https://www.farmigo.com/>
12. **FoodHubPro:** <http://www.foodhubpro.com/>
13. **Farm Logix:** <http://farmlogix.net/>
14. **Manage My Market:** <https://managemymarket.com/>
15. **Farmers Market.com:** <http://www.farmersmarket.com/>
16. **Small Farm Central:** <http://www.smallfarmcentral.com/member-assembler>
17. **Foodko:** <http://www.foodko.net/eng#/>
18. **The Food Assembly:** <https://thefoodassembly.com/en/>
19. **Market Mobile:** <http://www.farmfresh.org/hub/>
20. **Twin Cities Local Foods:** <https://www.localfoodmarketplace.com/twincities/>
21. **Local Dirt:** <http://www.localdirt.com/>
22. **Open Food Network:** <https://staging2.openfood.com.au/>
23. **Eat from Farms:** <http://eatfromfarms.com/>
24. **Produce Marketplace:** <http://theproducemarketplace.com/>
25. **Market Maker:** <https://national.foodmarketmaker.com/>
26. **Big Wheel Barrow:** <http://bigwheelbarrow.com/>

[Click here](#) for an in depth review of the online sales platforms.

Additional useful resources:

1. [Tech Guide for Food Hubs](#)
2. [Online Video RE: online platforms](#)
3. [Local Food Tech Landscape](#)
4. [Dinner Kits](#), interesting platform