

Getting Started with your Online Store

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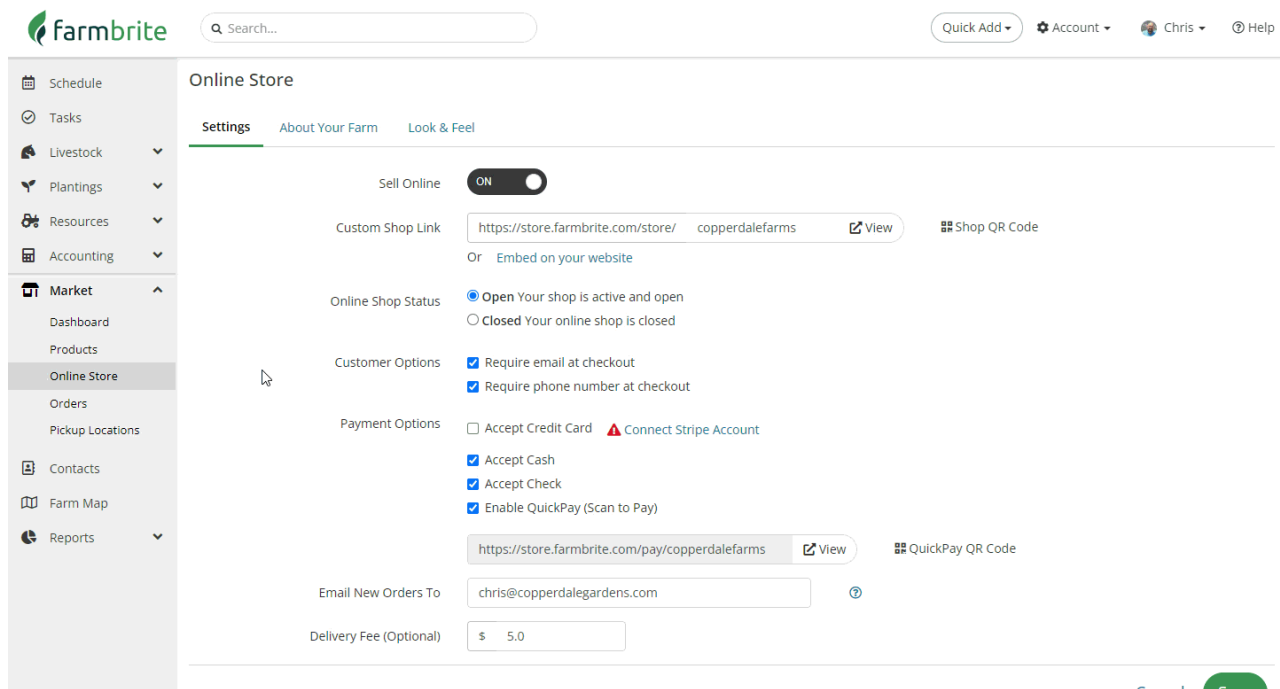
Your Farmbrite Online Store is an online storefront hosted by Farmbrite that lets you sell your farm products. It can be used by your customers to order items from the internet, or also used by you and your staff to sell items at events like a farmers market. With integrated online credit card processing through Stripe, it's easier than ever to serve your customers and expand your brand.

Before you set up your Online Store, you'll need to create products to sell. If you haven't done this yet, [check out this section of our Help Center for a full walkthrough.](#)

Each section below contains links to more detailed help articles outlining each feature. We suggest you read this whole article first to get the big picture, and then dive into each section when setting up each feature.

Online Store Settings

To start setting up your Online Store, navigate to Market on the left, and choose Online Store. There are three tabs here - Settings, About Your Farm, and Look & Feel. For a full walkthrough on all of these options, check out our article for [Online Store Settings](#).



The screenshot shows the Farmbrite user interface. At the top left is the Farmbrite logo and a search bar. On the right, there are links for 'Quick Add', 'Account', 'Chris', and 'Help'. A left-hand navigation menu includes 'Schedule', 'Tasks', 'Livestock', 'Plantings', 'Resources', 'Accounting', 'Market' (expanded to show 'Dashboard', 'Products', 'Online Store', 'Orders', 'Pickup Locations'), 'Contacts', 'Farm Map', and 'Reports'. The main content area is titled 'Online Store' and has three tabs: 'Settings' (selected), 'About Your Farm', and 'Look & Feel'. Under 'Settings', the 'Sell Online' toggle is turned 'ON'. Below this, there are sections for 'Custom Shop Link' (with a URL and 'View' button), 'Online Shop Status' (with 'Open' selected), 'Customer Options' (with checkboxes for 'Require email at checkout' and 'Require phone number at checkout'), 'Payment Options' (with checkboxes for 'Accept Cash', 'Accept Check', and 'Enable QuickPay (Scan to Pay)', and a 'Connect Stripe Account' button), 'Email New Orders To' (with an email address), and 'Delivery Fee (Optional)' (with a value of \$ 5.0). A 'Save' button is visible at the bottom right.

You will have many [options for customization](#) including logos, banners, information about your business, payment methods accepted, and more. You can use the custom shop link provided with your Farmbrite account, or use your own URL and embed the Farmbrite store on your existing website using an iFrame.

Connecting Payment Processing

To [take online payments](#) you will need to set up your shop with Stripe, Farmbrite's payment processor. You can also decide to only accept cash or check. We also have the option to set up the [Quick Pay](#) options through Stripe.

Online Store

Settings | About Your Farm | Look & Feel

Sell Online ON

Custom Shop Link: [View](#) [Shop QR Code](#)
 Or [Embed on your website](#)

Online Shop Status: Open Your shop is active and open
 Closed Your online shop is closed

Customer Options: Require email at checkout
 Require phone number at checkout

Payment Options: Accept Credit Card [Connect Stripe Account](#)
 Accept Cash
 Accept Check
 Enable QuickPay (Scan to Pay)

[View](#) [QuickPay QR Code](#)

Email New Orders To: [?](#)

Delivery Fee (Optional): \$ 5.00

[Cancel](#) [Save](#)

Setting up Pickup Locations

You can configure Farmbrite to offer your customers the option to pick up their order. This requires you to [set up pickup locations](#) so they'll know where to go, and what hours they can arrive,

Pickup Locations

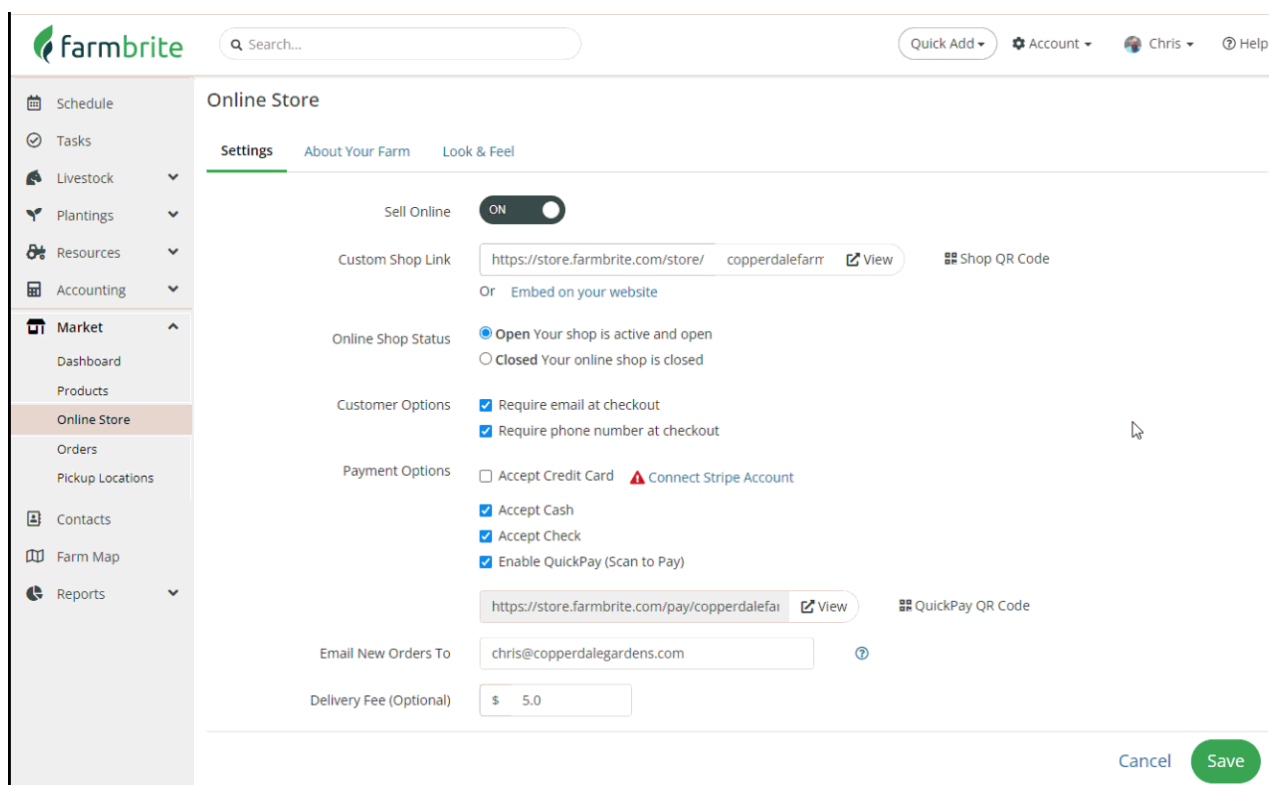
[Add Pickup Location](#)

Name	Day(S)	Where	
Eastside Warehouse	Monday, Tuesday, Thursday 11 AM - 3 PM	742 Pine Terrace Golden	✕
Boulder Farmers Market	Saturday 7:30 AM to 3:30PM	558 Elk Run Road Boulder	✕

Using QR Codes

Farmbrite can [generate QR codes](#) for you to use to direct customers to your store, a specific product, or to

Quick Pay to make an online payment. Print these out and simplify your customer experience by letting customer's scan these with their mobile devices to browse, buy, and pay.



The screenshot shows the Farmbrite Online Store settings page. The left sidebar contains navigation options: Schedule, Tasks, Livestock, Plantings, Resources, Accounting, Market (expanded to show Dashboard, Products, Online Store, Orders, and Pickup Locations), Contacts, Farm Map, and Reports. The main content area is titled 'Online Store' and includes tabs for Settings, About Your Farm, and Look & Feel. The 'Settings' tab is active, showing various configuration options: 'Sell Online' is turned ON; 'Custom Shop Link' is 'https://store.farmbrite.com/store/copperdalefarm' with a 'View' button and a 'Shop QR Code' icon; 'Online Shop Status' is set to 'Open Your shop is active and open'; 'Customer Options' includes 'Require email at checkout' and 'Require phone number at checkout' (both checked); 'Payment Options' includes 'Accept Credit Card' (unchecked), 'Accept Cash' (checked), 'Accept Check' (checked), and 'Enable QuickPay (Scan to Pay)' (checked); 'Email New Orders To' is 'chris@copperdalegardens.com'; and 'Delivery Fee (Optional)' is '\$ 5.0'. At the bottom right, there are 'Cancel' and 'Save' buttons.

Using Farmbrite as a Point of Sale System

Your Farmbrite Online Store can also serve as a point of sale system for you to use at events like a farmers market or pop up shop. You can open the Online Store on a smartphone, tablet, or laptop, and process orders and payments for your customers. All you need is internet connectivity and a mobile device!

