

# Can You Sell Fresh Produce Online? How Can You Manage It?

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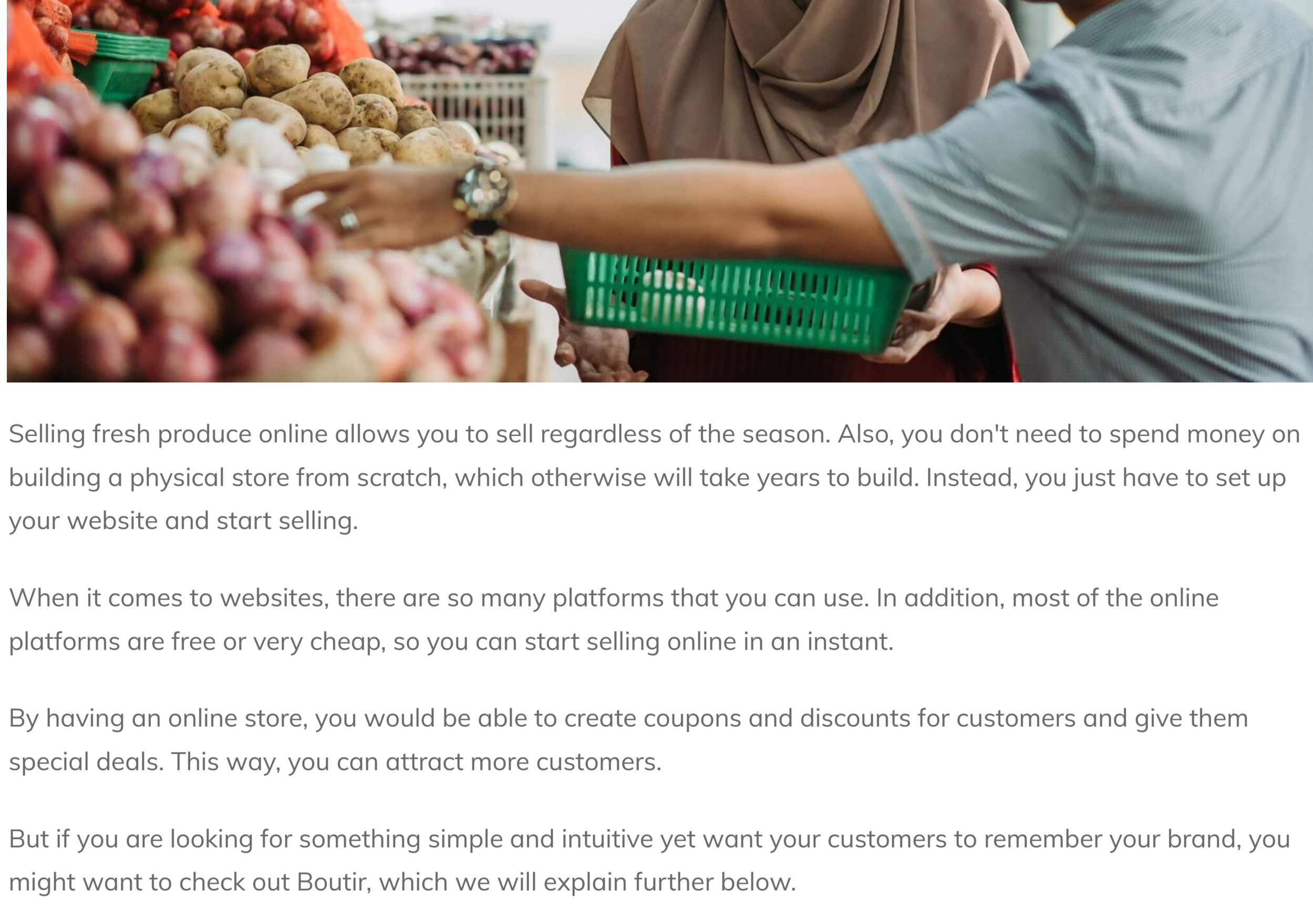


Fresh produce has always been in demand regardless of the situation on the ground. The need for fresh fruits and vegetables is growing at an unprecedented rate.

With the rise of online shopping, especially during the pandemic, more people sell fresh produce online. However, you may wonder if it's possible for you to do so. In addition, you may have questions that come up when thinking about transitioning to selling online for your fresh produce.

If you are already selling fresh produce but have never sold online before, you would want to know why and how you can do so.

## Why Sell Your Fresh Produce Online?



Selling fresh produce online allows you to sell regardless of the season. Also, you don't need to spend money on building a physical store from scratch, which otherwise will take years to build. Instead, you just have to set up your website and start selling.

When it comes to websites, there are so many platforms that you can use. In addition, most of the online platforms are free or very cheap, so you can start selling online in an instant.

By having an online store, you would be able to create coupons and discounts for customers and give them special deals. This way, you can attract more customers.

But if you are looking for something simple and intuitive yet want your customers to remember your brand, you might want to check out Boutir, which we will explain further below.

Furthermore, selling fresh produce online is not just about making money. Selling fresh produce online helps in reducing food waste. This means you won't be throwing away any of your harvests nilly willy due to no other ways to sell. Instead, you'll be able to sell them more.

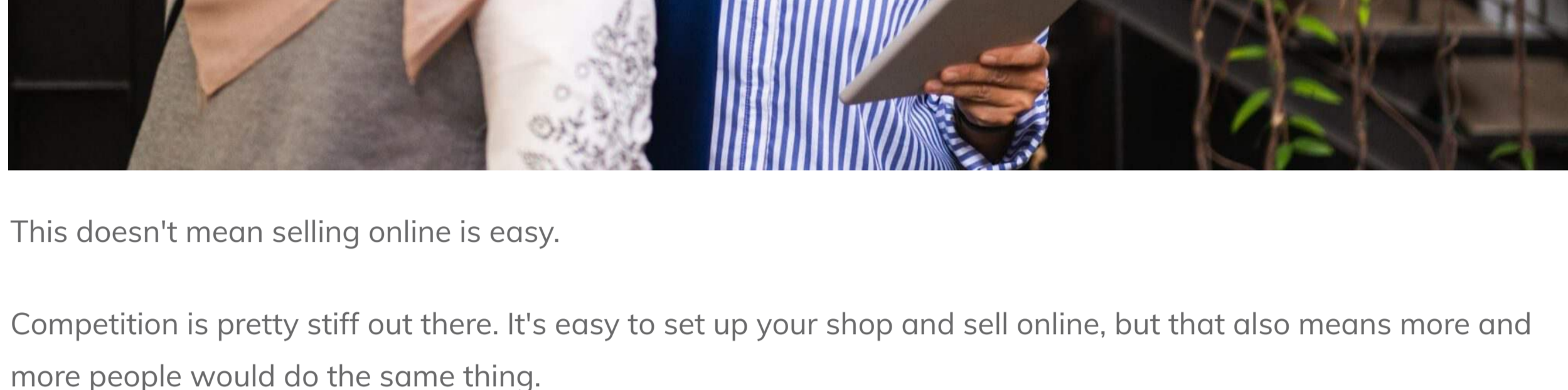
The organic vegetable market is growing at a fast pace and always will be during the pandemic. This means that there's a lot of potential customers who are interested in buying organic produce.

This means that even customers outside of your area can buy your produce. With this, you can expand your business beyond your imagination. Do you want to sell your fresh produce to overseas markets? Yes, you can! Do you want to sell them in a different currency than you usually use? Totally possible as well!

More importantly, selling online means no matter where you are, whether you're at home or working, you can still sell your produce. In addition, online sales allow you to reach customers who do not have easy access to your crop.

But,

## No Substitute for Promoting & Marketing Your Fresh Produce



This doesn't mean selling online is easy.

Competition is pretty stiff out there. It's easy to set up your shop and sell online, but that also means more and more people would do the same thing.

If you want to stand out among all the others, you'd better make sure that you're doing everything right. You still need to put some effort into marketing your fresh produce.

If you don't have a proper marketing and promotion strategy in place, you're missing out on one of the best ways to get new customers. There are indeed other ways to bring people to buy your fresh produce, but none of them can compare to the power of marketing.

Also to note, online sales do not replace traditional marketing strategies. Traditional marketing methods such as advertising are still important. They help you drive more sales to your store.

Online marketing may seem like an excellent alternative to traditional marketing, but it's not. There's nothing wrong with using both. The key here is to know what works best for your business.

Online marketing is great when used correctly. However, if you fail to promote your fresh produce effectively, you're going to lose out on many customers.

Of course, you must know who your customers are. You sell fresh produce, so you should know their preferences. For example, what kind of vegetables do they prefer, and how much do they like them? You can find these answers by asking your current customers.

## Tips to Sell Fresh Produce Online

Online sales are an option for farmers who want to sell their fresh produce. But before you start selling online, there are things you need to consider first.

### 1. Know Your Market

You cannot expect to succeed without knowing your target audience. If you don't know who your customer base is, you might end up wasting time and money.

### 2. Choose a Good E-Commerce Platform

Choosing a platform is just as important as deciding what to sell online. You'll need a platform that allows you to manage your inventory and track orders easily.

### 3. Set Up an Online Store

Now that you've chosen a platform and fresh produce, it's time to create an online store. Your online store will be your storefront. Make sure that it looks attractive and easy to navigate.

P.S. with Boutir, you can set up your very own branded online store in just a few taps!

### 4. Promote Your Fresh Produce Online

You can use social media sites like Facebook, Instagram, etc., to promote your fresh produce online.

### 5. Add Eye-Catching Photos

Make sure that your photos look good, as that would be your customers' first impression of what you sell online. Use high-quality images. Don't use blurry pictures or low-quality ones.

### 6. Offer Free Shipping

Offering free shipping is a way to attract potential buyers. People love getting something for free, especially if they buy it in huge quantities or amounts.

### 7. Offer Delivery Service

If you are running a physical store, you can offer a delivery service so you can deliver your fresh produce directly to your customers' homes. Delivery services could help you expand your customer base as they don't have to come directly to your store.

### 8. Get Reviews

Getting reviews from your existing customers is a great way to boost your sales. Ask them how they liked your fresh produce.

### 9. Be Consistent

Consistency is key. Once you start promoting your fresh produce online, ensure that you continue doing so.

### 10. Track the Progress of Your Online Sales

Track your results. How many people visited your online store? Did they order anything? What was their feedback?

### 11. Start Small

Starting small is a smart move if you're new to selling your fresh produce online. This helps you learn the ropes and gain experience.

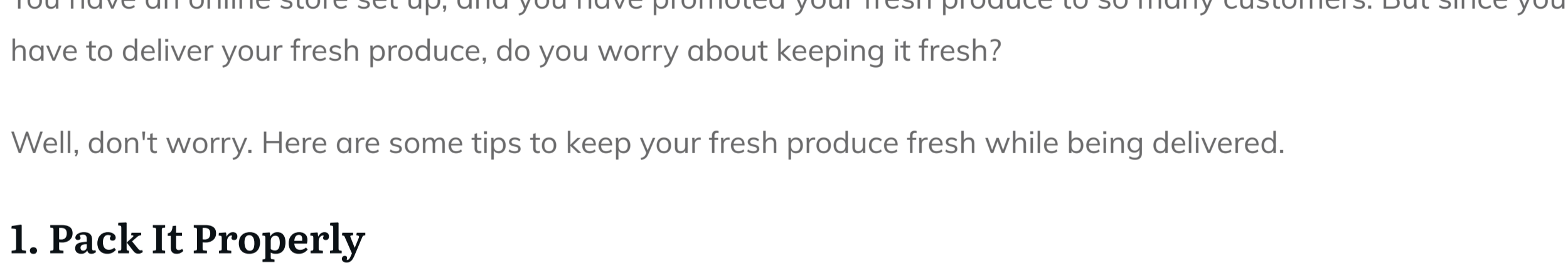
### 12. Keep Improving

Keep improving. Learn from your mistakes and try again.

### 13. Have Fun!

It's easy to get caught up in the day-to-day operations of running a business. But remember: this is supposed to be fun. So have some fun while you work.

## How to Keep Your Produce Fresh While on Delivery?



You have an online store set up, and you have promoted your fresh produce to so many customers. But since you have to deliver your fresh produce, do you worry about keeping it fresh?

Well, don't worry. Here are some tips to keep your fresh produce fresh while being delivered.

### 1. Pack It Properly

Packaging is crucial when delivering your fresh produce. The packaging needs to protect your fresh produce.

### 2. Label It Well

Labeling your package well is also important. It should include all the information about the produce.

### 3. Deliver It Safely

Delivering your fresh produce safely is another thing that you must think about. Many things can go wrong during transportation. Therefore, it's best to hire a professional delivery service.

Also, you should use an express delivery service that has a cold storage facility. Cold storage facilities ensure that your fresh produce stays fresh throughout its journey while delivering your produce to your customers in a short time.

### 4. Keep It Cool

Related to point 1, shipping fresh produce is about keeping it cool and dry. If the temperature is right, then there won't be any spoilage. You must ensure that your produce stays within its ideal temperature range throughout its trip.

Pack your produce in thick foam containers to avoid condensation.

Do not put your fresh produce directly in plastic bags. Plastic bags cause moisture to build up inside the crop, which leads to spoilage.

### 5. Plan Ahead

The most important thing of all is to plan ahead before you deliver. You don't want to run into problems because you are unsure how to package your fresh produce at the last minute.

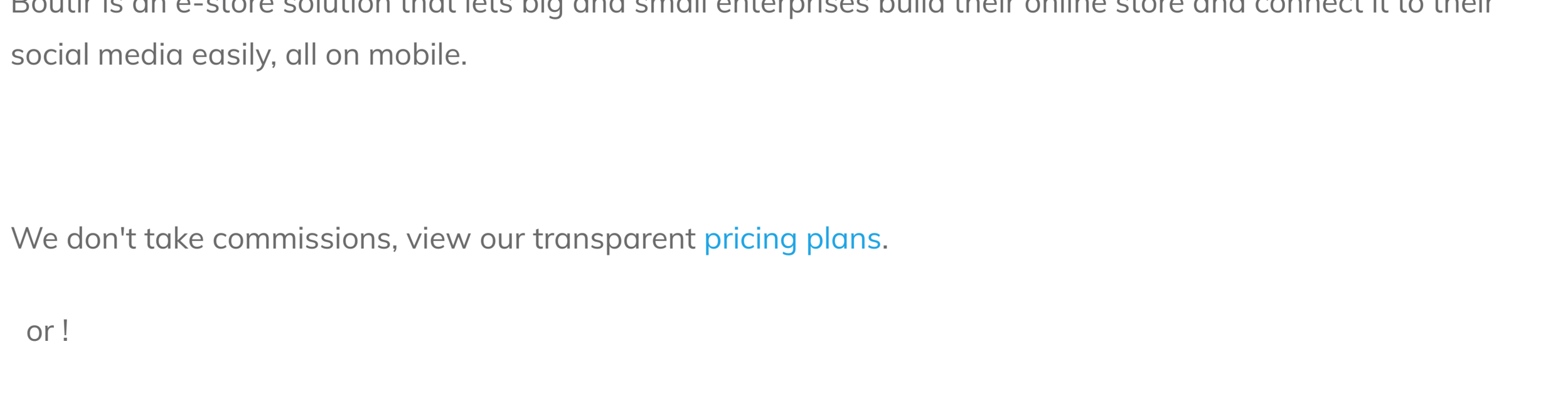
Keep an eye on your shipment tracking to make sure your package gets there on time. Likewise, make sure the recipient knows when your package arrives.

## All in All,

Selling fresh produce online can be challenging at first. But it doesn't have to be hard when you start from scratch.

Oh yeah, we have mentioned Boutir several times in this article. Want to know more?

## What's Boutir?



Boutir is an e-store solution that lets big and small enterprises build their online store and connect it to their social media easily, all on mobile.

We don't take commissions, view our transparent [pricing plans](#).

or!

Download Boutir now on the [App Store](#) or [Play Store](#).

Have more questions? Talk to our customer service by sending us an email at [info.my@boutir.com](mailto:info.my@boutir.com) . . .

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