



Vancouver Farmers Market Online Market & Curbside Pickup Program

GET YOUR ONLINE STORE UP & RUNNING!

How it Works

- ▶ Customers use our [online store](#) to purchase products from multiple vendors and pick up one order with contactless curbside pickup
- ▶ Orders are sorted, aggregated, packed, checked and delivered to vehicles by market staff and volunteers
- ▶ Our online store is open weekly for orders from Monday at 8am until Thursday at 8pm
- ▶ Curbside Pickups take place on Sundays during the regular market season and on Saturdays during the Fall Market at the Historic Slocum House (605 Esther Street, Vancouver WA 98660) from 10am-2pm.
- ▶ In 2020, vendors sold nearly \$115,000 through our Online Market platform
 - ▶ Individual vendors made anywhere from \$100 up to \$1,000 per week utilizing this program – a great boost to physical market sales!

The Fine Print

- ▶ Vendors are responsible for uploading products and keeping accurate inventory
 - ▶ Customer orders placed throughout the week will show up on your individual “supplier” account and a report can be pulled for the week to see what items are “owed” to the market
 - ▶ Inventory should be updated weekly before the store opens on Monday morning
- ▶ Vendors are responsible for delivering orders to the Slocum House on Friday, Saturday or Sunday during the designated hours
 - ▶ If vendors are attending the physical market, market staff or volunteers will provide a free pickup service to collect orders from vendor booths on Saturday
- ▶ Vendors will be paid for their online orders via ACH Direct Deposit every week
- ▶ For the Online Market service, vendors will pay 8% of their sales to the market (3% + 30 cents per transaction goes directly to credit card service fees)
 - ▶ The percent of sales fee allows the market to provide this service and pay for staff time, software and equipment and supplies

What's New in 2021

- ▶ Advanced Inventory Feature on Local Line
 - ▶ You asked and we listened! Vendors can now use the advanced inventory feature on Local Line to list different packages and product sizes that pull from the same inventory. [Learn how](#)
- ▶ 2021 Product drop off options (March – October)
 - ▶ Fridays 11- 4pm, Saturdays 9-11am, Sundays 7-8am
 - ▶ If you attend the physical market, we pick up online orders from your booth on Saturday mornings for free!
- ▶ We will hold your inventory!
 - ▶ If you sell a limited product line of shelf stable items, we will hold your inventory, so you don't have to worry about weekly deliveries or pickups. Just match your online inventory count with the inventory you give us
- ▶ Percent of Sales Increase
 - ▶ In order to better cover credit card fees and the high costs of managing this program, the market has decided to increase the percent of sales fee from 6% to 8% in 2021
 - ▶ This increase in fees will help us continue to offer this additional sales channel to vendors

Returning Vendors

- ▶ Returning vendors should log into their Local Line account and assess any changes that need to be made for 2021
 - ▶ All the products you added in 2020 will still be in your account
 - ▶ Before the 2021 season, make sure to:
 - ▶ Add new products
 - ▶ Switch to using advanced inventory if desired
 - ▶ Update Inventory
 - ▶ Check and update photos and product descriptions if needed
- ▶ Local Line has made some updates to its system, please review the [Hub Supplier User Guide](#) for some helpful tips!
- ▶ If you are a vendor with seasonal products, you may update your account and products at any time. Just add inventory when you are ready to “go live” and sell online

New Vendors

- ▶ If you are interested in selling through the Online Market, there is no separate application
 - ▶ Simply email onlinemarket@vancouverfarmersmarket.com to get started
 - ▶ An account will be made for you and you will be invited to create a profile and upload products via email
- ▶ If you don't have one on file already, you will need to fill out an ACH Direct Deposit Form to receive payments for products ordered online
 - ▶ Email our bookkeeper to request an ACH form: k.Johnston@vancouverfarmersmarket.com
- ▶ For help setting up your account, visit the Local Line [Hub Supplier User Guide](#)
- ▶ If you are a vendor with seasonal products, you may create your account and upload products at any time. Just add inventory when you are ready to “go live” and sell online

Tips for Online Success & Resources

- ▶ Customers care about pictures and product descriptions! High quality product pictures and detailed descriptions drive sales
- ▶ If you have a large product list, consider limiting it for online sales
 - ▶ Don't overwhelm customers with options, upload your best sellers to the Online Market and sell your full product line at your physical market booth
- ▶ If you are not participating in the physical market in 2021 and will need to make a special trip to deliver product – consider offering higher priced options that would make it “worth” the trip. Examples: A variety box of frozen meat, a beauty box with multiple body care products
- ▶ Use the new Advanced Inventory feature to sell different sizes of the same product
- ▶ Stay true to product pics and descriptions, **it will keep your customers coming back!**
 - ▶ Make sure your products are delivered fresh
 - ▶ Don't deliver underweight products or products that don't match the online picture or description
 - ▶ If you unexpectedly run out of product or something goes wrong, make it right by offering the customer something else or something extra in exchange
- ▶ New and returning Online Market vendors should review the [Hub Supplier User Guide](#) for helpful videos and tips to manage your Local Line account

Questions?

- ▶ If you have any questions about setting up your online account, product delivery, etc. please email: onlinemarket@vancouverfarmersmarket.com
- ▶ If you have any questions regarding payment or setting up ACH Direct Deposit, please email our Bookkeeper: k.johnston@vancouverfarmersmarket.com

