How do I use Farmbrite at my Farmers Market?

Last Modified on 05/03/2024 12:20 pm MDT

Using the Online Store checkout is a very convenient way to take payment at your local farmers market, pop-up event or at your farm stand. The Market provides eCommerce for your farm conveniently through Farmbrite. There are many ways to use the Market to take payments, keep track of orders and communicate with your customers. You can find out more about the functionality of the Market here. In this article we're going to talk about how to use Farmbrite at the farmers market as a point of sale system to take payments for sales.

Setting up your Online Store:

Before setting up shop at your farmers market you'll need to configure your products and online market within Farmbrite. Take a moment to check out our getting started guide to help you set up your Market in Farmbrite.



Options for Checkout

Farmbrite offers flexible checkout options to allow you to tailor the checkout experience to your different needs. You may want to take cash, check or credit card. We also know that each farmers market or pop-up event is set up differently and may require that you receive payment a certain way and leave that up to you.

Most commonly farmers use:

- 1. Farmbrite as a Point of Sale (POS) System
- 2. Self checkout using Quick Pay

Option 1: Using Farmbrite as a Point of Sale (POS)

Many farms sell at farmers markets and want the convenience of taking credit card payments, cash or check. The Online Store within Farmbrite can act as a point of sale system and allows you to use this feature on a mobile phone, tablet or other device, without needing to have specific hardware or a scanning device.

Setting up for POS

- 1. Load your products into Farmbrite with the amounts that are available at the farmers market.
- 2. Sign up with Stripe as your payment processor. They will take payment for you.
- 3. Set up your stand including a tablet or other device to take payment.

POS checkout process

- 1. Customer selects products and comes to check out with the product they want to purchase.
- 2. You open your Farmbrite Market link on your mobile, tablet or other device. Add the products they wish to purchase to the online shopping cart.

Nettors
1550 AM
82%

Cocol Fortune Herbs
Cocol Fortune Herbs
Chargemant CO
Them added to your cart
Fodurt returne To added to your cart
Fodurt Price Quantity Total
Fodurt Price Quantity Total
Fodurt State
Cocol Fortune Herbs
Cocol Fortune Herbs
Fodurt Price Quantity Total
Fodurt State
Fodurt State
Fodurt State
Fodurt State
Fodurt Price Quantity Total
Fodurt State
Fodurt St

3. Go to checkout. Add your customer information and credit card info or give them the device to have them add their customer information and credit card information and press Secure Payment.



4. Stripe collects payment and sends payment to you.

🖬 Verizon 🔶	11:53 AM	82% 🔳
Good Fortune Herbs		
Shop	About Us	
Thank you! Your purchase is complete. An email confirmation was also sent to you. Order 2627ee9165		
AA a store.farmbrite.com Ĉ		
<	> 🗅	0 D

5. Customer (and you) receive email confirmation of the order.

Option 2: Self-Checkout using Quick Pay

You may want to let the customers pay for goods themselves. This might be at your farm stand, CSA pickup or you may want to offer this option because you don't have enough help available to run the stand at all times. You can do this by printing out the unique QR code and printed instructions for your customers to follow as they check out themselves.

Quick pay is like other payment processing, where you add a credit card and customer information and take a payment. It starts when a customer scans your unique QR code and then is quickly able to pay for your farm products. This is a contactless payment system which is a convenient way to offer credit card payments to your customers. You can find this unique code in your online store tab which is shown in the screenshot above. Find out more about our Quick Pay option here.



The scan to pay option will allow your customers to scan this code and add the payment. You can allow customers at an event to scan and pay or your can check them out by doing the same process on your own mobile device or tablet.

It's important to note that you will need to take 2 steps to use this feature.

- 1. You must enable the quick pay option within your Farmbrite account.
- 2. You must sign up with Stripe as your payment processor. They will take payment for you.

It's a good idea to **set this up before you attend an event** to make sure you're able to set that up correctly and the process runs smoothly.

Setting up your stand for self-checkout

- 1. Load your products into Farmbrite with the amounts that are available at the farmers market.
- 2. Set up your stand including a tablet or other device to take payment.

Self checkout process

- 1. Customer selects products and decides to checkout
- 2. Custom scans your automatically generated Quick Pay code (example below)



- 3. Customer enters total for checkout and continues to payment
- 4. Customer enters payment details and finishes checkout
- 5. You and the customer receive confirmation emails (if configured)

As you can see there are many ways to take payment through Farmbrite. If you have any questions or problems please reach out to our customer success team.