How long has your online sales platform been in use?
Food4All started working with a small set of farms in 2017. We released an early stage product in 2018 and have been continuously updating our online platform.

How many farmers are you currently working with?
Over 400 farms and value added producers have accounts with Food4All. Our sellers span from Okinawa Japan to Florida. Given the seasonal nature of local food, only a percentage of these producers are selling at any given time.

What will it cost my farm to use your platform? What is your fee structure?
Any producer can set up an account for free. Food4All's revenue is based upon a small fee charged to the buyer for each online transaction. Please refer to our pricing details here: https://www.food4all.com/free-selling-tools-and-software-for-farmers/. As a seller, you can choose to accept payment by check or credit card for online transactions. For payments made by credit card, you as the seller absorb the payment processing fee, which is 3.4%. There is no fee to the producer for check payments.

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?
Simply register a selling account at www.food4all.com. In order to set up a shopping page, you will need a logo or banner image, your pick up or delivery times and locations, and prices for your goods. We use Stripe to process payments, so you will need to connect your bank account with Stripe. Stripe's account verification process can take up to 24 hours to complete.

How will your online sales platform integrate with my current website?
Once you have set up your account and Stripe has verified your identity, a link to your customized shopping page will be made available within your account. You can add that link to your website or social media page under a "Shop Now" button.

What is the process for entering the products that I have to sell?
You simply provide a description, price and pick up/delivery location. You can upload a photo, availability limits and availability dates as well at your discretion.

How do I update my product list and pricing?
You can access your account on any browser using any device – desktop computer, tablet or mobile phone. Once you are logged into your account, you can update your products, prices, availability, etc.

Will I be able to set inventory limits so that I don't oversell products?
Food4All uses the concept of "availability limits." You can set daily, weekly, monthly or total limits for farm products. Once that limit has been hit, the buyer will be notified that the product is no longer available.

www.food4all.com

How does the customer interface work? Is your platform easy to use on a Smartphone?
Food4All is what is called a "browser based" application. Your shopping page and your account can be accessed by simply opening any browser on any device (computer, tablet or smart phone).

How do customers pay for products?
Credit cards. Pay be check is also an option that can be enabled within each seller's account.

Are credit and debit card fees charged to customers?
No. The producer absorbs the credit card fee.

Can customers pay by check or cash on delivery?
Yes.

Can customers pay with EBT? Not at this time.
Is there a way for me offer customers discounts, coupons, and promotions? Not at this time.

How long does it take for customer payments to deposit into my farm's bank account?
For payments by credit card, deposits are made weekly on Thursday.

How is sales tax handled on your platform?
Currently as a seller you must account for sales tax in your price.

Is it possible to integrate your platform with my accounting software?
Not at this time. Accounting reports are available within your account.

Is it possible to create pack lists directly from your sales platform? How about labels?
We provide email receipts to both buyer and seller for each order. Fulfillment reports showing a pick list for each customer order by day is also available. At this time label printing is not available.

Does your platform offer any suggestions for delivery routes based on orders?
No. However, Food4All allows for a third party delivery to be integrated into the buying process. If there is a delivery service used by several farms in one area, each farm can add that delivery service as an option during checkout. The delivery operator then has access to reports showing orders by producer, buyer and items ordered for delivery.

What kind of IT support does your company provide?
Phone and email for Food4All related questions.

How is my farm's sales data used and/or shared?
We do not share our data with any third party.

What happens to my farm's sales data if I stop using your platform?
Producers can download all account activity, including sales, accounting and credit card payment reports. Producers can ask that their account be deleted at any time.

What other features does your platform offer that I should know about?
Food4All provides the ability to share delivery services among producers in a given geographic area. This feature can help to optimize reaching customers in need while providing efficiency between producers.

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