

Simplify Your Week

4 Time-Saving Sales Hacks for Busy Farmers



Set up these automations once, then get back to farming.

Farmers wear a lot of hats, but “admin assistant” shouldn’t be one of them.

Between updating product listings, emailing buyers, tracking inventory, and scrambling to pack orders, sales admin can quickly waste your time and energy.

We created this guide to help you set up four simple workflows inside Local Line that automate, streamline, and reduce your weekly admin, so you can focus on growing and selling more (without burning out).

Hack #1: Automate Your Customer Pricing with Price Lists

Updating product prices for each customer group is one of the most time-consuming and error-prone parts of sales. Whether copying prices into spreadsheets, writing custom emails, or juggling multiple product versions, this work pulls your attention away from the field or the market.

With Local Line's [Price Lists](#), you can centralize your pricing strategy and automate how customers see products. Each list allows you to control what products are shown, at what price, in what quantity or pack size, and under what terms, all based on the type of customer.

For example, you might create separate price lists for:

- Farmers’ market and household shoppers
- CSA members with special pricing or pre-packed bundles
- Restaurant and wholesale buyers with bulk formats and volume discounts

Once a price list is set up, all you have to do is add a customer to it. They automatically receive access to the appropriate products and prices—no emails or manual updates needed.

How this hack saves you time

Price Lists function as the single source of truth for your sales. Instead of juggling different versions of the same product across multiple storefronts or custom orders, you set everything once and let Local Line handle the rest.

Adding new products or variants? You can assign them to the relevant lists in seconds.

Need to adjust pricing? Use bulk-edit tools to change prices across dozens of products by a flat amount or percentage; no calculator, spreadsheet, or copy/paste is required.

Want to offer custom payment or fulfillment terms? Price Lists allow you to set custom payment options and terms. For example, you might allow net-30 payment for chefs, while requiring pre-payment from retail customers.

This setup eliminates the need for last-minute pricing changes, special order forms, or one-off communications. Every customer sees only what's relevant to them, and you maintain full control behind the scenes.

Produce

12 items

A selection of seasonal, organically grown produce from our gardens.



Sale

Add to cart

434 in stock

Peppers

CA\$5.00 ~~CA\$6.50~~ /pound
avg. 1 pound, CA\$5.00 /pound



Sale

View options ↗

Spring Mix

CA\$14.00 ~~CA\$15.00~~ /pound
avg. 1 pound, CA\$14.00 /pound



Sale

Add to cart

450 in stock

Spring Onion

CA\$3.50 /Bunch



Sale

Add to cart

433 in stock

Radish (red)

CA\$3.50 /Bunch

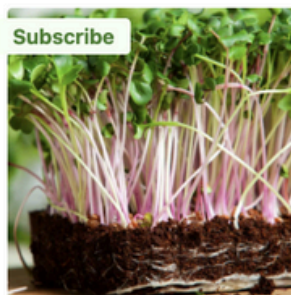


Sale

View options ↗



View options ↗



Subscribe

View options ↗



Add to cart

304 in stock

Example: Serving Restaurants and Households Differently

Suppose you sell salad greens to both household customers and restaurants. For retail buyers, you might offer a 5-oz clamshell for \$6. For chefs, you could sell 1 lb bags at a lower price per ounce. Each format lives as a variant under one product listing, but is only visible to customers on the appropriate price list.

- Household customers see the 5-oz pack in your public store.
- Restaurants see the 1 lb variant in their private, login-protected storefront.
- Both groups receive the correct pricing and terms automatically.

You're not creating duplicate products, managing separate catalogs, or fielding emails asking for your wholesale sheet.

How to set it up in Local Line

To build a Price List, go to the "Price Lists" section of your Local Line admin. From there, you can:

- Choose which products or variants to include
- Set custom pricing for each item, or add markups or markdowns
- Add notes, delivery and pick up plans, fulfillment windows, or payment terms
- Set the price list as private or public. If private, you can also choose to assign it to specific customers.

As you grow, you can create additional lists for new sales channels or customer types, and maintain all of them from a single dashboard.

Hack #2: Simplify Your Catalog with Product Variants

If you're still creating separate product listings for every size, weight, or pack of the same item, you're doing extra admin work that adds up fast. Not only does this clutter your storefront, but it also increases the chances of pricing errors, overselling, and fulfillment mistakes.

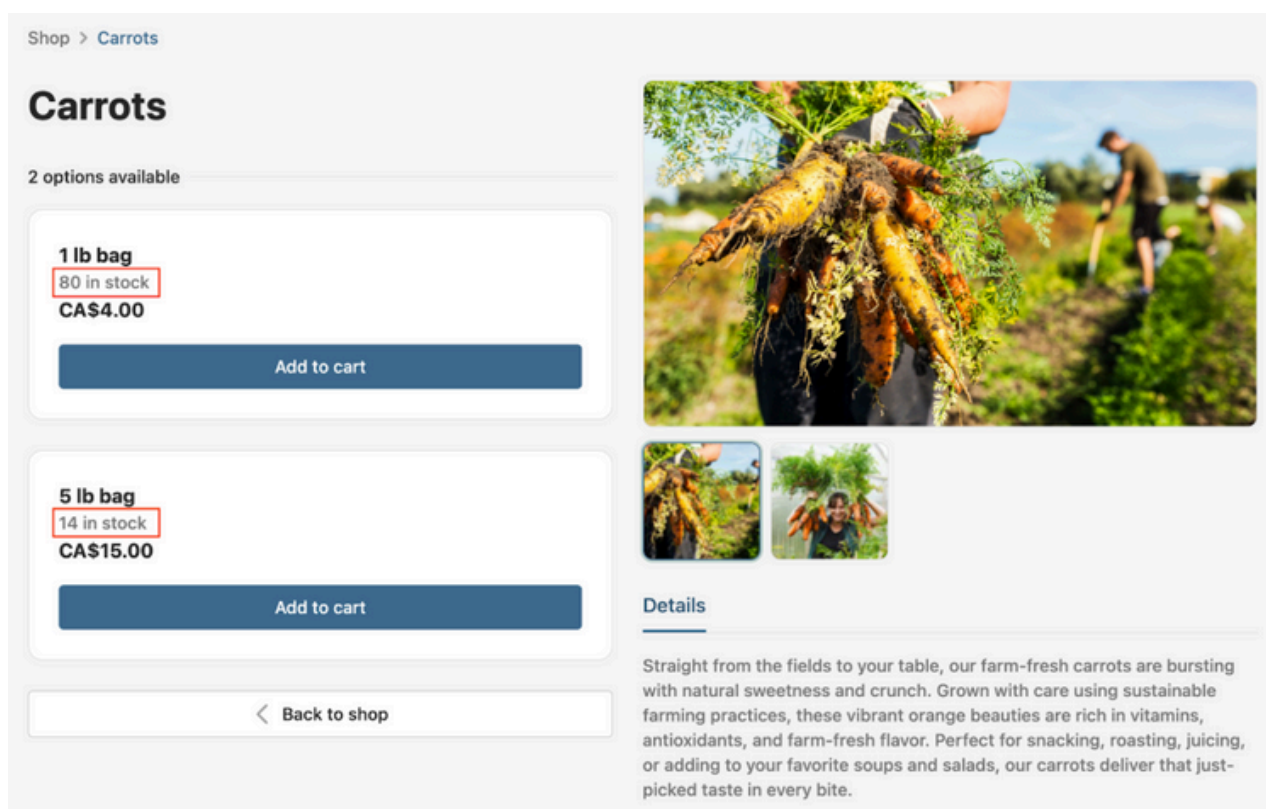
With [Product Variants](#) in Local Line, you can manage all product formats under a single listing. Instead of listing "Ground Beef – 1 lb," "Ground Beef – 2 lb," and "Ground Beef – 5 lb" as three separate products, you create one listing called "Ground Beef" and add each size as a variant.

Each variant can have its price, visibility rules, and inventory tracking. You can assign variants to different customer groups through [price lists](#), so retail shoppers see the sizes meant for them, while wholesale buyers see bulk formats. If you choose to use a shared inventory pool, all variants draw from the same stock. If you have 100 pounds of ground beef, and someone orders a 10 lb pack, the system automatically deducts 10 lb from the total inventory, no matter which variant is purchased.

This approach dramatically reduces the time it takes to maintain your storefront, update prices, and monitor stock levels. It also helps you prevent overselling and keeps your product table organized.

Example: Managing Carrots with Variants

Let's say you want to sell carrots in three formats: a 1 lb pack, a 5 lb pack, and a 10 lb wholesale bag. Rather than create three separate products, you would create one product called "Carrots" and add each pack size as a variant. Each variant would have its own price, visibility setting, and inventory behavior.



The screenshot shows a product page for "Carrots" with the following elements:

- Breadcrumb: Shop > Carrots
- Product Title: Carrots
- Options: 2 options available
- Variant 1: 1 lb bag, 80 in stock, CA\$4.00, Add to cart button.
- Variant 2: 5 lb bag, 14 in stock, CA\$15.00, Add to cart button.
- Back to shop button.
- Main image: A large bunch of fresh carrots being held up.
- Thumbnail images: Two smaller images showing carrots in a field and a person holding a bunch.
- Details section: A paragraph describing the carrots as farm-fresh, sustainable, and rich in vitamins and antioxidants.

For example, you might:

- Set the 1 lb and 5 lb variants in your public storefront for household shoppers.
- Make the 10 lb variant visible only to chefs and wholesale buyers through a private price list.
- Offer a discounted rate per pound on the larger pack sizes to encourage bulk orders.

How this hack saves you time

Using Product Variants helps you centralize your inventory management. You no longer need to manually update three different listings whenever you change a price, swap out a photo, or adjust stock. Instead, you make updates once at the product level, and those changes apply to all related variants.

Variants also simplify the shopping experience for your customers. They can choose from multiple sizes or pack options within a single product listing, which makes it easier to browse, compare, and purchase.

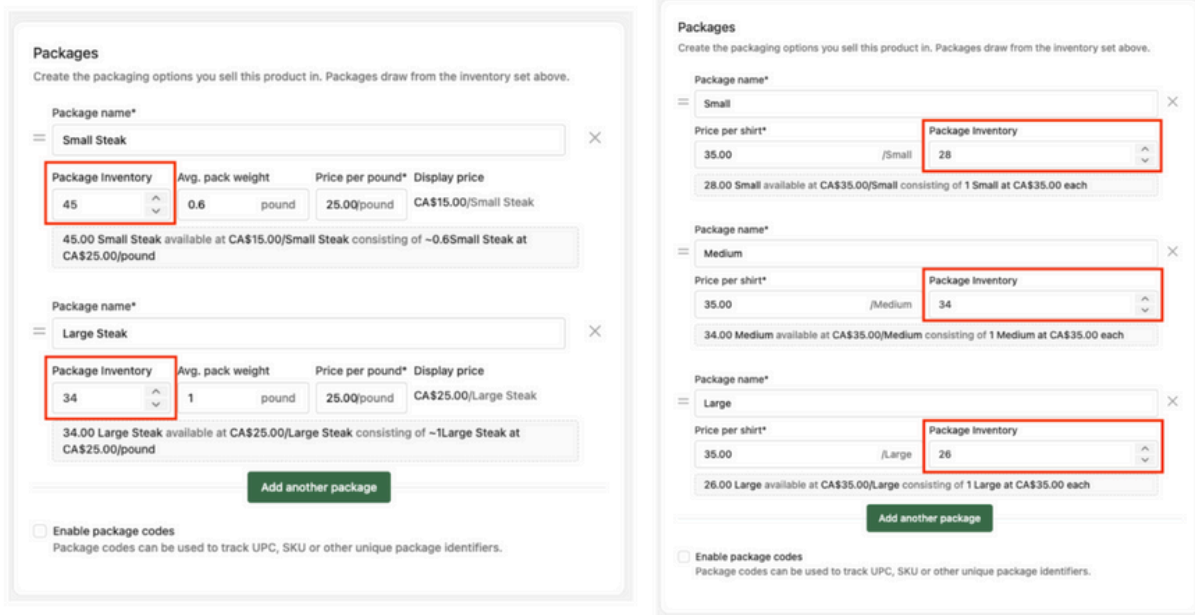
On the back end, you'll notice cleaner reporting, more accurate order fulfillment, and fewer mistakes. Whether you're selling at a farmers market, to CSA members, or to chefs, you'll spend less time managing listings and more time focusing on your business.

How to set it up in Local Line

Here's how to create a new product and track inventory by package:

- Go to the **Products** table and click **New Product** in the top right corner. *Note: You cannot change how inventory is tracked for an existing product.*
- Fill in all relevant product details, including **Name**, **Keyword Tags**, **Description**, and **Images**.
- Turn on **Track Inventory** and select **Packages that have separate inventory**. This option lets you set distinct inventory levels for each package.
- Depending on the product type, choose to track and charge by **unit** or **weight**. For example:
 - Pre-packaged steaks can be tracked by unit and sold by weight.
 - T-shirts can be tracked and sold by unit.
- Build out your packages:
 - Set the inventory quantity for each package
 - Enter the price per unit or average pack weight
 - Set the price per weight (if applicable)
- Add the product to the appropriate **Price List** and update its status.

To update inventory later, go to the **Products** table, click **Edit Inventory**, and adjust inventory in the module that appears.



Hacks #3: Speed Up Fulfillment with Pick and Pack Lists and Order Labels

Order fulfillment can easily become the most stressful part of your week, especially if you're scrambling to harvest, pack, and label everything the morning of delivery. It's a process where small mistakes can add up fast: missing items, incorrect quantities, or mislabeled boxes can cost you time, money, and trust.

Local Line's [Pick and Pack Lists](#) simplify and standardize your fulfillment workflow. With a few clicks, you can generate all the documents you need to pack quickly and accurately, whether pulling from storage, packing orders at the farm, or preparing for market.

What you can generate

- **Pick Lists:** A consolidated list of all products ordered across all customers. This is ideal for harvesting or gathering products from storage. You'll know exactly how much of each item to collect without cross-referencing individual orders.
- **Pack Lists:** These break orders down by customer, showing what each person ordered in a clear, itemized format. Use them to double-check items as you pack, reducing the risk of errors.
- **Order Labels:** Printable labels that include the customer's name, order contents, and special notes or delivery instructions. Labels make sorting and handoffs faster and more professional, especially at markets or drop points.

| Andrea Johnson | | |
|--|-------------------|--------------|
| Toronto Central 5 Michael Street, Toronto ON, M5K 2U5, CA Deliver on Sat, Oct 12 | | |
| | | Label 1 of 2 |
| <input type="checkbox"/> | Red Radish | bunch 2 |
| <input type="checkbox"/> | Chiodgia Beets | 1 lb 1 |
| <input type="checkbox"/> | Rainbow Chard | bundle 1 |
| <input type="checkbox"/> | Kale Mix | bundle 2 |
| <input type="checkbox"/> | Leeks | bundle 1 |
| <input type="checkbox"/> | Cherry Tomatoes | bundle 2 |
| <input type="checkbox"/> | Red Cabbage | bundle 1 |
| <input type="checkbox"/> | Fresh Sage | bundle 1 |
| <input type="checkbox"/> | Crimini Mushrooms | lb 1 |
| <input type="checkbox"/> | Ground Pork | lb 4 |
| <input type="checkbox"/> | Summer Sausage | 8 oz 1 |
| <input type="checkbox"/> | Beef Chuck Roast | 8 oz 1 |

How this hack saves you time

By turning your order data into structured lists and labels, you eliminate the need for manual sorting, sticky notes, or last-minute math. You and your team can pack orders more efficiently and with greater confidence.

Because everything is generated directly from your online store, you can also cut down on paper clutter and reduce the risk of oversight. You won't miss a note a customer added to their order, forget to pack an item, or mix up orders during a rush.

Example: Prepping for delivery day

Let's say you have 35 orders to deliver on Thursday.

- On Wednesday evening, you generate a **Pick List** that tells you to harvest 20 heads of lettuce, 15 dozen eggs, and 40 lbs of carrots.
- Next, you generate your **Pack Lists**, which break those totals into customer-specific quantities.
- Finally, you print **Order Labels** to attach to each box, each with the customer's name and a list of what's inside.

How to set it up in Local Line

The screenshot displays the 'Orders' management interface. At the top, there are search and filter options. A modal dialog titled 'Export orders as CSV' is open, providing three export options: 'Export all under current filter selection' (9 orders), 'Export orders with checkbox selection' (8 orders), and 'Export all order history' (471 orders). The 'Export type' is set to 'Packlist (by order)'. The 'Direct download' option is selected. The background table lists various orders with their attributes, dates, and fulfillment details.

After your order cutoff, go to your Orders table. From there, you can:

- Generate a **Pick List** by fulfillment method or date.
- Print your **Pack Lists**
- Create and download **Order Labels** with a customizable layout.

All exports are available in PDF or spreadsheet format, so you can use what works best for your team's workflow.

Hack #4: Increase Sales with Automated Customer Emails

Even with a great online store, customers sometimes need a nudge to place an order. Maybe they forget your cutoff time, get distracted mid-checkout, or simply don't know what's available this week. Manually reminding each customer takes time, and missed orders mean lost revenue.

Local Line's **automated customer emails** are designed to bring those shoppers back, without you lifting a finger. These emails are linked to your Price Lists and online storefront activity, ensuring the right message reaches the right customer at the right time.

Two Automated Emails that Drive Sales

- **Price List Emails:** When a customer is assigned to a Price List, they automatically receive weekly reminders to shop from that list. These emails are personalized with their name, a link to their storefront, and the fulfillment date associated with their order. No more writing reminder emails or wondering if people saw your posts, every customer gets a consistent prompt to place their order.
- **Abandoned Cart Emails:** If a customer adds items to their cart but doesn't check out within two hours, Local Line automatically sends them an email to finish their order. It's a gentle reminder that helps you recover lost sales from distracted or busy customers.

These emails work quietly in the background but have a real impact on order volume, especially during slower weeks or seasons when customers aren't actively thinking about reordering.

How this hack saves you time

You no longer need to send individual messages to remind customers about upcoming order deadlines. There's no need to monitor who's shopping or build custom email lists. Once your price lists are set up and assigned, your store will take care of the follow-up.

Even better, these emails are timely and action-oriented. They show the customer exactly what they need to do: click, shop, check out. That kind of clarity reduces friction and leads to more completed orders.

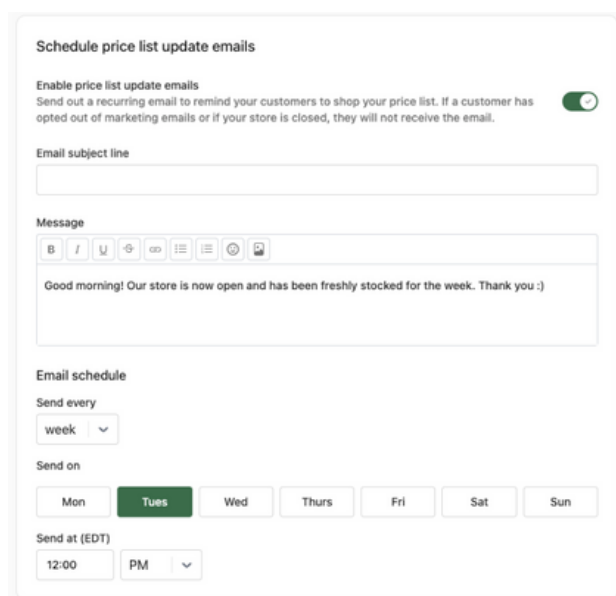
Example: Boosting orders before the market

Let's say you have a group of farmers market shoppers who typically order mid-week for Saturday pickup. You assign them to a Price List with a fulfillment date of Saturday.

- On Wednesday, they receive a Price List email reminding them to order before Friday at noon.
- One customer starts building a cart on Thursday but forgets to check out.
- On Thursday afternoon, they receive an abandoned cart email prompting them to complete their order.

By Friday, their order is in, and you didn't have to send a single message.

How to set it up in Local Line



The screenshot shows the 'Schedule price list update emails' settings form. It includes a toggle for 'Enable price list update emails' which is turned on. Below this is a text field for 'Email subject line'. The 'Message' section contains a rich text editor with the text: 'Good morning! Our store is now open and has been freshly stocked for the week. Thank you :)'. The 'Email schedule' section has a 'Send every' dropdown set to 'week', a 'Send on' row with buttons for 'Mon', 'Tues', 'Wed', 'Thurs', 'Fri', 'Sat', and 'Sun' (where 'Tues' is selected), and a 'Send at (EDT)' section with a time input set to '12:00' and a dropdown set to 'PM'.

To enable price list emails:

- Head to your **Price List** table and click on **Settings**. Under *Schedule price list update emails*, you can edit heading and email copy, and set an email schedule (i.e. Tuesdays at 12 PM).
- You can also send one-off emails to all customers or customers in a specific price list from the **Customers** table.

To enable abandoned cart emails:

- Head to your **Storefront** and click **Settings**.
- Scroll down to **Automated Email Notifications**.
- Toggle on **Abandoned cart email**.

There's nothing else you need to do. Local Line takes it from there.

Stop burning out—start selling out!

Running a farm is hard work, selling your products shouldn't make it harder. By setting up these four time-saving workflows in Local Line, you can drastically reduce the hours spent on admin each week and stay focused on what really matters: growing great food and building strong customer relationships. These tools aren't just about convenience—they're about making your farm business more resilient, professional, and profitable. Take a few hours to set them up now, and reap the time-saving benefits all season long.

[Thousands of farmers use Local Line](#) to maximize their farm operations, sales, and marketing. With Local Line, you can confidently enter the market and establish a successful, profitable, and thriving farm e-commerce store.



Try selling online with Local Line today. We can get you up and selling online within an hour.

[Create your account today!](#)

Happy selling!
The Local Line team