

GrownBy and Star Simplify Mobile Commerce for Farms with Connected POS Hardware

Technology Partner:

GrownBy Farm Generations Cooperative

Hardware Partner:

Star Micronics

Solutions:

TSP100IV X4 Thermal Receipt Printer

CD4 Choice Series Cash Drawer

BSH-20B Barcode Scanner

Overview

GrownBy is a commerce and point of sale (POS) platform for farms, farmers markets, community supported agriculture (CSA) programs, and direct-to-consumer agricultural sales. Unlike traditional retail POS systems, GrownBy offers features that help small- and medium-scale farms sell across multiple channels. The platform includes tools that allow farmers to launch online stores, access advanced reports, and streamline customer management.

The Challenge

As its platform expanded, GrownBy needed a flexible POS hardware ecosystem for its iOS and Android application, including mobile checkout solutions using farm-owned or bring-your-own-device tablets and hotspots. GrownBy also needed reliable peripheral connectivity and easy setup at permanent and temporary selling locations, including in-person farm stands, farmers markets, pop-up events, wholesale operations, and online order fulfillment.

GrownBy faced several operational challenges related to POS technology, including:

- Synchronizing inventory across online and in-person sales
- Simplifying peripheral setup for farms with limited technical resources
- Reducing support challenges caused by hardware from multiple manufacturers
- Maintaining reliable checkout operations in temporary outdoor environments



The Solution: The Star Micronics Ecosystem

After evaluating its options, GrownBy adopted a connected Star Micronics hardware ecosystem to enable farms to use the platform anywhere they do business. Star's broad portfolio of compatible POS peripherals, support for iOS and Android environments, and proven mobile deployment capabilities made it a strong fit for GrownBy's farm-focused commerce platform. By standardizing on Star Micronics hardware, GrownBy created a connected POS environment where printers, scanners, and cash drawers could be deployed as a coordinated hardware ecosystem with consistent connectivity, setup, and support.

A major advantage for GrownBy is the ability to connect peripherals through the Star printer rather than individually configuring each device to the host tablet. This reduces setup complexity and helps create a more consistent checkout experience across mobile deployments. Combined with Bluetooth connectivity for flexible mobile deployment, it also improves interoperability between devices, including:

- TSP100IV X4 Multi-Interface Receipt Printer for thermal receipt printing and peripheral connectivity
- CD4 Choice Series Cash Drawer for secure cash management
- BSH-20B Wireless Barcode Scanner for product scanning and custom barcode workflows

To manage transactions, farms use the GrownBy Register app on iOS and Android tablets and manually enter products or scan custom farm-created barcodes. Inventory updates synchronize across online and in-person selling channels, giving farms access to a real-time view of produce and products on hand.



Takeaways for ISVs: Simplifying Peripheral Connectivity

For ISVs operating in mobile retail environments, hardware complexity can quickly become a deployment and support challenge. GrownBy's partnership with Star demonstrates how a connected POS hardware ecosystem can help ISVs:

- Reduce compatibility issues by standardizing on POS hardware solutions designed to work together
- Simplify peripheral management by leveraging Star printers
- Deliver a more consistent deployment and onboarding experience
- Support mobile commerce, including iOS and Android bring-your-own-device environments, more effectively
- Leverage Bluetooth connectivity and mobile hotspots for mobile deployments
- Reduce solution complexity for greater operational flexibility and scalability



The Results: Flexible, Multi-Channel Farm Sales

By standardizing on Star Micronics hardware, GrownBy created a more flexible POS environment that supports farm sales across farmers markets, farm stands, pop-up events, wholesale operations, and online order fulfillment. Farms can deploy a consistent checkout experience across selling channels while maintaining inventory visibility and peripheral connectivity.

Benefits include:

- Simplified mobile checkout deployments
- Reliable printer, scanner, and cash drawer connectivity
- Unified inventory visibility across online and in-person sales
- Easier setup at temporary and seasonal selling locations
- More flexible iOS and Android bring-your-own-device workflows



Star Partnerships Create Innovative Solutions

Learn how Star Micronics helps ISVs simplify hardware deployments, reduce peripheral management challenges, and support mobile commerce with a connected POS hardware ecosystem.

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