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:

Tricia Phelps, CEO tricia@localdifference.org
Alex Palzewicz, Farmer Tech Assistant alex@localdifference.org
Rebecca Henderson, Farmer Tech Assistant rebecca@localdifference.org

Sara Hardy Farmers Market Website Link
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.
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.
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.
# ORDER PERIODS & SCHEDULE

<table>
<thead>
<tr>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Inventory Updates</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:01AM</td>
<td>8:00AM</td>
<td>9:00AM</td>
<td>11:00AM</td>
<td>9:00AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PRODUCERS**

- **Inventory Updates**
- **Pick Ticket for Wednes.**
- **Wednes. Market Delivery**
- **Pick Ticket for Saturday**
- **Saturday Market Delivery**

**CONSUMERS**

- **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**

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**CHOOSE ONE -** *(products can always be edited)*

- **Do not autofill Availability**
- **Autofill using last Periods quantities**
- **Autofill with last periods remaining quantities**

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## AVAILABILITY

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Selling Unit</th>
<th>Quantity Listed</th>
<th>Quantity Sold</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arugula, baby</td>
<td>5 oz. bag</td>
<td>0</td>
<td>0</td>
<td>$3.00</td>
</tr>
<tr>
<td>Mustard Greens, Mix</td>
<td>1/3# Bag</td>
<td>0</td>
<td>0</td>
<td>$3.00</td>
</tr>
<tr>
<td>Spinach</td>
<td>1 # bag</td>
<td>20</td>
<td>0</td>
<td>$8.00</td>
</tr>
<tr>
<td>Spinach</td>
<td>1/3# bag</td>
<td>20</td>
<td>0</td>
<td>$3.00</td>
</tr>
<tr>
<td>Spinach</td>
<td>5# bag (hidden)</td>
<td>4</td>
<td>0</td>
<td>$35.00</td>
</tr>
<tr>
<td>Spinach</td>
<td>6 - 5 oz. Clamshells (hidden)</td>
<td>3</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>Cilantro</td>
<td>bunch</td>
<td>0</td>
<td>0</td>
<td>$2.00</td>
</tr>
<tr>
<td>Onions, Scallions</td>
<td>bunch</td>
<td>18</td>
<td>0</td>
<td>$2.00</td>
</tr>
</tbody>
</table>
# 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 their names. Need help? Call: 906-250-4507

### Ordered Items Summary by Product

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

### Ordered Items By Customer

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