

Online Platform Comparison for GR Farmers' Market

Item	Local Line	Local Food Marketplace	Open Food Network	Squarespace Advanced Commerce
Base price:				
Set-up fee	Done	\$999	Time investment Estimate \$1,000	Time investment Estimate \$1,000
\$/month, on annual basis	\$79.17 x 12 = \$950	\$149 x 12 = \$1,788	Annual rate for > 10 vendors = \$720	\$40 x 12 = \$480
Per vendor per month	\$4.17 x 15 vendors x 12 months = \$750	Unlimited vendors included in monthly fee	Unlimited vendors	Unlimited but vendors would be "contributors" to the central account; would not have their own accounts
	\$4.17 x 20 vendors x 12 months = \$1,000	-		
20 vendors:	\$1,950/year	\$2,787 for year 1 \$1,788 future years	\$1,720 for year 1 \$720 for future years	\$1,480 for year 1 \$480 future years
Features:				
Square or Stripe integration	Included in monthly fee	Included in monthly fee	Stripe or Paypal available; not Square	Included in monthly fee
Store credit	\$8.33/mo x 12 = \$100	??	??	Included in monthly fee
Price levels/advanced inventory	\$20.83/mo x 12 = \$249.96	Included in monthly fee	??	??
Multiple catalogs/custom price lists	\$25/mo/catalog x 12 = \$300	Included in monthly fee	Included in annual fee	Not really
Manager time to run the system	500 hours	350 hours (Estimate based on Rochester experience)	??	??

Pros	We already have it set up; familiarity	Premier hub platform; has most of the kinks worked out Good reports, saves manager time Rochester market is now using it and loves it	Relatively inexpensive Open-source with a worldwide community working on it Finland Food Chain and Virginia markets used it successfully last year	Relatively inexpensive Solid platform with a lot of commercial experience; stable company
Cons	Higher cost than anticipated Reports are time- consuming to manage	Extra expense in year 1 for set-up Vendors would have to re- do their product entries	Not turn-key; requires learning the system, set- up and some tinkering Vendors would have to re- do their product entries	Not really a hub platform; we'd have to adjust how we use it Vendors and/or manager would have to re-do product entries

Links:

Local Line: <https://site.localline.ca/pricing>

Local Food Marketplace: <https://home.localfoodmarketplace.com/foodhub-pricing/>

Open Food Network: https://about.openfoodnetwork.net/?page_id=114

Squarespace: <https://www.squarespace.com/pricing/>