

Subscriber Instructions

June 17, 2008

This document describes how subscribers should log in to the Online Farm Market, and how to add, edit and delete items they wish to sell.

Log In

In order to modify your items, you need to log in to the web site (Note: You will need to allow cookies and popups for this site in order to log in).

1. Point your browser to <http://www.OnlineFarmMarket.org>.
2. Click the **Log In** link at the top of the page. The *Login* window appears.
3. Type your **Email Address** and **Password**, then click **Log In**. (**Note:** If you forget your Password, contact farmmarket@liaa.org). **If this is the first time you have logged in**, your *User Profile* window will appear:
 - a. Fill this out the contact information as completely as possible.
 - b. Make sure you provide a new password.
 - c. Make sure you check the box that says **Yes** (you have read the **User Agreement**).
 - d. Click **Submit** to complete the form. The window updates to show that your User Profile has been updated.
 - e. Click **Close This Window**.
4. At the top of the page, it should now say "Welcome, Your Name".

View Your Home Page

Your home page shows the items you have posted and allows you to add more items and modify or delete the items you have already posted.

1. **Log In** to the web site (see above).
2. Click **Sell Your Produce Online** in the left column of the page. The *Sell Your Produce* page appears.
3. Click the link that reads **View your home page, Your Name** in the middle of the page. Your *Grower Home Page* appears.

Add an Item

To add a brand new item:

1. Log In to the web site (see above).
2. View your home page (see above).
3. Click the **Add** button in the middle of the page. An *Add Item* window appears.
4. Fill out the form. See **Item Fields** (below) for more instructions. **Note:** You must complete the form within 20 minutes or you will automatically be logged out and your edits will be lost.
5. Click **Submit**. The new item appears in your list.

Edit an Item

To change an existing item:

1. Log In to the web site (see above).
2. View your home page (see above).
3. Click the name of an item. A *Show Item* window appears.
4. In the left column, click **Edit** This Item. An *Edit Item* window appears.
5. Make any changes necessary to any of the fields. See **Item Fields** (below) for more instructions.
Note: You must complete the form within 20 minutes or you will automatically be logged out and your edits will be lost.
6. Click **Submit**. The updated item appears in your list.

Delete an Item

To delete an existing item:

1. Log In to the web site (see above).
2. View your home page (see above).
3. Click the name of an item. A *Show Item* window appears.
4. In the left column, click **Delete** This Item. A question box appears asking if you wish to delete that item.
5. Click **OK**. The list appears without the deleted item.

Item Fields

Here is a description and instructions for all of the fields that make up an item for sale.

1. Fill out the form using the instructions below each box. At a minimum, you must fill in the following:
 - **Item:** Select an option from the list that best fits the item you are selling. If something new needs to be added to the list, email a request to farmmarket@liaa.org.
 - **Category:** Select an option from the list that best fits the item you are selling.
 - **Cost:** Provide a cost, and, if necessary, the units for that cost. Some examples: \$5.00/bunch, \$20.00 per bushel, \$6.00 each, \$1.00 each or 6 for \$5.00.
 - **Contact:** Tell the purchaser how they should contact you to arrange payment and pickup of the item. You may want to include a phone number or email address, or mention which markets you may attend where they can find you.
2. Here are descriptions of the other fields you may want to use:
 - **Expires On:** Type a date when this item should no longer be available on the web site. You can click the calendar button next to the field to select a date from a calendar, or you can type the date in the format mm/dd/yyyy (e.g. 06/17/2008). If you leave this field blank, the item will no longer be displayed 6 months after you create it.
 - **Farm:** Type the name of your farm or organization.
 - **Description:** Type an extended description of the item.
 - **Photo:** Select a digital photo from your computer to be shown with the item. Here's how:
 - i. Click **Browse**. A file selections window opens.
 - ii. Find the picture file in your file system and double-click it. The full path to the file on your computer is shown in the box next to the **Browse** button. When you submit this form, the file will be copied from your computer to the web site.

- **Link:** If you have a web site, you can put a URL, or web site address, into this box. Purchasers will be able to click on this link to visit your site from the *Online Farm Market*.
- **Payment Provider:** You can use Paypal (www.paypal.com) or Google Checkout (checkout.google.com) to allow purchasers to pay with a credit card. You can configure Buy Now Buttons on their web sites, and you will be given HTML code to add to your web site. Simply copy and paste that code in this box to enable a Buy Now button for this item. Note that LIAA does not support the use of these buttons...you will have to contact the provider for assistance...we simply provide you a space to put the code on the site if you choose to use them.
- **Map Location:** You can add a Google map to your item display that shows where the item can be picked up. To do so:
 - i. Click **Assign Location on Map**. The *Edit Map Location* window appears.
 - ii. If you know the address of the location, enter it into the **Type an Address** box (following the models shown on the page), then click **Submit Address**.
 - iii. If you don't know the address of the location, use the buttons in the upper left corner of the map to pan and zoom the map until you see the location on the map, then single click that location on the map.
 - iv. When the point is found, a target icon will appear on the map. If that location is correct, click **Done**. If it is not correct, try steps ii or iii again until it is correct.

Support

If you have any questions or problems using OnlineFarmMarket.org, please email farmmarket@liaa.org or call 231-929-3696. We will make every effort to help you get your problem resolved.