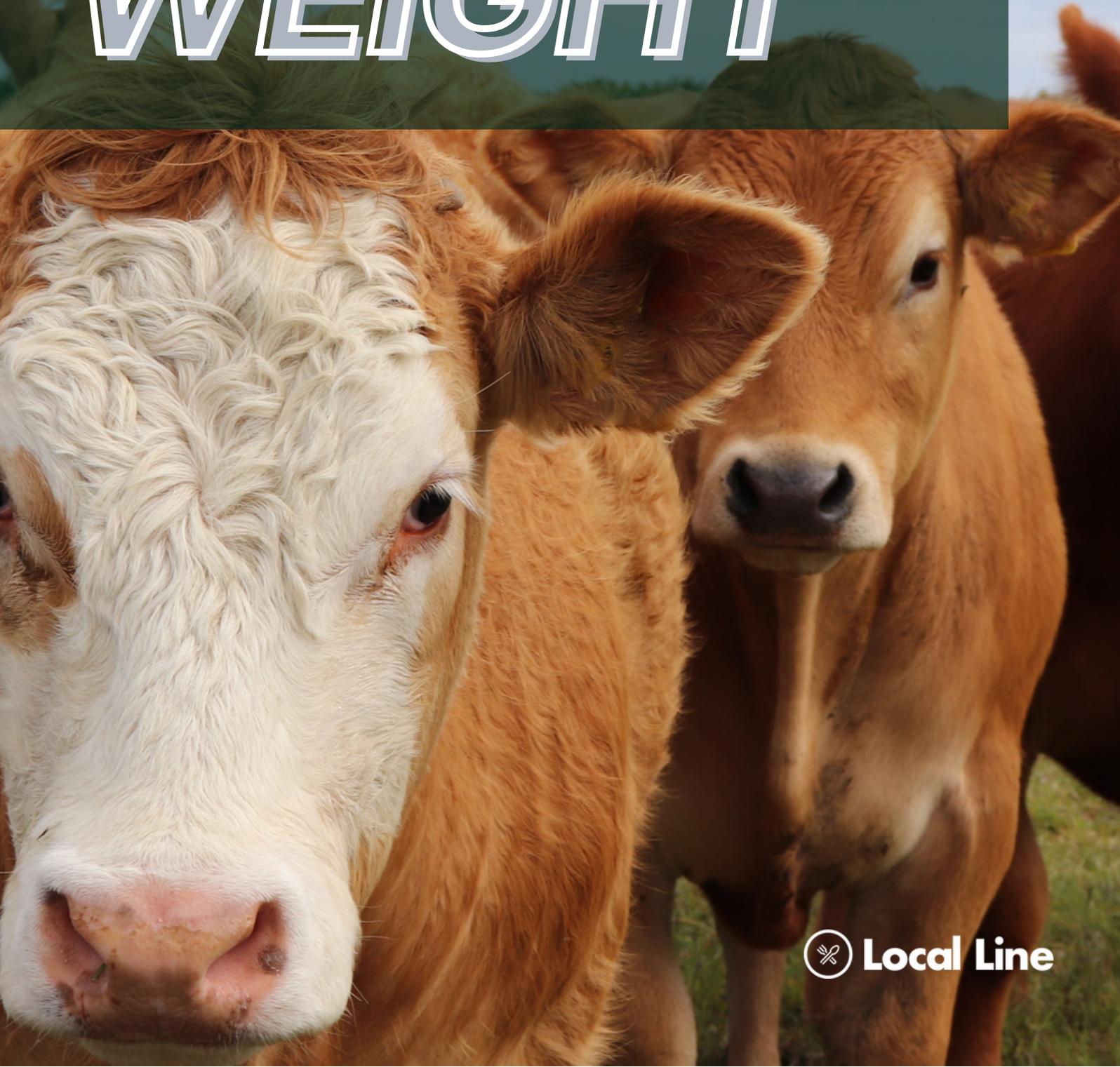THE LIVESTOCK FARMER'S HANDBOOK

SELL BY WEIGHT

Local Line

How do I *sell food by weight* using an online store?

For many farmers, sticking to pack sizes or measuring inventory by the number of units doesn't make sense for their business. For example, if you're selling jars of jam or bags of lettuce, it's easy to track inventory based on the number of units.

"I have 15 jars available" or "12 bags of Arugula in my online store".

What happens when you sell steaks, chicken breasts, or even vegetables per lb/kg? Not every steak is the same size!

In this handbook, we show you how to sell by weight using your online store. Whether you sell meat, fish, cheese, vegetables, fruit, or anything other variable weight item, selling by weight can be done successfully online.

What does selling by weight mean?

Let's go through an example.

You sell pork chops for $9.99/lb and list them on your online store. A customer orders 2lbs of pork chops. You go to weigh the packages for delivery; one weighs 1.9lbs and the other 2.1lbs. Which one would you give to the customer? Most likely, you'd give them the 2.1lb pack.

Sure, you're not losing a ton of money on one sale, but imagine you perpetually run your business this way. At the end of the month, you're losing 5-10%+ of potential revenue.

So, why would you bother selling online if this is the case?

This is where the variable weight workflow comes into play. Just because you don't sell by units doesn't mean you're unable to sell online. You can use your online store to sell your variable weight products and ensure that the customer is paying the exact price per weight after they've already ordered!

What does this mean?

You list your products on the platform by the price per weight—i.e., **chicken breast for $9.99 per pound**. Then customers order, and the system estimates the final cost. For example, if they order **three pounds of chicken breast**, the system will calculate it as **$29.97** ($9.99 x 3).

However, what happens when you weigh your three chicken breasts and they total 3.2 pounds?

How do you sell by weight using an online store?

To get started, you have to upload your products into **Local Line**. You can organize a product's inventory by either item or weight. When selling by weight, either option would work. For example, you have **20 packs of chicken breasts** available (item) or **100 pounds of chicken breast** available (weight).

This is where ⌘ **Local Line** comes in!

Next, you'll indicate whether you charge by weight or by item. To sell by weight, you select **Charge By → Weight**. This way, when someone orders two packs of chicken breast, you can update the order to account for the exact package weight.

Track Inventory

Inventory will be automatically depleted, when 0 marked as sold out. Once this product is created these settings cannot be changed.

Track inventory by*

| Weight | ⌄ |

Charge by*

| Select charge by unit... | ⌄ |

> Item
>
> Weight

Weight inventory*

| - | ⌃⌄ |

Weight unit

| Type to add a ne |

☑ Notify me when this product is sold out.

Notify me when inventory reaches:

| No notification | ⌃⌄ |

Then, provide the average package weight for your product. For example, if your ribeye steak averages **1.4lb per steak**, add this as the average. Add in the price per pound of your product, and the average price of each package will be generated. In your storefront, customers will see both cost per item as well as price per lb or kg.

Packages

Create the packaging options you sell this product in. Packages draw from the inventory set above.

	Package name*	Avg. pack weight	Price per pound*	Display price	
☰	Steak	1.4 pound	23.99 /pound	$33.59/Steak	✕

> 107.14 Steak available at $33.59/Steak consisting of ~1.4pound at $23.99/pound

Add new package

The final step is to mark the product with "**Orders with this product require approval**." This means that after a customer has made an order on your online store, you as the seller have the ability to make adjustments to weight or quantity.

Product status

Product visibility
When saved this product will be visible in 0 price lists.

Orders with this product require approval
Turn this feature on to approve or modify orders containing this product before collecting final payment. This feature can also be used to update final product weights if applicable.

Make sure your products require approval!

What does it look like on the back end when a customer orders a product?

When a customer shops your online store and orders a product that needs approval, their order will appear in the *Orders* **tab** with a *Needs approval* label.

‹ Cancel and return to orders

Order 2025387 ⚠ Needs approval

Placed on 08-06-2022 15:00 by John Doe.

| **John Doe**
johndoe@gmail.com | | Edit ✕ |

Public ＋ Add products

⚠ Beef Sirloin meat, beef	Small Sirloin	$29.75/kilogram	1.12 kilogram	$33.32	✕
⚠ Beef Sirloin meat, beef	Small Sirloin	$29.75/kilogram	1.12 kilogram	$33.32	✕
⚠ Tenderloin Beef meat, beef, steak	Tenderloin	$27.80/kilogram	2.4 kilogram	$66.72	✕

3 products   Approve

Order Note

This note will be sent to your customer in their order confirmation email.

When you go to weigh and pack the order, you can adjust the weight in the above squares. The price will automatically update based on the new weight. Click the *Approve* button to finalize the price.

The order will then appear like this:

If the customer paid with a credit card, their card will be charged with the final amount. If they selected a different payment method, such as cash, you can send them an updated invoice with the new price.

Pro Tip: The *Needs approval* workflow also accounts for crop shortages! Even if you don't sell a product by the weight, requiring seller approval before charging for an order enables the seller to change quantities should there be a product shortage.

You can send the customer the updated invoice by clicking on the Invoice button in the bottom right-hand corner of the order module.

Green Acres Farm

333 Lester St, Waterloo, ON N2L 3W6, Canada
(123) 456-7890
beta+465@localline.ca

Order 2025387

Payment Status:	Unpaid
Order Date:	06/08/2022
Payment Due:	07/08/2022
Pickup on:	06/14/2022

Billed To:
John Doe
johndoe@gmail.com

Pickup Location
Kitchener Pickup
5 Michael St, Kitchener, ON N2G 1L7, Canada

Product	Package	Price	Quantity	Total
Beef Sirloin	Small Sirloin	$29.75 /kilogram	1.12 kilogram	$33.32
Beef Sirloin	Small Sirloin	$29.75 /kilogram	1.12 kilogram	$33.32
Tenderloin Beef	Tenderloin	$27.80 /kilogram	2.40 kilogram	$66.72

Payment Method
E-Transfer
N/A

Note from Green Acres Farm
N/A

Note from John Doe
N/A

Subtotal	$133.36
Tax	$0.00
Total	$133.36
Amount Due	$133.36

This is a sample invoice you can download from Local Line!

Possible Payment Workflows

Let's go through the different payment workflows customers can use.

Each product listed will have an "estimated" amount based on the weight unit listed above.

Instead of charging the customer the full estimated amount, Local Line can do one of two things:

Pre-authorize your Customer's Credit Card

When an order is placed on your online store, Local Line will pre-authorize the customer's credit card for the estimated price, plus a 15% margin in case the product weighs above average. After the order is weighed and the price is adjusted, the customer's credit card will be charged for the final amount.

For example, the estimated price for 3 pounds of chicken breast is $29.97. Once they click to order, their credit card will be pre-authorized for $34.47 ($29.97 + 15%).

When you weigh the final order and it's 3.2 lb, the final price becomes $31.97. When you click 'Approve Order' with the updated value, the customer's credit card will be charged $31.97.
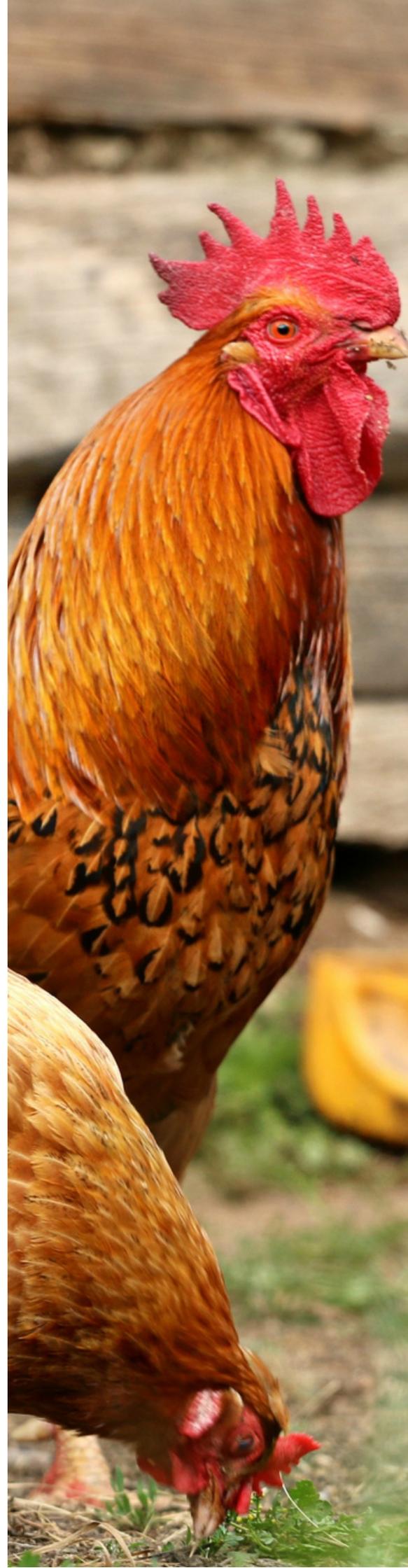
Have Your Customers *Pay Later*

With Local Line's *Pay Later* functionality, instead of charging your customer's credit card, you are able to simply have your customer pay the invoice after you've packed and delivered the product. With only a couple of clicks you can send a customer an invoice with the final weighed amount, in this case, **$31.97**, and allow them to pay with a credit card or any other payment method you have available.

Here is an example of the *Pay Later* screen a customer will be sent after the final weights have been approved.

Here are the steps you need to follow in Local Line to sell by weight online:

- [ ] When creating a product, choose to sell the product by the '*weight*' rather than '*item*'.

- [ ] Indicate an average pack weight and a price per pound.

- [ ] Select '*orders with this product require approval*'.

- [ ] Customers who order a product with this feature enabled will be prompted to add their credit card during checkout. They will not be charged upon entering their card details. If you do not accept credit card payments, customers will choose a different payment method and will be sent an invoice to pay.

- [ ] Go to your **Orders** table. Here, orders requiring approval will be denoted by a yellow circle with an exclamation mark beside the order number.

- [ ] To approve an order, click on it and make the necessary adjustments. Click '**Approve**' and '**Save**' to bill your customer.

Start Selling By Weight Online!

Here at Local Line, we want to show you that selling online–whether you sell by weight or by unit–is straightforward. Thousands of beef, chicken, fish, vegetable, and other farmers use their online store to collect and fulfill orders.

Try Local Line for FREE today. We can help you launch your store within an hour. Sign up here today!

Happy selling!
The Local Line Team
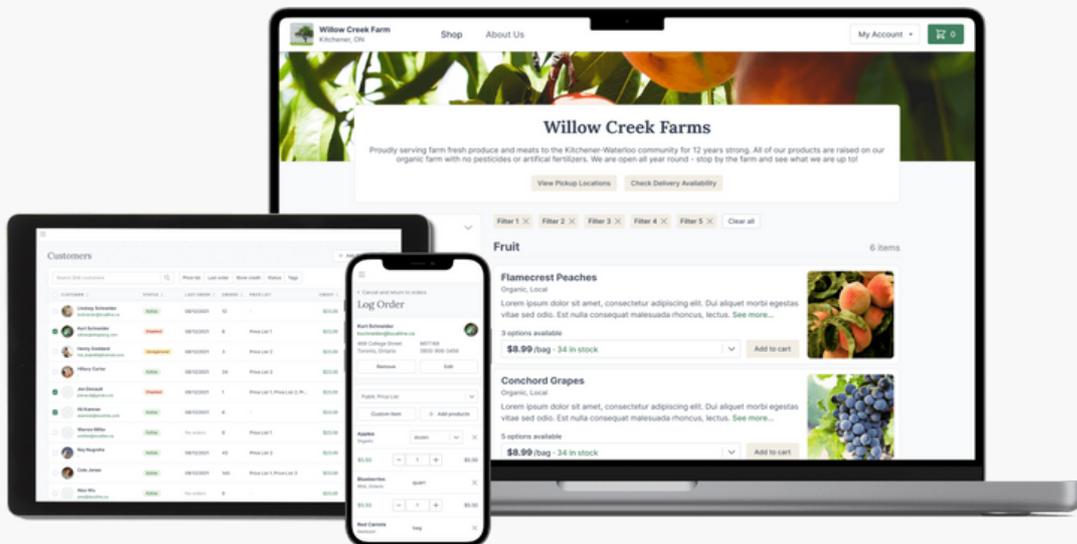
Launch your dream online store today!

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