HOW TO LIST PRODUCTS ON THE IOWA FOOD COOPERATIVE

If you have questions, please send an email to updates@iowafood.coop.

To begin: login at https://iowafood.coop/shop. Click on 'Producer Panel' at the top.

Edit Basic Producer Information:

This page serves as your public profile; edit and keep updated. The Product Types are the categories/items that/which you are approved to sell. Use the rest of the input boxes to tell your story! Producer profile pages can be seen here: https://iowafood.coop/shop/prdcr_list.php

Adding New Products:

To add a new product, click the "Add a new product" link, which takes you to a form template. Products may be edited once they are submitted so you can always make changes or add information.

Field 1: Under "Availability", use "List as RETAIL" to offer your product'; use "Do not list" for products you do not want to sell during a particular cycle. The only option that makes your product LIVE and listed on the website for sale is the 'List as RETAIL' option. Items and their listing status may be revised throughout the shopping window.

Field 2: "Product Name". Start with the basic product and then include product attributes like cuts, varieties, or flavors.

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

Field 3: "Product Details". This is your chance to 'sell' your product. Customers appreciate information about products; provide them with everything they need to make an informed buying decision, as well as something that makes your product unique or extra special. You must include relevant information on production practices; producers must explicitly state IF certain products (sprays, fertilizers, antibiotics, hormones, etc.) have been used to produce the item. Value-added products must include a list of the

ingredients as they appear on the package label. This info is typically placed at the end of using "INGREDIENTS:" so the info is clearly identified.

SALE Lola's Fine Hot Sauce Carolina Reaper
Order number of units.
5 oz bottle

Lola's signature Carolina Reaper uses just the right amount of the world's hottest pepper for a delicious up front, all natural, sweet taste and yet delicious flavor. Try this on your favorite pizza, meal prep, or pasta!

Generational Family Recipe

100% all natural, gluten free, vegan, and project verfied non-gmo

0 Calories - Very Low Sodium

Ingredients: Red Jalapenos, Carolina Reaper Peppers, Garlic, Lime Juice, Salt, & Vinegar

Almond Biscotti (6 sticks/package)
4 packages available. Order number of packages.
Unique, crunchy, guilt-free cookie. Great for dunking, with yogurt, or on its own.
IOWA STATE FAIR BLUE RIBBON WINNER

Ingredients: flour, sugar, eggs, almonds, almond paste, almond extract, vanilla extract, baking soda, salt.

*No chemicals were used during production of Lisa's Biscotti.

Field 4: "Subcategory". Use the dropdown menu to select the appropriate category and subcategory for your products. What you choose is where the product will be found via the 'Shop by Category' page for consumers. These categories represent our 'aisles'.

Field 5: "Inventory". If you have limited supplies of a product, you may limit the quantity of a product that is available. Click CREATE NEW INVENTORY UNIT from the dropdown menu in the first box. Then enter 1 in the second box for the number of units inventory will decrease each time someone purchases the product. You'll enter the inventory number once you have completed the product listing form.

Once you have created a product, use the "Manage Inventory" link on your Producer Panel tab to enter an inventory number next to the corresponding product.

Fields 6 and 7: "Price and Pricing Unit". Use the "Coop Price" box to enter the price to consumers for the product. This is the price that shoppers will see when they see your product listing. The price you will be paid is in the "Producer Price" field (your co-op price minus 17.5%).

Next to the "Pricing Unit" field, enter the form of the product you are selling. Examples are pound, package, bag, jar, steak, roast, squash, tub, or dozen. Include info on size when appropriate, such as 1 lb package, 16 oz jar, 8 oz tub, or 3 lb bag.

Field 8: "Ordering Unit". Use the same unit you inputted above—pound, bag, box, steak, roast, etc.

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 chickens 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 the approximate size of the product they are ordering.

If you click "yes," an input field titled "Meat Weight Type" will be displayed. While there are four options available, the only option for selling meats through the IFC is by the processed weight. Selecting this option will 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)	- Cage Free - Free Range - Grass-fed - No artificial hormones or antibiotics - Fair Trade Certified - Gluten Free - Conventional

● Animal Welfare Approved	

Definitions can be found at: https://iowafood.coop/productstandards/

Field 14: "Storage Type".

● EGGS: for eggs only (stored in cartons) ● DAIRY: for ALL dairy products ● REF: for ALL other refrigerated products (produce, prepared foods, cream pies, kombucha, tea) ● FROZEN: for ALL frozen items that have a variable weight	● FROZEN FIXED Price: for all frozen items that are identical to one another (quarts of ice cream, frozen burritos, frozen cookie dough) ● NON: any shelf-stable item that will be stored at room temperature (chocolate, seed packets, loaves of bread, salsa) ● PLANTS: any live plant or live microgreens **Please list any customer-specific arrangement plants under NON (example: plant in a one-of-a-kind decorative planter).**

Field 15: "Future Delivery". This option is for ordering items that will be delivered at a future date, like quarters of beef or Thanksgiving turkeys. Please contact us if you would like to utilize this feature.

Field 16: "Save as New". This option "clones" a product listing into a new listing that can then be edited.

SUBMIT: 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 to fill in missing information.

DON'T FORGET: After you have entered new products or updated existing products, send an email to updates@iowafood.coop so we can approve the changes and make them live. Until we approve the additions/revisions from our administrative side, changes will NOT BE LIVE.