

Getting Started with the Market

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Your online market is where you can showcase your freshly grown produce, meat products, cheese, and other unique items you want to offer to customers. This tool is very versatile and can be used for CSA shares, events, selling livestock, sending orders, inventory tracking and more. You'll find all your options by **navigating to Market in the left menu**.

Market Dashboard

When you access the Market section, you'll first see a Market Dashboard. This is a quick, at-a-glance look at your sales, orders, products, and more. You'll find charts and graphs showing you statistics and data for your sales over time, total orders, and average order value. This gives you an overall picture of your shop. These can be useful for you to determine seasonality of your business, and prepare for expected busy times (or a vacation during your less hectic times of year!) You can use the date filter at the top to update the dashboard. Perhaps you'd like to see this just this month, or last quarter.

Of course, if this is your first time access the page, there won't be much here yet. Keep reading to learn more about setting up your products, designing your store, and selling to your customers.

The screenshot shows the Farmbrite Market Dashboard. At the top, there is a search bar and navigation links for 'Quick Add', 'Account', 'Chris', and 'Help'. The dashboard is titled 'Market Dashboard' and includes a date filter set to '02/17/2022' to '02/17/2023'. The main content area is divided into several sections:

- Summary Cards:** Three cards showing 'Total Revenue' at \$6,176.97, 'Total Orders' at 38, and 'Unique Customers' at 12.
- Line Charts:** Three charts showing 'SALES OVER TIME (\$)', 'TOTAL ORDERS', and 'AVERAGE ORDER VALUE (\$)' from February 2022 to November 2022.
- Tables:** Three tables listing 'TOP SELLERS', 'RECENT ORDERS', and 'TOP CUSTOMERS'.

Product	Revenue
Csa summer 2022 - weekly share	\$2,000.00
2023 summer csa shares - weekly delivery	\$1,199.98
Hollerin' jalepeno sauce	\$925.35

Amount	Date	Customer
\$16.90	Feb. 17, 2023	Chris Kenneth
\$6.95	Feb. 15, 2023	Michael Burkett

Customer	Revenue
Maurice Syzlak	\$1,913.10
Carolyn Worthington	\$1,105.79
Trey Gordon	\$722.39
Emmitt Carter	\$505.00

Products

The products section is where you'll create and track the items you sell in your Farmbrite system. These could be products you want to sell online in your Farmbrite Store, or items you'll sell at a farmers market in person. You might add a CSA share, types of meat, produce or any items that you are selling.

The page shows you a list of your products with the available quantity in your inventory. You can use the filter in the upper right to find products in specific categories or statuses, and click the column headers to sort the page. We know you are always coming up with new and creative products, so you can easily [add](#)

new ones using the [New Product](#) button. If this is your first time adding your products, you could also upload them from a spreadsheet for easier setup.

Name	Sku	Available	Status	Category
Ground Bison	M-GB-1796	29.00	Available	Beef Products
CSA Summer 2022 - Weekly Share		36.00	Available	CSA
2023 Summer CSA Shares - Weekly Delivery			Available	CSA
Grade A Brown Eggs	E-GAB	40.00 Dozen	Available	Dairy and Egg Products
Spicy Dill Pickle Hot Sauce	HS-SDP-6587	48.00	Available	Hot Sauces
Cheese Making 101: First Fromage		25.00	Available	Other
Tomato Basil Pasta Sauce	PS-TB0123	8.00	Available	Pasta Sauces
Holsten's Habenero Heat	HS-HHH- 5443	62.00	Available	Sauces
Hollerin' Jalepeno Sauce		35.00	Available	Sauces
Mild Buffalo Sauce		173.00	Available	Sauces

Online Store

Now that you have products created, you'll want to set up your storefront to sell online. 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.

To [take online payments](#) you will need to set up your shop with Stripe, our 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. Once you have set up your account with them you can send invoices or receive payments by scanning a QR code. You can add this QR code to a roadside farm stand, use it in your pop-up shop or when you send invoices to customers.

A few hot tips about your Online Store:

- You can Open and Close the online store seasonally. If you want to sell in the fall after a harvest but not during the next spring once you've sold out, you can easily set the shop to Closed and provide a friendly message to your customers.
- Your staff can [use the online store as a point of sales device](#) at a farmers market. As long as you have internet connection and a device to access Farmbrite (like a tablet or phone), they can bring up the store and sell items directly through it. This keeps your inventory updated, and allows you to take credit card payments at your booth.
- You can also send an invoice to a customer through your shop. (See how to do that below.)

farmbrite Search... Quick Add Account Chris Help

Online Store

Settings About Your Farm Look & Feel

Sell Online

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) \$ 5.0

Cancel Save

Orders

The Orders section of your Market displays past orders for you to review. Like the products page, you might find it helpful to use the filter button in the upper right to find exactly what you're looking for. Maybe you want to find ones that need to be picked and shipped, or take a look at last season's orders to be prepared for your upcoming CSA distribution.

You can also [create new orders](#) from this page as well, allowing you to enter them after an event if you didn't use the online store as a POS. You can even [email an invoice](#) to a customer from an order that makes it easy for them to pay online; this might be helpful if someone calls in an order over the phone.

farmbrite Search... Quick Add Account Chris Help

Orders/Invoices

Create New Search

Criteria: Order Status Filter

ID	Ordered	Status	Customer	Amount
c9986ba8a8	Feb. 15, 2023	Ordered Payment Due Pick up	Michael Burkett mike@epitaphfarms.com	\$6.95
081d3f7f24	Feb. 14, 2023	Complete Paid Pick up Due: Feb. 09, 2023	Maurice Syzlak moe@springfieldbutchers.com	\$77.70
f8a6b010bb	Nov. 11, 2022	Ordered Payment Due Pick up	Chris Burns chrisburns@mailinator.com	\$599.99
5f59366bb4	Oct. 31, 2022	Complete Paid	Trey Gordon treygordo@mailinator.com	\$599.99
d2984bb79b	Oct. 21, 2022	Complete Paid Pick up Due: Oct. 21, 2022	Michael Burkett mikeburkett@mailinator.com	\$12.95
4982c10954	Oct. 20, 2022	Complete Paid Shipped Due: Oct. 21, 2022	Carolyn Worthington carrie@americanmeatsmfgoicn.com	\$9.95
a75daf20b7	Oct. 21, 2022	Complete Paid Delivery Due: Oct. 20, 2022	Michael Burkett mikeburkett@mailinator.com	\$59.70
465ab3d4b7	Oct. 19, 2022	Complete Paid Pick up Due: Oct. 19, 2022	Carolyn Worthington carrie@americanmeatsmfgoicn.com	\$77.94

Pickup locations

The last area of your Market allows you to [define pick up locations](#). You might allow your customers to come by your farm at certain times to pick up their online order, special times you have at a pop-up shop or you might also give them the option to stop by your booth at the local farmers market. What you configure here shows up as options for customers to select as a pick up location in your online store.

The screenshot shows the Farmbrite dashboard with a sidebar on the left containing navigation options: 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 'Pickup Locations' and features a green 'Add Pickup Location' button. Below the button is a table with columns for Name, Day(S), and Where. Two entries are listed: 'Eastside Warehouse' (Monday, Tuesday, Thursday 11 AM - 3 PM, 742 Pine Terrace Golden) and 'Boulder Farmers Market' (Saturday 7:30 AM to 3:30PM, 558 Elk Run Road Boulder). Each entry has a red 'X' icon in the right margin. The top navigation bar includes the Farmbrite logo, a search bar, and links for Quick Add, Account, user profile (Chris), and Help.

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

Other Items to Note

Payment Options - Farmbrite only supports payments through Stripe. You will be asked to set up an account with them when you open your online shop. They process all payments in the Farmbrite market.

Shop refunds- Since payment is processed through Stripe, you would also do refunds through them. Log into your Stripe account to do this and for more information.

Quick Pay - Farmbrite has an option of using quick pay. You can use this at off-farm events or at your farm stand. This lets a customer scan your unique QR code and then is quickly able to pay for your farm products. This is a contactless payment system which is a convenient way to offer credit card payments to your customers.