

Using QR Codes for your Store and Products

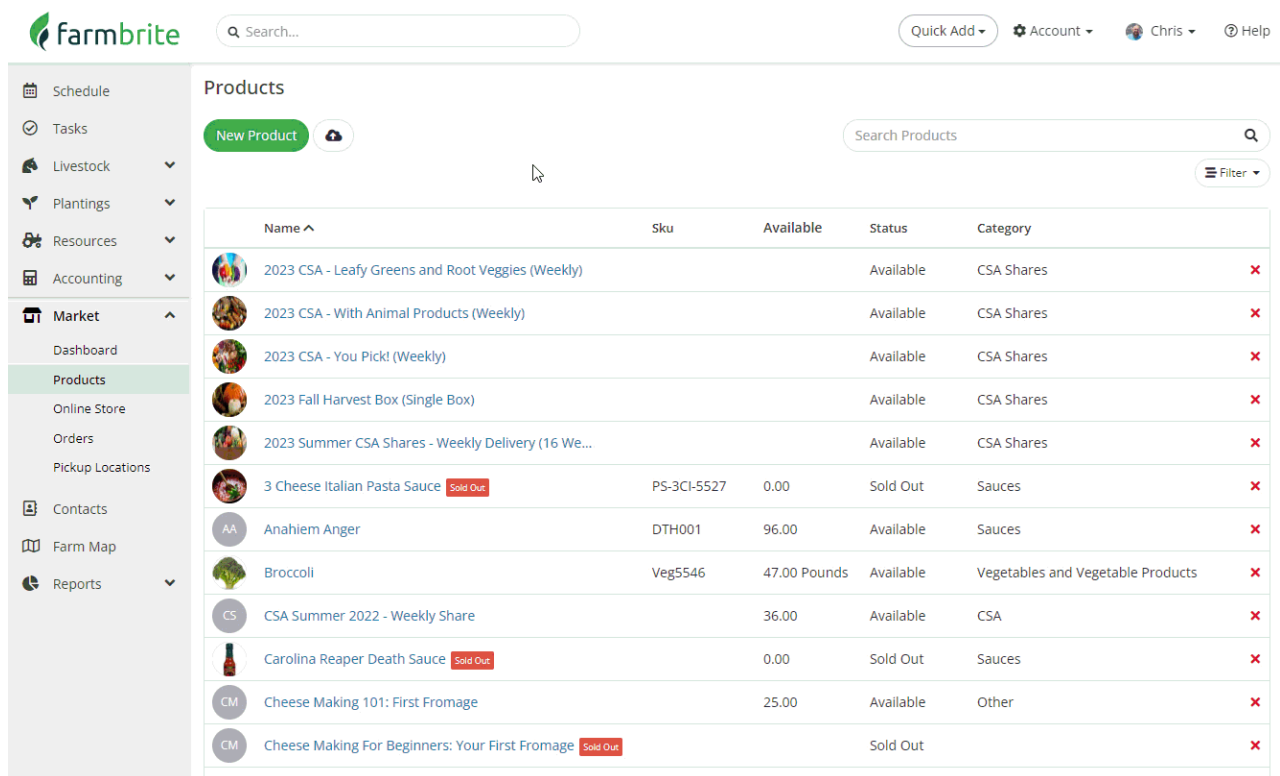
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Quick Response Codes, or "QR Codes" for short, offer an easy way for your customers to access payment options or further information about your products. They're kind of like a barcode you have probably used at your brick-and-mortar farm store on your products, except no special reader is needed to scan them. They can be scanned with most current mobile devices like smartphones, tablets, or any computer with a camera. They generally direct the customer to a website, allowing them to easily make a purchase or find out additional details about the item scanned.

You'll find helpful QR codes all around Farmbrite: they can even be used to scan your livestock or crops and add information about them to your Farmbrite mobile app. In this section though, we will outline three uses relevant to your Market.

Creating QR codes for specific products

Each of your products has a unique QR code available to take your customers directly to it in your Online Store. This shows them all the details of the product, and gives them the opportunity to purchase the product online. Think about how you might add this QR code to your product label, easily facilitating reorders and helping answer questions without the customer having to contact you.



The screenshot displays the Farmbrite interface for managing products. At the top, there's a search bar and navigation links for 'Quick Add', 'Account', 'Chris', and 'Help'. The left sidebar contains navigation options like 'Schedule', 'Tasks', 'Livestock', 'Plantings', 'Resources', 'Accounting', 'Market', 'Dashboard', 'Products', 'Online Store', 'Orders', 'Pickup Locations', 'Contacts', 'Farm Map', and 'Reports'. The main content area is titled 'Products' and features a 'New Product' button and a search bar. Below this is a table listing various products with their respective SKUs, availability, and categories.

Name	Sku	Available	Status	Category
2023 CSA - Leafy Greens and Root Veggies (Weekly)			Available	CSA Shares
2023 CSA - With Animal Products (Weekly)			Available	CSA Shares
2023 CSA - You Pick! (Weekly)			Available	CSA Shares
2023 Fall Harvest Box (Single Box)			Available	CSA Shares
2023 Summer CSA Shares - Weekly Delivery (16 We...			Available	CSA Shares
3 Cheese Italian Pasta Sauce	PS-3CI-5527	0.00	Sold Out	Sauces
Anahiem Anger	DTH001	96.00	Available	Sauces
Broccoli	Veg5546	47.00 Pounds	Available	Vegetables and Vegetable Products
CSA Summer 2022 - Weekly Share		36.00	Available	CSA
Carolina Reaper Death Sauce		0.00	Sold Out	Sauces
Cheese Making 101: First Fromage		25.00	Available	Other
Cheese Making For Beginners: Your First Fromage			Sold Out	

Creating QR Codes for your Store

Perhaps you'd like to create marketing materials and signage with a QR code that brings your customers directly to your Online Store. Find the button on your Online Store Settings tab for Shop QR Code, and use this on those materials to easily bring your customers to the storefront homepage.

The screenshot shows the Farmbrite Online Store Settings page. The 'Sell Online' toggle is turned ON. The Custom Shop Link is <https://store.farmbrite.com/store/copperdalefarr>. The Online Shop Status is set to 'Open'. Under Customer Options, 'Require email at checkout' and 'Require phone number at checkout' are checked. Under Payment Options, 'Accept Cash', 'Accept Check', and 'Enable QuickPay (Scan to Pay)' are checked. The QuickPay QR Code link is <https://store.farmbrite.com/pay/copperdalefai>. The Email New Orders To field is chris@copperdalegardens.com. The Delivery Fee (Optional) is \$ 5.0. There are 'Cancel' and 'Save' buttons at the bottom right.

Creating a QR Code for Quick Pay

You can learn more about how QuickPay works in this [help article](#), and you'll find the QR code for it on the same Online Store Settings tab as the Store QR Code above. You might print this code, laminate it, and post it at your self-serve farm stand to give your customers easy access to paying for their items with a credit card.

This screenshot is identical to the one above, showing the Farmbrite Online Store Settings page. The 'Sell Online' toggle is turned ON. The Custom Shop Link is <https://store.farmbrite.com/store/copperdalefarr>. The Online Shop Status is set to 'Open'. Under Customer Options, 'Require email at checkout' and 'Require phone number at checkout' are checked. Under Payment Options, 'Accept Credit Card', 'Accept Cash', 'Accept Check', and 'Enable QuickPay (Scan to Pay)' are checked. The QuickPay QR Code link is <https://store.farmbrite.com/pay/copperdalefai>. The Email New Orders To field is chris@copperdalegardens.com. The Delivery Fee (Optional) is \$ 5.0. There are 'Cancel' and 'Save' buttons at the bottom right.

