

## PROCEDURE FOR LISTING PRODUCTS ON THE IOWA FOOD COOPERATIVE WEBSITE

Producers selling through the IFC should think of their involvement as supplying an online grocery store with products. In essence, this means you are given unlimited shelf space in the store that you must manage to make sales and limit issues, like returned products because of inadequate information on sizes. You manage things like prices, product information, and inventories with 24/7 access to the store through the software. The following describes how to use some of the software's features to manage your portion of the store. If you have questions, contact Gary Huber at 515-450-6812 or [gary@iowafood.coop](mailto:gary@iowafood.coop).

To begin, go to <http://iowafood.coop/> and enter your username and password on the left hand side and login. Once you're in, click on Producer Panel at the top. The page that opens has links for the different processes involved in managing your products. You will need to get to know the different options available on this page.

### **Edit Basic Producer Information:**

The website's producer profile page is where members learn about you. It is generated from the Producer Registration Form completed when you signed up to be a producer. You'll want to review and revise this information periodically because it tells your story, which is an important factor for members when they choose who to support with purchases. Your profile must also provide ALL of the info needed for consumers to make informed decisions. A few important things to note:

Not all sections are applicable to all producers. All producers should complete the 1) Product Category, 2) About Us, and 3) Practices sections. Producers with value-added items should use the Ingredients field to include info that would be important to a member deciding whether to buy an item, like the use of Monosodium glutamate (*MSG*) in processed meat products. Fields left empty do not show up when members choose to read about a particular producer.

The "**Product Category**" section is used to list your products, which members will see when they use the "Products Sorted by Producer" option to find items. It has limited capacity; anything beyond 150 characters is truncated. A set of key words that capture the range of your products is sufficient. You can use adjectives that are accurate, like free-range or grass-fed. For guidance on approved terms and definitions, visit <http://iowafood.coop/documents-resources/product-definitions/>.

The "**About Us**" section is where you tell your story so people know who you are and what you care about. Producers often give some history about their farm here as well. Be accurate, concise, and compelling.

The "**Practices**" section is use describe how your raise, grow, or make your products. Note that you must FULLY AND ACCURATELY disclose your practices using terms that are defined and understood. For guidance on terms and definitions, visit <http://iowafood.coop/documents-resources/product-definitions/>.

**Note:** To insert a graphics file of a logo for your business, use the button at the top right of the page. The file size should be 100 KB or less.

**Note:** If you want to see what your producer profile page looks like to consumers, click the “Click here to see the live webpage” button at the top of this page.

### **Adding New Products:**

To add a new product, click the “Add a new product” button towards the bottom of the right hand side of the producer page. This takes you to a template form that needs to be completed for each of your products. Completing and submitting this form creates your product listings, so it’s important that the form be used properly.

**Note:** You can return to this form to change the information you enter for a product, so don’t be concerned that what you do cannot be changed.

**Field 1: “Availability”** has four options. We do not have wholesale, so choose “List as RETAIL”. The “Do not list” button is for products you’ve previously listed for sale, but that you do not want to sell during a particular cycle. It will keep the product information from the form intact, but the product will not show up as being available for purchase. To get an unlisted product back so it can be sold, choose the “List as RETAIL” button.

**Field 2: “Product Name”**. A few words will suffice for your product’s names. Start with the basic product and then include product attributes like varieties or flavors. Examples:

- Eggs (Free-Range, Brown)
- Ground Beef Patties (90% Lean)
- Hams (Cured Whole)
- Chicken (Whole Pasture-Raised Broilers)
- Onions (Medium Red Slicing)
- Potatoes (German Butterball)

**Field 3: “Product Details”**. This is where you provide info to help consumers choose whether to buy your product, such as practices used to grow or raise the products. Note: producers must fully disclose all the information needed for consumer members to make choices based on their preferences. This includes production practices used to raise crops or animals. We need producers to explicitly state WHETHER OR NOT any products (sprays, fertilizers, antibiotics, hormones, etc.) have been used in the production of the items being listed, and if so, what specific products were applied or used.

Full disclosure is also required for processed products by including a list of the ingredients as they appear on the package label. For baked goods, we need you to specify whether it is All Non-Iowa (none of the ingredients are from Iowa farmers, Part-Iowa (at least one ingredient is from an Iowa farmer), or All Iowa (all of the ingredients are from Iowa farmers). If you use ingredients from your farm or that of another farmer, indicate which ingredients and the identity of those farms if possible. Here are examples of how this is done:

1) “All Non-Iowa” - none of the ingredients are from Iowa producers.

Example: *Ingredients (All Non-Iowa): flour, water, raisins, sugar, oil, cinnamon, salt and yeast.*

2) “Part-Iowa” - one or more ingredient is from your farm or from other Iowa producers, with these ingredients identified in the list with the name of the producer supplying the ingredients included.

Example: *Ingredients (Part-Iowa): flour, sour cream (from Pickett Fence Creamery), brown sugar, water, sugar, shortening, butter, eggs (from my farm), yeast, salt, baking soda, and oil.*

3) “All-Iowa” - all ingredients that can come from Iowa producers are either from your farm and/or the farms of other Iowa producers with the name of the producer supplying the ingredients included.

Example: *Ingredients (All-Iowa): flour (from Paul’s Grains), milk and butter (from Picket Fence Creamery), sugar, water, eggs (from my farm), salt and yeast.*

**Field 4: “Subcategory”**. This field has a pull down menu where you select the appropriate category and subcategory for your products. They are organized in alphabetical order. Let us know with an email to [updates@iowafood.coop](mailto:updates@iowafood.coop) if you are unsure of the appropriate category and subcategory for a product.

**Field 5: “Inventory”**. If you have limited supplies of a product and you do not want to sell more than are available, the system allows you to list the number of units you have to sell. To enable this feature, click CREATE NEW INVENTORY UNIT from the drop down menu in the first box and enter 1 in the second box for the number of units inventory will decrease as people purchase product.

You can enter the number of units available in two places. One is the “Manage Inventory” hotlink on the right hand side of your Producer Panel. Clicking this hotlink takes you to a list of all your limited inventory products, with each having a place to enter the number available.

The other is from the list of your products that opens when you click on any of the Listed Retail, Listed Wholesale, Unlisted, and Archived links available on the right hand side of your Producer Panel. Under the Edit column for each product are four options: 1) Edit Product; 2) Add, Replace, or Delete Image; 3) Order History; and 4) Set Inventory. Clicking the Set Inventory hotlink opens a page with a box for entering the number of units available.

**Fields 6 and 7: “Price and Pricing Unit”**. You enter the price you want the product listed at in the “Coop Price” box, which is the only one of the pricing fields that will accept a number. Note: this is not the price you will be paid because a 15% fee will be deducted when you get paid. The price you will be paid will show up in the “Producer Price” field once the 15% fee is deducted. The price you enter should be per unit being sold, which can be by the pound, package, bag, jar, pint, steak, roast, squash, or dozen. Include the appropriate unit in the field to the right of where you entered the price.

**Field 8: “Ordering Unit”**. Enter the appropriate unit for the product, meaning pound, package, bag, or jar. It will usually be the same as the pricing unit entered in Field 7.

**Field 9: “Extra Charge.”** This field is currently not used.

**Field 10: “Random Weight”.** Check “Yes” if the product’s weight can vary or “No” if it does not. Random weight products are things like broilers or beef roasts.

If you click “yes,” an input field titled “**Min/Max Weight**” will be displayed, and you will need to enter the approximate minimum and maximum weights that are possible. This information will automatically be placed in the product description that consumers will see when they are ordering.

If you click “yes,” an input field titled “**Meat Weight Type**” will be displayed. While there are three options available, the only option for selling meats through the IFC is by the processed weight. Selecting this option will automatically insert "You will be billed for exact PROCESSED weight" into your product description.

**Note:** For random weight products, the total consumers will be charged can only be determined after you enter the weight of the product that a specific consumer will be getting. This step happens after the shopping cart is closed. We provide instructions via email on how to do this each order cycle after the cart closes.

**Note:** If you have large variations in weights of products (like broilers from 3 to 6 pounds), you should break these into different products. For example, one product could be 3 to 4.5 pound broilers, and one could be 4.5 to 6 pound broilers. Each would be entered as separate products using this form two times. This will allow consumer members to more easily choose the size of the product they want. It will also allow you to charge different prices for these products

**Field 11: “Product Type”.** This field is used to specify the type of product being sold. The type chosen will show up in your product listings next to the product so that consumers can easily see what kind of production system is used for each product. The options available are:

- **N/A products that do not fall into other categories**
- **Certified Organic**
- **Certified Naturally grown**
- **Naturally grown, self declared**
- **Integrated Pest Management (IPM)**
- **Animal Welfare Approved**
- **Cage Free**
- **Free Range**
- **Grass-fed**
- **No artificial hormones or antibiotics**
- **Fair Trade Certified**
- **Gluten Free**
- **Conventional**

These options are described at <http://iowafood.coop/documents-resources/product-definitions/>. If you have questions about which you should use, send an email to [producers@iowafood.coop](mailto:producers@iowafood.coop).

**Field 14: “Storage Type”.** Enter which of the four types of storage applies for each of your products. Note that the type chosen will identify where in our space the product will be stored. Products labeled

Non-refrigerated and Live Plants are placed on shelves, products labeled Refrigerated go in our refrigerators, and products label Frozen go in our freezers.

**Field 15: “Future Delivery”**. This option is for things like pre-ordering Thanksgiving turkeys.

**Field 16: “Save as New”** . This option “clones” a product listing into a new listing that can then be edited. It’s a useful way to create new products that are variations of existing products because you won’t have to enter all the information again. If you use this option, you’ll need to edit the new product so its information is accurate.

Once you’ve completed the form, click the “Add Product” button at the bottom to save the information. If you have successfully entered all the required information, you will get a message that says you have been successful. If not, you will be returned to the input form with the issues that need to be addressed listed at the top of the form.

**NOTE:** After you have entered new products or updated existing products, send an email to [updates@iowafood.coop](mailto:updates@iowafood.coop) because a button needs to be clicked to make the products appear on the portion of the website where people order products. This feature is used to make sure products listed are eligible to be sold through the cooperative.