



Case Studies: Shopify for the Small Farm

FAQ & Additional Resources on Shopify.

February 22, 2021 Webinar "E-Commerce for the Small Farm" held at the 33rd Annual Small Farms Conference.

Featuring [Liberty Ducks](#) & [The Ecology Center](#) on their experiences navigating different platforms before choosing Shopify.

Recording available [here](#) (starting at timestamp 16:30)



SMALL FARM TECHNOLOGY HUB

Community Alliance with Family Farmers

FAQ

Q: What accounting systems do you use?

A: Liberty Ducks | we hand enter the data into QB on a monthly basis

Q: For Sean: What did you choose ReCharge vs Bold Commerce to support your subscription charges?

A: The Ecology Center | Recharge offers more customization options - one of the strongest points being the ability to completely custom build your customer's back-end portal for where they manage their subscriptions / add one-time purchases etc. On the flip side of that Bold is great if you want to offer custom boxes for each customer where they pick what goes inside, Bold also has many apps that will directly plugin to Bold commerce.

Q: Has anyone had experiences with Wix?

A: The Ecology Center | I have never built with Wix but in my experience it is very easy to outgrow and transferring clients who are on wix to other platforms can be a pain.

Q: Which social media channels work more effectively for you in driving sales?


A: Instagram works best for us with social media. Facebook is over saturated with content and posts get lost. Pinterest is slowly growing for us to be more useful, especially for recipes

Q: We are wanting to take order and payment online for delivery in our local communities and farmers markets we go to. We have perishable items eggs, fresh processed chicken, pickled eggs, bone broth etc. Don't want to ship. What software would you use and how much time per week do you think is involved with adding this to already 4 farmers markets a week and of course running the farm?

A: Liberty Ducks | just depends on the volume of sales, we added someone for the holiday when we had upwards of 100 + deliveries a week. we kept her on to help us with other tasks!

Q: What are you costs for using Shopify?

A: Panelists shared their cost during session. Here is Shopify’s chart to reference:

	Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business
Monthly price	USD \$ 29 /mo	USD \$ 79 /mo	USD \$ 299 /mo
SHOPIFY PAYMENTS			
Fraud analysis	✓	✓	✓
Online credit card rates	2.9% + 30¢ USD	2.6% + 30¢ USD	2.4% + 30¢ USD
In-person credit card rates	2.7% + 0¢ USD	2.5% + 0¢ USD	2.4% + 0¢ USD
Additional fees using all payment providers other than Shopify Payments	2.0%	1.0%	0.5%

Q: Does Shopify connect to an accounting program? Which one do you use?

A: HI! For us, we do not have it connect to an accounting platform. So far, we hand enter into quickbooks -

Q: Has anyone experienced Barn2Doors vs Shopfiy?

A: Panelists answered during session.

A: from Attendee: Stephen | Farm Box: Barn2Door also is not equipped for proper SEO. For example, product pages aren’t searchable on google or Yahoo, so if you offer something like Cajun Bacon and someone searches for it in Google, they won’t see it.

A: Liberty Ducks | @evelyn, I am not a web developer and found building the shopify website SO easy!

Q: Does shopify update availability/inventory as things are sold?

A: Liberty Ducks | Yes, the customer sees a real time inventory that’s available and as orders come in inventory goes down.

Q: How does shopify work with instagram? can people click through from instagram to your site to order?


A: Liberty Ducks | yes! we have the products linked, when we tag a product, it takes you to to a product page, linked direct to the website

A: General word of advice Liberty Ducks | ONE e commerce or you will drive yourself crazy checking so many things. Shopify integrates into Facebook, Instagram, Google, and Pinterest almost automatically (a matter of clicking a few buttons to get products approved) so having Shopify simplifies the process in so many ways

Additional Resources on Shopify

Access more details on farmer ratings on Shopify at https://docs.google.com/document/d/1WTnUA4vtvj_HBedC56kfaP7JeijpDLp9-XQ3mR2KUT0/edit

Additional pros/cons on Shopify as shared by farmers: https://docs.google.com/document/d/196Q52q2wb4Qk74CQN7XhsjdPAHMA4EQ2_O3gkP5iiWg/edit

 [SHOPIFY.COM](https://shopify.com)

RATINGS 19 users & 15 ratings

OVERALL	4.21	★	★	★	★	☆
SET UP EXPERIENCE	4.20	★	★	★	★	☆
EASE OF USE, FARMER	3.86	★	★	★	★	☆
EASE OF USE, CUSTOMER	4.47	★	★	★	★	★
VALUE FOR THE PRICE	3.87	★	★	★	★	☆
CUSTOMER SERVICE	3.73	★	★	★	★	☆

SALES CHANNELS

Shopify can be used for all sales channels including home delivery, on-farm sales, farmers market, wholesale, and CSA (but not easily for weekly customization). As a common platform for many uses beyond farm sales, Shopify is an easy entry point for eCommerce and an easy place to start with online sales.

FARMER PROFILE AND VIDEO TOUR

[Schenker Family Farms on Spotify](#) (minute 28:27) by West Central Missouri Action Agency

FARMER COMMENTS

"Easy to enter product. When you have many SKUs this platform is the best, but it's not suited well to the CSA model."


"Tons of add-ons/apps for just about anything. Super responsive customer support. Good customer analysis and reporting. Integrates with other platforms - quickbooks etc. It looks awesome and professional. Because it's the industry leader and also because you can't change too much about the checkout experience it looks really familiar and safe to customers. "

"All those extra apps cost money, so things can add up pretty quickly if you need all the bells and whistles. There is so much possible that it can be a little hard to figure out where to start."

"There are two contenders for our business: Farmigo first and Shopify second. We are currently evaluating ways to move to Shopify as it would save us thousands of dollars a year, but Farmigo has great reporting and is built for CSAs, particularly Choice CSAs! So we feel it's worth the money."

COMPLETE DETAIL

[Pros/Cons/Farmer Comments for Shopify](#)



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