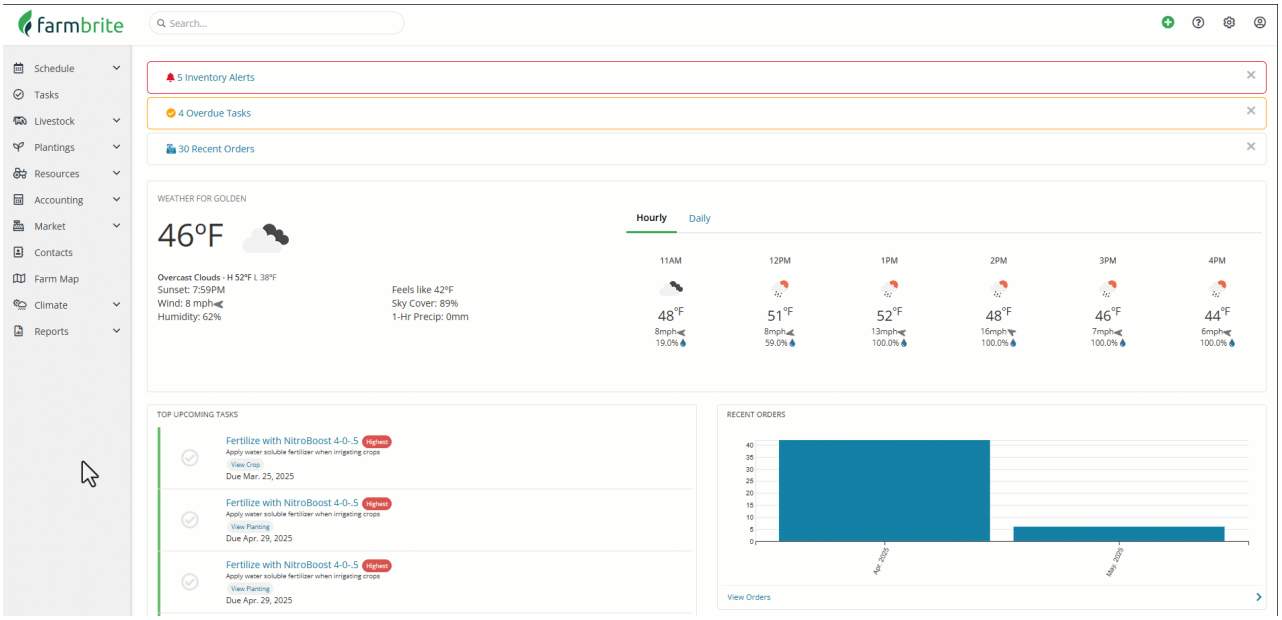
Market Settings

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Your market should be a reflection of your business, branded with your logos and customized for your needs. You can update your market settings to configure things like payment options, required order information that you collect from your customers, social media contact details, banners and images, and optional order pickup locations. You'll find all of these selections in the Settings section of your Farmbrite Market, just choose Market and then Settings. You'll see a secondary menu with selections for each Settings Category. Each one is outlined below.



Settings

This section controls basic settings applicable to multiple areas of your market. This encompasses things like payments, taxes, accounting, and more.

- Starting Order Number - Do you have an order number sequence outside of Farmbrite that you'd like to maintain? You can supply a starting value here, and your first Farmbrite order will be the next number after this.
- Send Notification Emails for Orders - Supply an email address to receive notifications about newly submitted orders and communications from your customers.
- Payment Options - You can select what payment methods you'll accept in your market. Cash and Check are fairly basic and will be collected offline, but you'll also have selections for Credit Card processing through Stripe and Quick Pay as well.
- Taxes, Fees, and Accounting - You can set up tax behavior here, including both a basic tax rate and advanced tax calculations for online credit card payments through Stripe. The basic tax rate is universally applicable for your orders, and the advanced tax is specifically used when calculating online payments, helping with orders that are shipped or delivered to tax jurisdictions outside of where your business is located. You can also add a shipping and delivery fee for those orders. Beyond that, you can set up customized accounting for specific products using the Split Order Transactions By Product feature, which lets you assign specific products to unique chart of accounts categories for proper financial allocation.

Online Sales

This area of your Market Settings controls behaviors in your online store. This store comes with your Farmbrite account and is used to sell your products to customers online.

- **If you do not want to sell your products online at all, you can disable Online Sales overall by setting the selection to Off.**
- *If enabled, you can then*:
    - Set a Custom Shop URL - Use this to define the text in your shop website URL. This will be something like *https://store.farmbrite.com/store/{your custom store name}*, and you can set your own custom store name to whatever you would like. It has a placeholder by default, but you will likely want to change this to the name of your farm or something more familiar to your customers.
        - You might add this link as a button or hyperlink on your farm website.
        - You can view the shop to see what it looks like and test it prior to adding the link to your site.
        - A Shop QR Code can also be printed that your customers can scan with their phone to access the shop.
        - You can also embed the shop on your site using an iframe, but be careful as this is not supported fully by all browsers and your customers using Safari will have issues access it.
    - Set the Shop to Opened or Closed - Of you've run out of inventory in the off season, you can set your shop to Closed and supply a friendly message to your customers who access the page.
    - Configure Checkout options - This can be used to require certain information from your customer, such as email or phone number. This is only required in the online store, you can create manual or POS orders without supplying this information, regardless of these settings.
        - Enable Pay Later, which lets your customers order online but select to pay later via an invoice you can email or print for them.
        - Offer Promotional Codes, which are set up via Stripe and applicable to online credit card payments.
        - Optionally add a Google Tag ID if you would like your Farmbrite Online Shop data to be sent to Google Adwords or Google Analytics for visitor tracking.
    - Add your Product settings, including customized product categories and statuses.
        - You can define whatever custom and unique categories you would like to use. If you do ths, it will overwrite the default categoires, so make sure you add every category you might need!
        - You can also select what status to show your products in when there is no quantity remaining. The default is sold out, but if you might select backordered instead. Sold out products do not show on the online store, while backordered ones do. They can't be ordered, but your customers will know they might be available in the future and are encouraged to check with you for updates.
    - Adding Information About Your Farm - This description text is used in the online shop to give your customers more details about your business.

Look & Feel

This straightforward section offers you two options for images in your Market.

- An Invoice, Receipt, and Online Shop Logo - This image is used for your printed and emailed invoices/receipts, and shown in the online store. The recommended size is 200x50 pixels to fit appropriately on each, but experiment with what you think looks best.
- An Online Shop Header Banner Image - This image is used as the header for your online shop, and

should be roughly 1200x300 pixels in size.

Contact Details

You can elect to show contact information in the online shop if you'd like your customers to be able to contact you, or view your social media profile links on the About Us page in the shop. This includes optional data like name, phone, and business address. you'll also see space for Facebook and Instagram URLs below as well.

Pickup Locations

You can define where your customers can pick up their items here. The "pickup" option for this is enabled on individual products, so you'll be able to let your customers know which products can be picked up and which ones cannot. You can define as many pickup locations as you need, perhaps locations like your farm, a local farmers market, or a co-op.

Choose to Add Pickup Location, and then define its characteristics in the new window. You can choose whether or not it is currently active and will be offered as an option to your customers. For example, a farmers market pickup may be available in the summer, but not during the winter. You'll supply an address, and then the days and times that this location is open for pickup. Again, perhaps the farmers' market is only available from 7 am to 2 pm on Saturdays.

After setting these up and starting to take orders, you'll also find reports to know what to bring to each location on what day to fulfill these orders.

Reach out to us if you have any questions about setting up your market.