

Type	Sales or Marketing Option	Price Information	Notes
Third party sales	Partner with another farm	Free	They pay you a set amount per pound or unit & sell on your behalf
Third party sales	Gather Flora	Farmer subscription plus sales fee	
Third party sales	Harvestly	Commission paid by customer	
Website	Google Business Profile	Free	Beware of Google solicitations
Website	Google Sites	Free	Beware of Google solicitations
Website	Carrd	Free	simple website
Website	Strikingly	Free	simple website
Website	Wordpress.org	Free	self-host your website
Website	GitHub	Free	open-source code
Online platform	Social media sites like Instagram	5% of sales	Fees likely higher for shipping, etc.
Online platform	Etsy	6.5% transaction fee, plus set-up fee and listing fee	
Online platform	Ebay	Scaled fee system but expect 12-15%	
Online platform	Fourthwall	Free with 3-5% commission	
Online platform	CA Shop Small	Free	government sponsored program
Point of sale	Local bank or credit union	2-3% of sales, plus per transaction	
Point of sale	Quickbooks	2-3% of sales, plus per transaction	can pay via PayPal, Venmo, Apple Pay®, credit, debit, or ACH bank payments
Point of sale	Square	2-3% of sales, plus per transaction	
Ordering system	Google Forms	Free	get creative with how to use forms to your advantage
Website w/ ecommerce	Eat From Farms	\$15/month	
Website w/ ecommerce	GrownBy	Free but with 2% sales fee for online purchases	
Website w/ ecommerce	AirMart	Scaled pricing at \$16/month	
Crop Management	Tend 2.0	Tiered starting at \$10/month	connects to online sales
Website w/ ecommerce	SquareUp	Free to tiered levels	
Website w/ ecommerce	Squarespace	Tiered starting at \$16/month	
Website w/ ecommerce	Wordpress.com	Free to tiered levels	
Website w/ ecommerce	Shopify	Tiered starting at \$5/month	
Website w/ ecommerce	Local Line	Tiered starting at \$49/month	
Website w/ ecommerce	Open Food Network	Free to tiered levels	
Website w/ ecommerce	Farmigo	2% of deliveries, with a \$150 minimum per month	
Website w/ ecommerce	Local Food Marketplace	\$149+/month	
Website w/ ecommerce	GrazeCart	\$124 per month, usage-based	