

la Ferme de  
SAINTE MARTHE

GRAINETERIE - ÉPICERIE

Biomonde

CUSTOMER STORY · ORGANIC VEGETABLE, FLOWER AND HERB SEEDS

# Seeds grown, packed and shipped from one farm

On its eleven-hectare site in Anjou, La Ferme de Sainte-Marthe grows, packs and ships organic seeds across a catalog of more than 1,200 varieties. It runs inventory, purchasing and shipping in myFulfillment, which keeps pace with the season without slowing down.



**Arnaud Darsonval**  
Managing director · La Ferme de Sainte-Marthe

la Ferme de  
SAINTE MARTHE

## THE STORY

# Growing, seed packing and order fulfillment on one site

La Ferme de Sainte-Marthe has produced and sold organic vegetable, flower and herb seeds since 1974. The team grows, harvests, sorts, dries and packs the seeds. Some heirloom varieties sell in small numbers, but the farm keeps them in the catalog to preserve them.



“We produce organic vegetable, flower and herb seeds.”

Arnaud Darsonval · Managing director · La Ferme de Sainte-Marthe — *condensed extract*

## la Ferme de SAINTE MARTHE

Organic vegetable, flower and herb seeds

COUNTRY  
France

ONLINE STORE  
Shopify

ORGANIC SEED GROWER  
Since 1974

OUTDOORS  
3 hectares

WEBSITE  
fermedesaintemarthe.com

BOOSTMYSHOP PRODUCT  
myFulfillment

PARTNER  
Soledis

WITH BOOSTMYSHOP  
Customer since 2024

WAREHOUSES IN  
MYFULFILLMENT  
Production and sales

## AT PEAK SEASON

**500 orders  
a day**

## CATALOG

**Over 1,200  
varieties**

## ANJOU SITE

**11 hectares**

## UNDER COVER

**More than  
5,000 m<sup>2</sup>**

Figures given at interview, August 2026.

## WORKING TOGETHER

# Equipping the warehouse without a long rollout

## THE CHOICE

The farm does everything itself, from growing to shipping. When it had to change software, it found heavyweight systems on the market that would take a long time to implement. With no time for that, the team turned to a lighter tool.

myFulfillment connects to Shopify, where the website's orders come in. Arnaud's verdict: no regrets about the choice, and the teams have taken to the tool.

**“myFulfillment gave us solid control over our inventory, our shipping in waves and our purchasing.”**

Arnaud Darsonval · Managing director · La Ferme de Sainte-Marthe — *condensed extract*

## DAY TO DAY

## Keeping pace with the season

The business is highly seasonal: orders peak in February, March and April.

On the support side, a problem takes one email, and it is “picked up right away” by the Boostmyshop teams. New features come with training, and a full workday went into seeing how far the team could take the tool.

**“It fully handles my seasonal needs and my volumes, which really do vary a lot.”**

Arnaud Darsonval · Managing director · La Ferme de Sainte-Marthe — *condensed extract*

## THE OPERATIONAL JOURNEY

# From growing tunnel to shipment tracking



Illustrated map, not to scale: growing, seed packing, storage and order picking share one site with the shop.

In myFulfillment, plants move from production stock to sales stock through a transfer. Orders are then picked in waves, each in its own bin, and every seed packet is scanned before the shipping label prints.

- 1 TRANSFER**  
From the growing tunnels to sales stock
- 2 WAVES**  
Build the waves
- 3 PICKING**  
In the picking aisles
- 4 CHECKING**  
At the checking station

01 / PRODUCTION AND INVENTORY

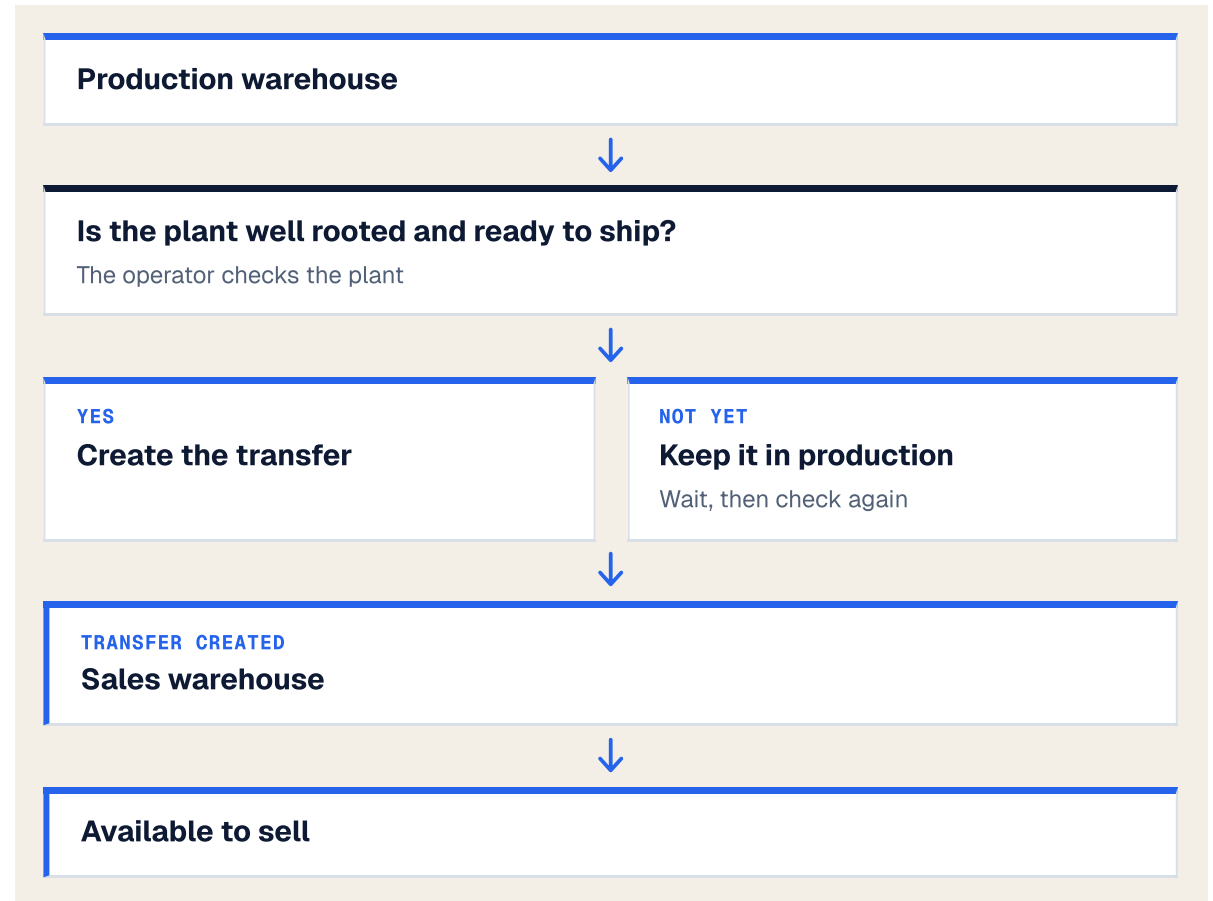
# From the growing tunnels to sales stock

The farm also grows the plants it sells. In myFulfillment, the growing tunnels are a separate warehouse: a plant only joins sales stock once it has been transferred.

Every Monday morning, a stock count on a handheld updates the inventory: plants ready to sell, plants still rooting, and the ones that didn't make it.



Potted plants wait on the numbered production tables until they are well rooted and can move into sales stock.



02 / WAVES

# Build the waves

“We work in waves and process orders eight at a time.”

Arnaud Darsonval · Managing director · La Ferme de Sainte-Marthe —  
*condensed extract*

The farm has set its own wave rules: it picks in batches, at the pace it has chosen, and myFulfillment groups orders by what they contain.

Seeds usually take up little room, so a wave of seed-only orders is picked with a small cart, along an optimized pick path. At packing, these orders often ship in an envelope with no void fill.



Seed packets in the bins of a picking cart: one bin per order.

## SEED-ONLY ORDERS

### Small cart

A rule groups them into a dedicated wave.

## ORDERS WITH OTHER PRODUCTS

### Box and void fill

The rule flags them: their packing is finished after the check.

## 03 / PICKING

# In the picking aisles

Everything in the warehouse is numbered, down to the locations (A32, A53, A98...). A wave is picked along a single pick path, and the order bins stay on the cart until they reach the checking station.

Many pick lists are still printed, but the team has started moving to handhelds.

## 1 Open the route

The operator selects the wave. The pick list or the handheld gives the pick path.

## 2 Go to the location

The pick list or the handheld shows where the next SKU is. The operator goes there and picks the required quantity.

## 3 Drop it in the order's bin

Each bin on the cart is assigned to one order; the operator drops the packet into it.



In the aisle, each location bin holds one SKU.

## 04 / CHECKING AND TRACKING

# At the checking station

For a large order collected in one bin, the operator checks each item as it's picked. On a cart holding several orders, each bin is still checked separately at the station to catch any mistakes.



At the checking station, the confirmed order goes back into its bin with its shipping label, between the barcode scanner and the label printer.

## Scan the packets

myFulfillment checks the items in the bin



## Confirm the order

The operator completes the check



### 1 Print the label

Printing starts automatically on confirmation

### 2 Send the tracking number

It goes back to the farm's order system, which passes it on to the customer

## WHAT CHANGED

# What changed for the team

“On a large order, where everything goes into one bin, we check it as we pick it, so we don’t have to go back to it, and that saves us close to half the time.”

Arnaud Darsonval · Managing director · La Ferme de Sainte-Marthe — *condensed extract*

## Checking a large order

### BEFORE

The team picked large orders, then checked them separately, and the check took as long as the pick.

### AFTER

The whole order goes into one bin: the team checks each item as it's picked and never has to go back to it.

The check now happens during the pick.

## Handling an order change

### BEFORE

On paper, every change from the sales team means digging through the pick lists to find the right sheet.

### AFTER

On the handheld, the order and the pick route update right away.

The picker always works from the current order.

## CONTINUE THE CONVERSATION

# Where does your picking slow down?

Take the last order that needed a second pass, or the SKU nobody could find, and follow it step by step: receiving, putaway, wave, check, shipping.

That one case gives the Boostmyshop team a better place to start than a feature list.

## Talk to the Boostmyshop team



**Get in touch**  
boostmyshop.com/en/contact



**Watch the film and read the story**  
boostmyshop.com/en/customers/ferme-de-sainte-marthe

“It’s not the part of our setup that gives me the most trouble. In fact, it’s the one that takes work off my plate: it meets my need to ship fast, keep tight control of my inventory and run our checks.”

Arnaud Darsonval · Managing director · La Ferme de Sainte-Marthe — *condensed extract*

*Thanks to Arnaud Darsonval and the team at La Ferme de Sainte-Marthe for showing us around the fields and the warehouse.*

Interview with Arnaud Darsonval, managing director at La Ferme de Sainte-Marthe, August 2026.

The interview was conducted in French; quotations are translated, and those shortened for reading are marked “condensed extract”.



The Boostmyshop team.