

| Platform   | Cost  | Farmer/Admin Benefits   | Customer Benefits   |
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| <p align="center"><b>Harvie</b><br/>www.harvie.farm</p>  | <p align="center">Normally: \$500<br/>\$250 price cut due to pandemic</p> <p>Plus 7% of sales plus 3% credit card fee, total 10% of sales per month</p> | <p>CSA member auto-renewal</p> <p>Harvie handles the site and customer service (copies you on responses to customers)</p> <p>Exports of all customer and financial data</p> <p>Automatic emails to members</p> <p>Matches harvest availability &amp; member preferences to design boxes</p> <p>Generates custom labels for each box</p> <p>Personalized marketing analysis and planning</p> <p>Weekly marketing calls with Harvie staff and fellow farmers</p> <p>Website reviews</p> <p>Customized print materials</p> <p>Customized email marketing campaigns</p> <p>Social media help</p> <p>90 day money-back guarantee</p> | <p>Streamlined and easy to use customer interface</p> <p>Customizable CSA shares, members input their preferences, swap items</p> <p>Vacation holds</p> <p>Recipe suggestions, cooking tips, storage and food prep resources</p> <p>Weekly payment plans</p> <p>Ability to add on "extra" items</p> <p>Ability to opt for just a one-time box if not ready to commit to share</p> |
| <p align="center"><b>Farmigo</b><br/>www.farmigo.com</p> | <p align="center">\$0 set up plus 2% of deliveries (minimum \$150 per month)</p>  | <p>Ability to create different incentives, inc. promotions, discounts, &amp; coupons</p> <p>Email catered messages to different customer groups</p> <p>Member payment tracking</p> <p>Set inventory limits so as not to oversell</p> <p>Streamlined packing, delivery, accounting</p> <p>Designed for CSA and/or Food Hubs</p>  | <p>Member signup wizard supports multiple payment plans, payment</p> <p>Flexibility &amp; choice based on preferences, can easily manage food subscription</p>  |
|  |   | <p><b>Standard Plan: Self-service ordering platform:</b></p> <p>Inventory auto-updates</p> <p>On-boarding manager and full-service setup across web, social, email and newsletters</p> <p>No cost integrations to Payments (Stripe), Newsletters (Mailchimp), Accounting (Quickbooks via Bank Feeds),</p>   | <p>Can shop as guest, customers don't have to create an account, or can have</p> <p>Allows for deposits and buying credit/gift cards</p> <p>Streamlined buying experience</p>   |

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| <p><b>Barn2Door</b><br/>www.barn2door.com</p>    | <p>Standard Plan \$299 setup plus \$69 a month<br/>Plus Plan \$399 setup plus \$94 a month<br/>Premium Plan \$499 setup plus \$119 a month</p> | <p>Price sheets for different audiences (wholesale, retail, and private)<br/>Unlimited schedules, product/inventory listings, orders<br/>Self-serve training materials<br/><b>Plus Plan- all of the above and:</b><br/>Dedicated Account Manager<br/>2 Service Hours Accrued Per Year (service hours = access to their design &amp; marketing teams)<br/>Custom Designed Website<br/><b>Premium Plan: all of the above plus:</b><br/>Dedicated Account Manager<br/>8 Service Hours Accrued Per Year<br/>Custom Designed Website<br/>Chat Support Monday-Friday, 8-5p</p> |   |
| <p><b>Food4All</b><br/>www.food4all.com</p>      | <p>\$0 set up, must use Stripe credit card processor, charges 2.9% + \$0.30 per transaction, plus 0.5% fee on deposited funds</p>              | <p>Buyers pay a community supported software (CSS) fee to support your use of the software<br/>Marketing resources<br/>Track orders, export fulfillment &amp; accounting reports<br/>Free mobile point of sale<br/>Payment by check is an option (for no CC fees)<br/>Can accept EBT dollars through “payment as check” option—buyer contacts farmer directly to give payment</p>  | <p>Schools and non-profits receive discounted fees<br/>CSS fee capped at \$9.95<br/>Can pay online or in person</p> |
| <p><b>Farmers Web</b><br/>www.farmersweb.com</p> | <p>\$0 set up, \$75/month<br/>3.5% + 30 cents fee per transaction on credit card orders</p>  | <p>Accept online orders and payments by credit card<br/>Downloadable online profile of farm<br/>Manage orders not placed online<br/>Give select buyers ability to order online &amp; pay later<br/>Create harvest lists, packing lists, packing slips, and packaging labels<br/>View and download sales reports</p>  |   |

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|  |   | <p>Create unlimited customized delivery zones &amp; pickup locations w/ active days, order minimums, lead times</p> <p>Coordinate deliveries w/ neighboring farms</p> <p>Create your own Availability Calendar</p>  |  |
| <p><b>Local Food Marketplace</b><br/>home.localfoodmarketplace.com</p> | <p><b>Starter package:</b><br/>\$499 set up and \$79 per month</p> <p><b>Standard package:</b><br/>\$999 set up and \$149 per month</p>   | <p>Supports multiple units for each product</p> <p>Create custom payments other than credit cards</p> <p>Print route reports inc. turn-by-turn navigation</p> <p>Automated harvest and pack lists and labels</p> <p>Create customized price lists for diff. customer types</p> <p>Multiple invoice formats to manage each sale</p> <p>Ability to create automated recurring orders</p> <p>Traceability and lot tracking</p> <p>Works for individual farms, cooperatives, farmers markets, wholesale, CSA, and retail a la carte</p> |  |
| <p><b>Local Line</b><br/>www.site.localline.ca</p>                     | <p><b>Free set up, monthly fee for different versions:</b><br/>Farmer Version: \$50 per month<br/>Food Hub Version: \$80 per month</p> <p><b>Farmers Market Version:</b><br/>\$14 per vendor per month, add-ons like Quickbooks integration are \$10 a month and up</p> | <p><b>Free version includes:</b></p> <p>Free website with unlimited bandwidth and storage</p> <p>Logo Builder</p> <p>5 Pre-Made Templates</p> <p>Custom Domains</p> <p>Email Support</p> <p><b>Farmer Version includes:</b></p> <p>Unlimited products, customers, and users</p> <p>Order management like pick lists</p> <p>Delivery &amp; pickup options</p> <p>Customer management like automatic order reminders</p> <p>Reports &amp; Analytics</p> <p><b>Food Hub Version: Farmer Version + supplier management tools</b></p>    | <p>Custom payment terms</p> <p>Automated reminders</p> |

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|   |  | <p><b>Farmers Market Version: Same as above + checkout for each farm</b></p> <p>Supports multiple unites for each product</p> <p>Create custom payments inc. work-trade payment)</p> <p>Quick set-up</p> <p>Ability to embed OFN into farm Website</p> <p>Mobile-friendly</p> <p>For food hubs, multi-farm CSAs, and individual farms</p> |  |
| <p><b>Open Food Network</b><br/> <a href="http://www.guide.openfoodnetwork.org">www.guide.openfoodnetwork.org</a></p> | <p>Free. They accept donations, volunteer services, and chocolate chip cookies</p> | <p>Supports multiple unites for each product</p> <p>Create custom payments inc. work-trade payment)</p> <p>Quick set-up</p> <p>Ability to embed OFN into farm website</p> <p>Mobile-friendly</p> <p>For food hubs, multi-farm CSAs, and individual farms</p>  |  |