



**OPEN FOOD  
NETWORK**

**How long has your online sales platform been in use?**

OFN has been used widely in Australia and the UK in 2014. In the US we went live in 2018.

**How many farmers are you currently working with?**

Through hubs, shops, and value added producers, we work with dozens of farmers in the US, and globally that number is in the low thousands.

**What will it cost my farm to use your platform? What is your fee structure?**

OFN is open source, which means you are free to use and contribute to it. In the US we keep the system running by donations of time, money, and resources (like server space). In other, more established instances, OFN asks for between 0 (for small shops and nonprofits) and 9% of sales (for turn-key administrative, reporting, and accounting services). Most instances ask for between 1% and 3% of sales.

**I'm ready to start selling products right now. What does it take to get started?  
Is there a wait because of the current increase in demand for online sales  
platform services?**

It takes about 15-20 minutes to set up a shop that takes credit card payments. Depending on how many products you have to set up, you can go from zero to selling in less than an hour. There is no wait from the OFN side. There is a user guide and we have developed some video and other support to help you get started if you need them. If you want to talk to a person there would be a delay for scheduling but we can usually get you answers or set up a support call within a day.

**How will your online sales platform integrate with my current website?**

You can easily embed your shopfront into a web page with one line of html.

**What is the process for entering the products that I have to sell?**

There is a product administration screen where you add inventory and product information like pictures and pricing.

**How do I update my product list and pricing? Through Harvie platform?**

If you want to sell both retail and wholesale with different prices (not just different markups) from the same stock of products, you would use the inventory tool. For simple product information management, the product administration screen lets you do everything you want.

**Will I be able to set inventory limits so that I don't oversell products?**

Yes, you can add and change inventory, and you can also set a product to have unlimited availability.



### **How does the customer interface work? Is your platform easy to use on a Smartphone?**

It's workable and getting better.

### **How do customers pay for products?**

You can set up your own payment methods, from credit card to cash to Paypal to Venmo to work trade. Only Paypal and credit card payments are handled by OFN - you would manually mark an order "paid" if they used Venmo or cash or something else.

### **Are credit and debit card fees charged to customers?**

You can decide that.

### **Can customers pay by check or cash on delivery?**

No problem. OFN is not, however, designed to be a Point of Sale system (it's possible but inefficient).

### **Can customers pay with EBT?**

We don't have the ability to process EBT but if you do (as a market or producer), you can set up a payment method like "EBT - pay at pickup" and then collect EBT funds in person.

### **Is there a way for me offer customers discounts, coupons, and promotions?**

We don't have a coupon code feature but you can identify customers by tagging them, and give them special discounts or other pricing deals. You can also adjust orders and payments manually.

### **How long does it take for customer payments to deposit into my farm's bank account?**

We don't hold any money - what happens to payments depends on your Stripe, Paypal, or other setup.

### **How is sales tax handled on your platform?**

We can set up tax zones based on your location, and then you can assign different taxes to different products (for example in Virginia, there are food and non-food tax rates). These are calculated automatically when the order is placed.

### **Is it possible to integrate your platform with my accounting software?**

There is a Xero download available, but to get things into Quickbooks it would be a manual download/upload.

### **Is it possible to create pack lists directly from your sales platform? How about labels?**

Pack lists are a standard feature. Label printing functionality is limited. OFN doesn't gather or print traceability info like field number, barcodes, or harvest dates.

### **Does your platform offer any suggestions for delivery routes based on orders?**

No, we don't.

**What kind of IT support does your company provide?**

Since we're completely web based, we don't have app compatibility issues as long as your browser is reasonably up to date. The global team is a mix of paid and volunteer team members who can often provide technical support pretty quickly (since we are spread across time zones).

**How is my farm's sales data used and/or shared?**

It isn't and never will be without your request. We believe in both food sovereignty and data sovereignty, and OFN is a member of the Data Food Consortium in France, making sure that there are standards and best practices throughout this space.

**What happens to my farm's sales data if I stop using your platform?**

If you tell us you are leaving OFN, we will dissociate your personal and farm data from your name and will archive any orders that were placed. We strongly support your ownership of your data. If you want to contribute your data to someone like OpenTEAM or other researchers or groups who analyze farm data, you are free to download it and do it yourself, of course.

**What other features does your platform offer that I should know about?**

OFN makes collaborative selling easy - shops and hubs can easily give each other permission to sell each others' goods (and you can decide how much of your inventory you want others to sell for you). This is the "network" part of the Open Food Network.

We support transparency for the customer with a cost breakdown tool that tells them how much of the product cost is going directly to the farmer, to shipping, to hub coordination, or elsewhere.

Because we are supported by a global team, we tend to have support and troubleshooting staff available 24 hours a day (this is not a service level commitment, it's just how things work - you can ask a question at 10pm and by the time you wake up, it is often answered by someone who is 9 or 12 time zones away from you).