



Navigating E-Commerce

Specialty food makers discuss the challenges and successes of selling in the online channel.

BY DEBBIE SWANSON

The days are long gone when a brick-and-mortar platform was the only way to get your product in front of consumers. Today's producers boost both sales and brand recognition by leveraging the internet to sell directly to customers. In addition to reduced overhead, wider market reach and the ability to interact more closely with customers are just some of the benefits. But e-commerce doesn't come without obstacles.

Here, three producers share how they've navigated e-commerce challenges—from stocking out to shipping issues— and created robust sales.

THE PANEL



Madeline Haydon
nutpods



Kevin Irish
Bob's Red Mill



Tom Knibbs
Urban Accents

PHOTOS: INDIVIDUAL COMPANIES

Responses have been edited for clarity and fit.