HOW TO LIST PRODUCTS ON THE IOWA FOOD COOPERATIVE

Questions? Please email updates@iowafood.coop

To begin: login at shop.iowafood.coop
Click on the *'Producer'* tab at the top.

Edit *'About producer'*: This page serves as your public profile; edit and keep updated. Use the rest of the input boxes to tell your story!

Edit *'Producer registration'*: Please take note! Editing your registration will return your producer account to the 'pending' status. If you'd like to sell within additional categories, edit this form and check additional category boxes.

Status: From your *Producer* tab, click *'Edit producer status';* click the checkbox to list or unlist. If you are not listed, your products will not be available for sale. This is a good option if you are taking a sales cycle off but don't want to individually unlist your items.

Adding Products:

Use the **Producer catalog** to create products and varieties. Varieties are a new feature; information is below. Use the **Produce inventory** to manage quantities and shopper notes during shopping.

Producer catalog: This page lets you create or edit products and varieties. You can also view the sales history for a single variety, or print replacement labels. Varieties with sales are highlighted in green. The 'variety option' is a new feature! Use 'variety' to differentiate between product options, like sliced bread or unsliced, different grinds of coffee, or different bratwurst flavors. You may also use varieties for different size offerings, like quarts and pints of berries. Each variety has its own price.

You can use **Edit variety** to set offer quantities, but it's easier to use the **Producer inventory** page instead.

The number of items you deliver (that have been purchased) will be subtracted from your inventory; don't forget to update inventory numbers before the next cycle begins!

Adding a New Product

From the Producer tab, click *Producer catalog*

This page lets you create or edit products and varieties. You can also view the sales history for a single variety, or print replacement labels. Varieties with sales are highlighted in green.

Click Add Product

Product Name: Add details to differentiate your product!

Poor product names:	Good product names:
- Eggs - Ground Hamburger Grass Fed	- Winter Sweet Heirloom Carrots 100% Grass-Fed Dexter Ground Beef

Product image: Products sell much better with a picture to match a great description! Your image must be 1024KB or less in size. The JPG and PNG formats are preferable for photographs.

Product Description: 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 inputs or additives (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 the description using "INGREDIENTS:" so the information is clearly identified.

Examples:

Mammoth Grey Sunflower Transplants
Product 099917

Bakersfield Armadillo Supply
Producer 0008 'ArmaS'

NEW
Transplants
Flower Transplants
Naturally grown

Variety	Price	Avail	
0000012 1 plant	$3.00	6	🛒 +1

Mice and birds eating your sunflower seeds every time you plant them? Here is a solution! These transplants come in four packs and need to be transplanted within a week of receiving. Grown naturally, no chemical fertilizers.

Grows up to 10', 12" heads, edible seeds. These are state fair worthy!

Close

Product category and 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 'Market Home' page under the 'Shop our Products'. These categories represent our 'aisles'. You are only allowed to list products in categories you've been approved to sell (via your Producer registration).

Storage: After the product is created, only staff can change this value!

- REFRIGERATED (EGGS): for eggs only (stored in cartons) - REFRIGERATED (DAIRY): for ALL dairy products - REFRIGERATED (not dairy or eggs): for ALL other refrigerated products (produce, prepared foods, cream pies, kombucha, tea)	- FROZEN: for ALL frozen items that have a variable weight - PLANTS: any live plant or live microgreens - UNREFRIGERATED: any shelf-stable item that will be stored at room temperature (chocolate, seed packets, salsa)

Attributes: These checkboxes are 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. Attributes are also searchable. You may check boxes for all applicable attributes; many products qualify for multiple attributes, so be sure to check all that apply! The options available are:

● Vegan ● Vegetarian ● Certified Organic ● Certified Naturally grown ● Naturally grown ● Integrated Pest Management (IPM) ● Animal Welfare Certified	● Cage Free ● Free Range ● Grass-fed ● Hormone & Antibiotic Free ● Certified Fair Trade ● Certified Gluten Free

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

First Variety: Every product contains one or more varieties, which are distinct flavors and sizes that share general product characteristics, such as description and image. Varieties have their own prices and inventory quantities. You must define one variety now. You can add more later, after you have added the product. Examples of varieties are kombucha flavors, sliced or unsliced bread, different types of coffee grinds, or pint or quart of berries.

Listing Status: Choose Listed, Unlisted, or Archived. If you'd like to sell a product on-site as well, please email IFC staff.

Variety Kind: Enter the flavor or other qualities (such as grind, for coffee) that distinguish this variety from other varieties of the same product. If your varieties differ only in size, leave this blank.

Price varies by weight? (checkbox): A 'by weight' or 'variable-price' item is priced by the pound, and its final sale price depends on the actual, fulfilled weight, which may vary somewhat from the estimated weight. A 'fixed-price' item has a specific, predictable price, even if it happens to vary in weight. You cannot change this setting after the variety is created.

Variety Size: Enter a quantity and a unit. Half gallon. One quart. 16 ounces.

Price (per unit): This is the price for the current cycle. You can lower the price during the shopping window, but you cannot increase it. If you do lower it, the new price will be applied to all orders in this cycle, including those placed before the change. Reminder: to cover IFC operating costs, a 15.0% shopper fee will be added to this price when the shopper checks out. A 17.5% producer fee will be subtracted when your earnings are calculated.

Next-cycle price (per unit): Use this field, if, for instance, if you list an item on sale, but want it to return to its original price next cycle,

Quantity offered: This is the quantity you are able to sell in this cycle, or in the next cycle, if the delivery window has closed. You must specify a quantity, from 0-999.

To create additional varieties:
- Click Producer Catalog and scroll to find the product you want to edit.
- Click the 'Add Variety' button.
- Add a variety kind, size, price, and quantity offered.
- Then click Save.

You may edit varieties and products from the *Producer catalog* page.

Managing inventories + shopper notes: Once you have created a product, you may use the *Producer inventory* page to manage inventories and shopper notes.

- What is a shopper note?
  - Shoppers may add special request/customization 'notes' to their product orders; please use your *'Producer inventory'* link to view and manage notes. If you can honor the note, you may leave it as is; if you can't honor the note, simply click the *'Deny'* button. The shopper will be notified and given the choice to delete the item or buy it sans customization.

Emailing updates@iowafood.coop

- Good news! You no longer have to let staff know that you've made changes to your listings; changes will automatically be applied. However! If you have items on sale or something new or if you'd like additional promotion, please do send us an email!