

Creating A New Product

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One of the first steps to starting your Farmbrite Market Online Store is to create the products you will be selling. You'll need to define what customers can buy, the pricing of those items, and so on. Of course, even after you've done your initial set up of products, you might add additional ones later as well - maybe you're bringing a trendy new product to market, or creating something new with a recent abundant harvest.

To get started creating a new product, navigate to **Market** in the left menu, and then choose **Products**. From the Products Homepage, click the **New Product** button.

The screenshot displays the Farmbrite Market dashboard. On the left is a navigation menu with options: Schedule, Tasks, Livestock, Crops, Resources, Accounting, Market, Contacts, Farm Map, and Reports. The main content area is divided into three sections:

- WEATHER FOR GOLDEN:** Shows a current temperature of 31°F with a red sun icon. Details include: Clear Sky - H 40°F L 20°F, Sunset: 6:22PM, Wind: 12 mph, Humidity: 40%, Feels like 22°F, Sky Cover: 1%, and 1-Hr Precip: 0mm. Below this is an hourly forecast table:

Hour	11AM	12PM	1PM	2PM	3PM	4PM
Temp	31°F	33°F	35°F	37°F	40°F	40°F
Wind	10mph	9mph	10mph	10mph	10mph	10mph
Precip	0%	0%	0%	0%	0%	0%
- TODAY'S TASKS:** A list of three tasks:
 - Brush Kona:** View Animal, Due Jul. 15, 2021 4:15 PM
 - Prune Plants:** need to prune the lower leaves of the Thai Dragon Peppers, Due Jul. 16, 2021 12:00 AM
 - Move to Field B:** Use the south gate for access, Location Taoaed, View Animal
- INCOME VS EXPENSE:** A line chart showing monthly data from January to December. The y-axis ranges from 0 to 12,000. A single green bar is visible in August, reaching a peak of approximately 11,000.

You'll be presented with many options to add information about this product. Each is outlined below. Be aware that the only field required at this point is the Product Name.

Product Name - How do you refer to this product, and what should customers see it named in your online store and in their orders?

SKU - A barcode SKU or Internal ID for this product.

Retail Price - How much does this product cost in your online store, or when sold in small quantities to a customer?

Wholesale Price - How much does this product cost when sold in bulk to a reseller? *Note: If you only supply a wholesale price and not a retail price, the product will not be displayed in your Online Store.*

Product Sold By - In what measurement unit is this product sold - ounces, pounds, tons, bales, bushels, or just "quantity" if it is a packaged product sold by individual units.

Limit Sales Based on Inventory- Check this box to prevent customers from buying this item in your online store if there is not enough inventory left to fulfil their order.

Listing Category - Your online store is categorized by item type - choose from the preloaded options, or create your own under your Account Settings.

Product Type - If you are selling tangible goods, you'll likely select Product. However, you might select Membership if you're selling a CSA subscription, or Other/Custom if your selling tickets to an event or a class.

Status - List this product as Available, Back Ordered, Sold Out, Draft, or Hidden. Selecting any status other than Available will hide this product from your Online Store. You might use Back Ordered for a product that you expect to get more of soon, while Sold Out is more appropriate if you do not expect to replenish your inventory.

Show in Online Store - Decide if this product should be shown in your online store or not. *Even if this is set to Yes, be aware that you must have a retail price set, and a status of Available for the product to be shown.*

Delivery Options - How can this product be delivered - Shipped, Pickup, or Delivery.

Description - Supply a text description of this product to be displayed in your online store.

The screenshot shows a 'New Product' form with the following fields and values:

- Product Name: Mas Muerte- Carolina Reaper Hot Sauce
- Sku: HS-MM-001
- Retail Price: \$ 6.95
- Wholesale Price: \$ 5.95
- Product Sold By: quantity
- Listing Category: Sauces
- Product Type: Product
- Status: Available
- Show In Online Store: Yes (selected)
- Delivery Options: Delivery, Pick up, Shipped (all selected)
- Description: Our specialty hot sauce made from the Carolina Reaper pepper. This one is HOT!

A 'Save' button is highlighted with a green box in the bottom right corner.

After you've made your choices and completed the fields, click Save in the bottom right.

Your new product has been added, and you'll see it listed on your Product Homepage. Move on to our next article to learn about editing it to add images or additional details. Also, if you have a lot of products to add, check out our article about [Importing Products](#) to save some time!



Search...

Your product has been saved ✕

- Schedule
- Tasks
- Livestock
- Crops
- Resources
- Accounting
- Market**
 - Dashboard
 - Products**
 - Online Store
 - Orders
 - Pickup Locations
- Contacts
- Farm Map
- Reports

Products

[New Product](#)

Search Products

NAME	SKU	AVAILABLE	CATEGORY	
TB Tomato Basil Pasta Sauce	PS-TB0123	24.00	Sauces	✕
EP Spicy Dill Pickle Hot Sauce	HS-SDP-6587	48.00	Sauces	✕
RS Raspberry Inferno Hot Sauce	HS-RI-8854	72.00	Sauces	✕
MI Mild Buffalo Sauce		256.00 Quantity	Sauces	✕
CS Mas Muerte- Carolina Reaper Hot Sauce	HS-MM-001	36.00	Sauces	✕
HH Holsten's Habenero Heat	HS-HHH-5443	62.00	Sauces	✕
HO Hollerin' Jalepeno Sauce		128.00 Quantity	Sauces	✕
CB Ground Bison	M-CB-1796	36.00	Beef Products	✕
EA Grade A Brown Eggs	E-GAB	41.00 dozen	Dairy and Egg Products	✕
CO Goombah's Classic Tomato Sauce	PS-CCT-7659	56.00	Sauces	✕
CF Cheese Making For Beginners: Your First Fromage				✕
CR Carolina Reaper Death Sauce		24.00 Quantity	Sauces	✕
CI 3 Cheese Italian Pasta Sauce	PS-3CI-5527	17.00	Sauces	✕

If you have any questions about adding a product feel free to [reach out to us](#) for assistance!