



THE **SARA HARDY DOWNTOWN FARMERS MARKET**

Vendor Training + Orientation
Online Marketplace

AGENDA

1. Overview
2. Sign In
 - a. Dashboard
 - b. Producer Profile
3. Master Product List
4. Schedule
5. Availability + Inventory
6. Harvest + Deliver
7. Logistics
8. Questions
 - Stay Muted/Videos Off
 - Chat Box Questions
 - Presentation recorded + emailed to you

CONTACTS

Tech & Marketing Related Questions:

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[Sara Hardy Farmers Market Website Link](#)

SIGN IN

[HOME](#)[PRODUCT LIST](#)[MEET YOUR PRODUCERS](#)[SIGN UP!](#)[CONTACT US](#)

WELCOME TO THE SARA HARDY DOWNTOWN FARMERS MARKET...ONLINE!

The Traverse City Downtown Development Authority (DDA) has launched an online marketplace for locally grown and produced food from the Sara Hardy Downtown Farmers Market. This online platform makes it possible for farmers to work together to meet the growing demand for local, sustainable food in our region. Farmers benefit from the marketing, selling, packaging and delivering of their produce and prepared foods. The marketplace brings fresh, healthy, locally grown food to you, the buyer, to order online and pick up on market days in Downtown Traverse City.

Ordering from the Sara Hardy Downtown Farmers Market online marketplace helps to build and support our community, and to preserve our precious agricultural land for future use. We are thrilled to offer an opportunity for you to purchase local food from your favorite market vendors!

WHAT'S NEW THIS WEEK?

Visit our [Product List](#) page to see what is available. We're growing and so is our product list. Check the website weekly for new items.

GETTING STARTED

PRODUCERS! Are you a local farmer looking for an opportunity to reach out to our community? Check out the Sara Hardy Downtown Farmers Market rules and application here. [Register as a Producer](#) and let us know what you are interested in selling through the Market.

CUSTOMERS! Would you prefer to buy fresh healthy food from local farmers? Are you interested in reducing your carbon footprint? If you're ready, [Register as a Customer](#). And join our [Email List](#) to stay informed about the Sara Hardy Downtown Farmers Market online marketplace.

Producer
Login

Customer
Login

Follow

[Privacy Policy](#) [Terms of Service](#) [Refund Policy](#) [Producer Login](#) [Contact Us](#)

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DASHBOARD

Dashboard

Find information from market managers, yearly revenue and current orders.

Reports

Lots of options to track and review your sales and finances.

Labels

You can print labels for your boxes if you'd like.

PRODUCER PROFILE

Contact

TLD set-up the basics, ensure all info is correct, edit as needed.

Info (Farm Description)

TLD set-up the basics, review & edit as needed.

Logistics

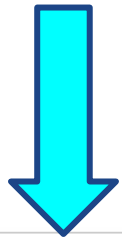
Here you can “go on vacation,” opt or out of market delivery days.

- Ensure the Pick Ticket email is correct to receive market orders.

Users

You can have one or more users access and manage your account & inventory.

PRODUCT LIST



Create a Master Product List

This list represents all products you want to sell throughout the entire year - customers will not see these items until you list AVAILABILITY of the item.

Two ways to add...

1. Choose from Global Product List, which will include a default photo. Check the box to the left of all items you'd like to add then click "Add Product."
2. Don't see the product? Then click "create a new product" near the top of the box.

Add Product

Use the category filter to find products in a specific category and/or use the search box to find a product by name. If you don't find the product, you may [create a new product](#).

Category:

All Categories

Search Product:

onion

1 product will be added.

Category	Product Name	Base Unit	
Vegetables - Onions	Green Onions	Each	<input checked="" type="checkbox"/>
Vegetables - Onions	Onions, Red	Pound	<input type="checkbox"/>
Vegetables - Onions	Onions, Shallot	Pound	<input type="checkbox"/>
Vegetables - Onions	Onions, Yellow	Pound	<input type="checkbox"/>


1



Cancel

Add Product

ORDER PERIODS & SCHEDULE

FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT
PRODUCERS								
12:01AM			8:00AM		9:00AM	11:00AM		9:00AM
Inventory Updates			Pick Ticket for Wednes.		Wednes. Market Delivery	Pick Ticket for Saturday		Saturday Market Delivery
 CHOOSE ONE - (products can always be edited) Do not autofill Availability - Autofill using last Periods quantities - Autofill with last periods remaining quantities								
CONSUMERS								
	12:00PM	11:30PM		5:00PM	9:00AM	10:00AM	5:00PM	9:00AM
	Ordering Starts	Ordering Ends for Wednes. Market		Pick Up Reminder	Wednes. Market Pick Up	Ordering Ends for Saturday Market	Pick Up Reminder	Saturday Market Pick Up



- ➔ **QUICK REVIEW**
- ➔ **EDITING PRODUCTS**
- ➔ **ADDING AVAILABILITY**

AVAILABILITY

Dashboard Availability Pick List Reports Products Settings	Period 4/24/2020		Product Category All Categories		+	
	Product Name	Selling Unit	Quantity Listed	Quantity Sold	Unit Price	
	Arugula, baby	5 oz. bag	0	0	\$3.00	-
	Mustard Greens, Mix	1/3# Bag	0	0	\$3.00	-
	Spinach	1 # bag	20	0	\$8.00	-
	Spinach	1/3# bag	20	0	\$3.00	-
	Spinach	5# bag (hidden)	4	0	\$35.00	-
	Spinach	6 - 5 oz. Clamshells (hidden)	3	0	\$0.00	-
	Cilantro	bunch	0	0	\$2.00	-
	Onions, Scallions	bunch	18	0	\$2.00	-

HARVEST & DELIVER

PICK LIST

For: North Farm at UPREC, 04/16/20, 04/18/20, 04/16/20, 04/18/20, 04/15/20, 04/15/20

Below are your orders from this week! Producers need to bring a **printed pick list or invoice** with them. Need help? Call: 906-250-4507

Ordered Items Summary by Product

Item	Selling Unit	Sold Count	Pick Count	Pay to Producer
Carrots, Orange	25 - 2# bags	3	150 pound	\$195.00
Carrots, Orange	25#	1	25 pound	\$12.00
Garlic, Uncle Hank's	Med. Grade 40#	1	1 Med. Grade 40#	\$300.00
Microgreens Mix, Spicy Mix	12 - 2.5 oz clamshell	1	12 clamshell	\$48.00
Microgreens, Arugula	12 - 2.5oz clamshell	1	12 each	\$48.00
Microgreens, Micro Mix	12 - 2.5oz clamshell	1	12 clamshell	\$48.00
Spinach	6 - 5 oz. Clamshells	8	15.36 pound	\$144.00
Total				\$795.00

Ordered Items By Customer

Customer	Location	Item	Unit (Weight)	Qty	Pay to Producer
Grand Marais Food Co-op	Central UPFE Hub	Carrots, Orange	25#	1	\$12.00
Grand Marais Food Co-op	Central UPFE Hub	Spinach	6 - 5 oz. Clamshells	2	\$36.00
Marquette Food Co-op	Marquette Food Co-op	Carrots, Orange	25 - 2# bags	3	\$195.00
Marquette Food Co-op	Marquette Food Co-op	Garlic, Uncle Hank's	Med. Grade 40# (40)	1	\$300.00
Marquette Food Co-op	Marquette Food Co-op	Microgreens Mix, Spicy Mix	12 - 2.5 oz clamshell	1	\$48.00
Marquette Food Co-op	Marquette Food Co-op	Microgreens, Arugula	12 - 2.5oz clamshell	1	\$48.00
Marquette Food Co-op	Marquette Food Co-op	Microgreens, Micro Mix	12 - 2.5oz clamshell	1	\$48.00
Marquette Food Co-op	Marquette Food Co-op	Spinach	6 - 5 oz. Clamshells	6	\$108.00
Total					\$795.00

HOMework

General Information - by Wednesday, April 29th

- Make sure your business information is correct
 - Specifically: Producer Pick Ticket email addresses and phone numbers

What type of Availability refill should we set up for you? - starting at autofill

Add Products - by Wednesday, April 29th

- Add all the products to your Product Master List
- Add selling units & prices
 - *Remember to adjust multipliers*
- Edit/Change photos if needed
- Add descriptions or attributes if needed.

Add Product Availability - by Friday, May 1st

- May 2nd ordering opens, Product delivered May 9th

LOGISTICS

- future communications to come this week with more specifics
- be prepared to have a specific delivery window
- first delivery, **Saturday May 9th**



Thank You - Questions?