Producer Handbook

Welcome to the Food Hub!

This manual will help you sell your products online and prepare them for delivery.

Steps to selling through the Food Hub:

- ✓ Submit your application & signed waiver
- ✓ Watch your email for a new account login
- ✓ Login to your account
- ✓ Add the products that you will be selling to your account
- ✓ List products for sale each week
- ✓ Watch your email for your pick-list on Monday at 7 pm
- ✓ Harvest or prepare your products
- ✓ Print your labels
- ✓ Pack your boxes for delivery
- ✓ Drop off your boxes at the nearest location

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Section 1- Using the Software

Login to your account

STEP 1. Go to pancapebretonfoodhub.ca and scroll to the bottom of the page. Click "producer login".

If you have trouble finding the login page, you can login at the link below

https://capebreton.lfmadmin.com/legacy/admin/Login.aspx?ref=/legacy/admin/Default.aspx

*Record your login information here:

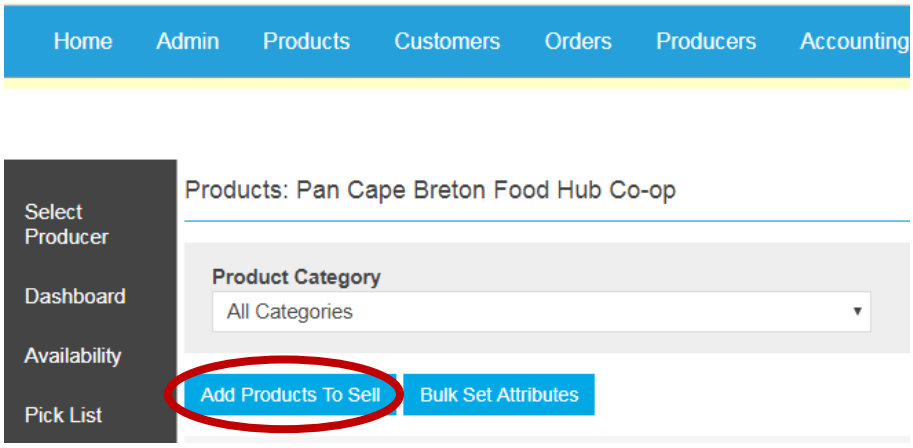
Username: _____

Password: _____

Add products to your account

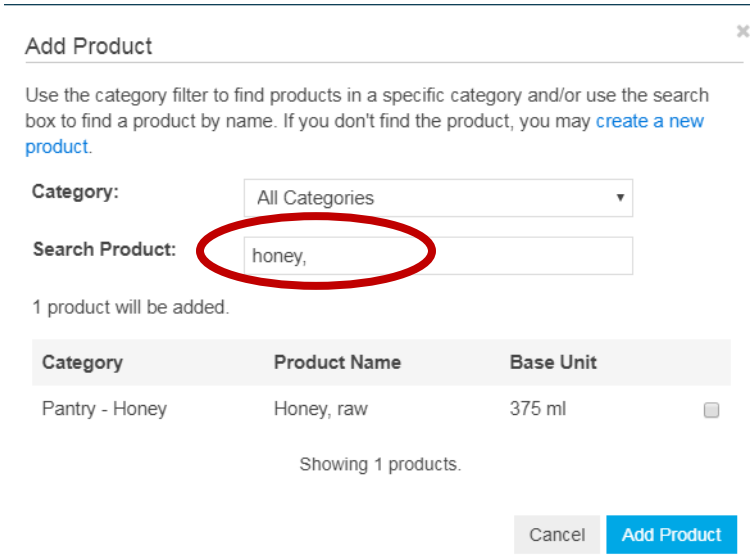
STEP 1. Click "Products".

STEP 2. Click "Add products to sell".



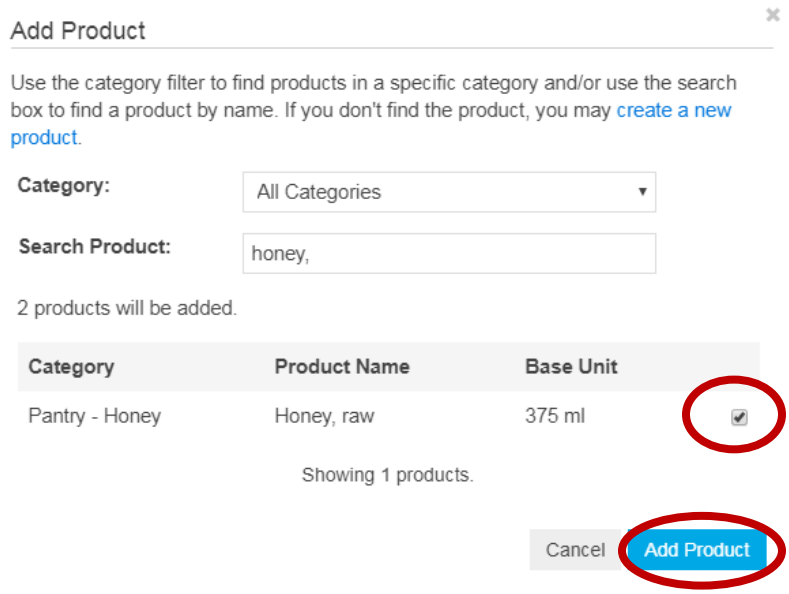
STEP 3. Search for the name of your product.

Note: You can help narrow your search results by selecting a Category.

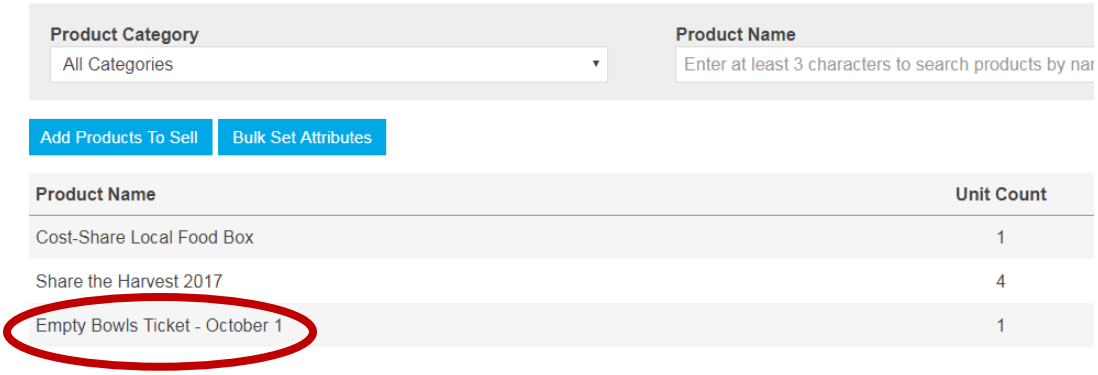


STEP 4. **If you find your product**, check off the product you want to add and click "add product". **If you don't find your product,** see "How to create a new product" on page 11 of this manual.

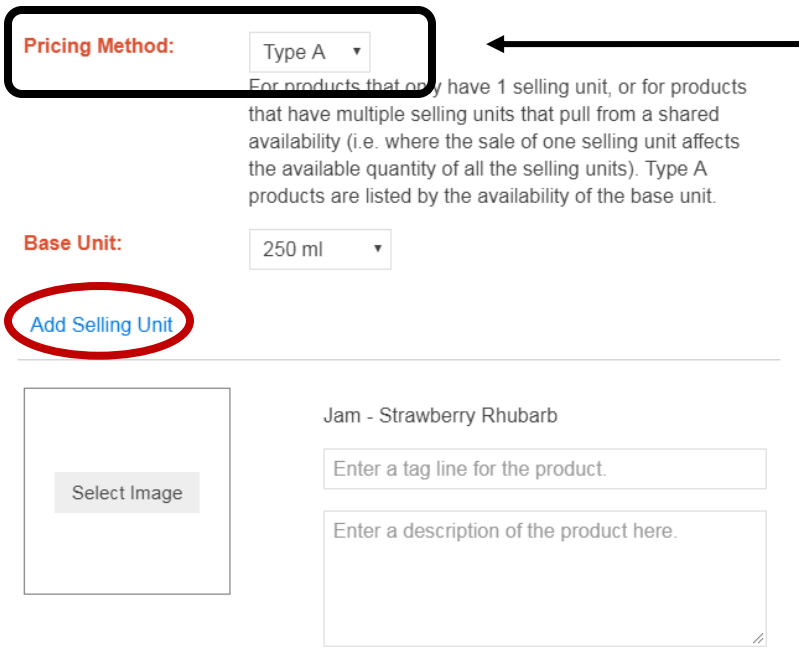
NOTE: Do not worry about the "base unit" size. You can change this later.



STEP 5: Click on your product once it appears in your list (you may need to refresh the page).

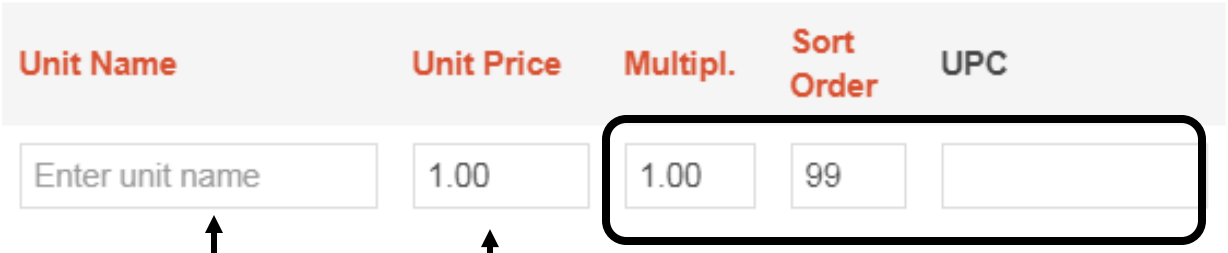


STEP 6: Click "Add selling unit".



Note: Do not change the pricing method unless you are selling meat products that will be priced individually based on the weight of each order

STEP 7: Enter Unit Name and Unit Price.



Describe the size of the product. Here are some examples:
1 pound
1 oz. bunch
500g bag
250ml jar
1 pound loaf
1 dozen cookies

Enter the price.
Note: This price will be marked up 25% for consumer members and 12.5% for restaurant members.

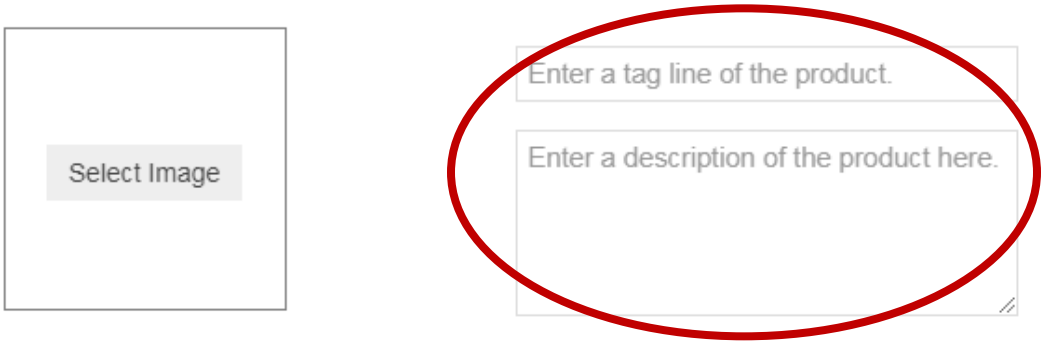
Do not change

STEP 8: Enter a tag line and description for the product.

The tag line is a few words used to describe/promote your product.

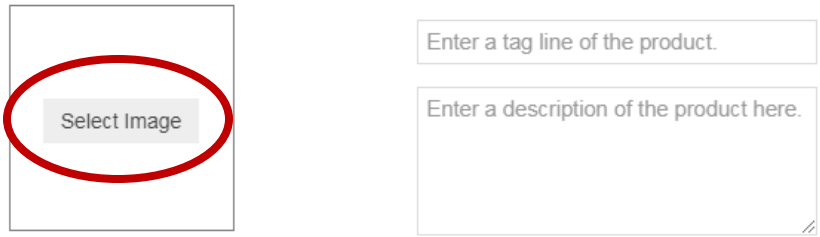
Examples: "Mix of various baby salad greens"
"Beautiful dried beans- comes with recipe!"

The description is your chance to tell consumers about your product. **This must include all ingredients for value-added and bakery products.**



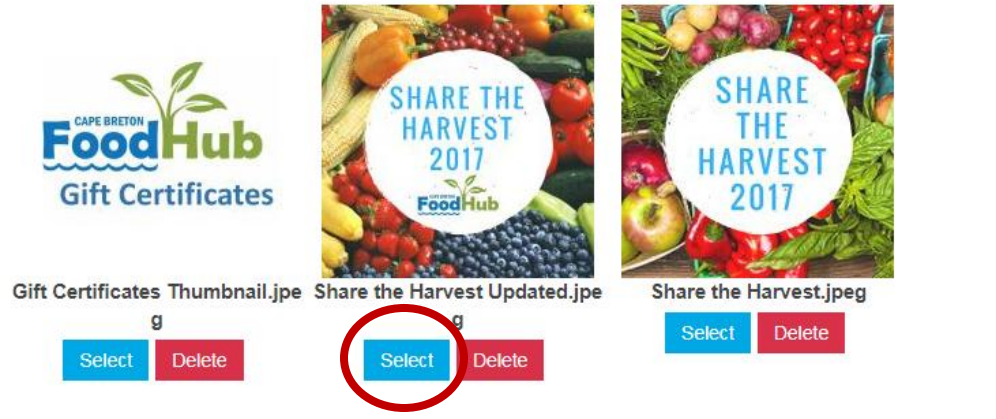
STEP 9: Upload a picture of your product.

- Click "Select Image ".

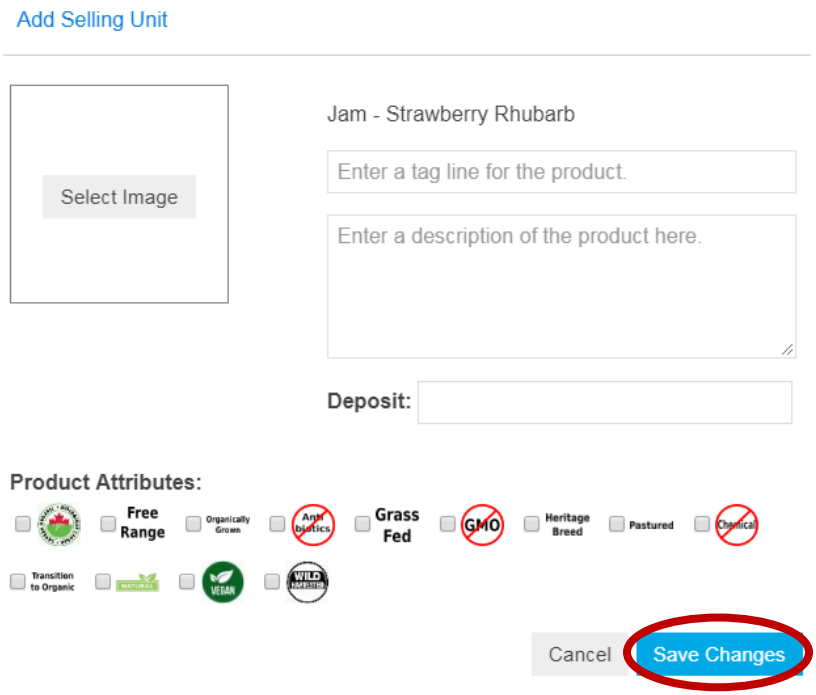


- Click "Upload Image in this Folder" and select the image that is saved on your computer.

- Click "Select" under the desired image.

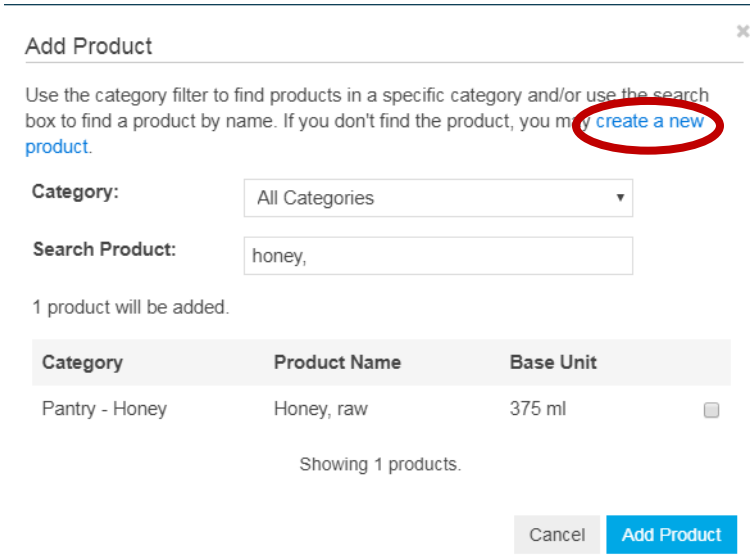


STEP 10: Click "Save Changes".



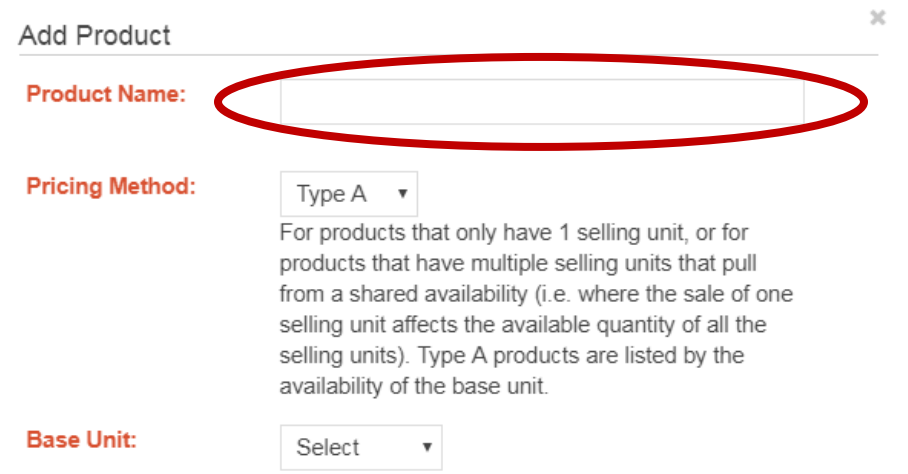
Create a new product

STEP 1. **If you can't find your product using the instructions on page 5 of this manual,** click "create a new product".



STEP 2. Type the name of your product. Type the general name of the product followed by the specific product type.

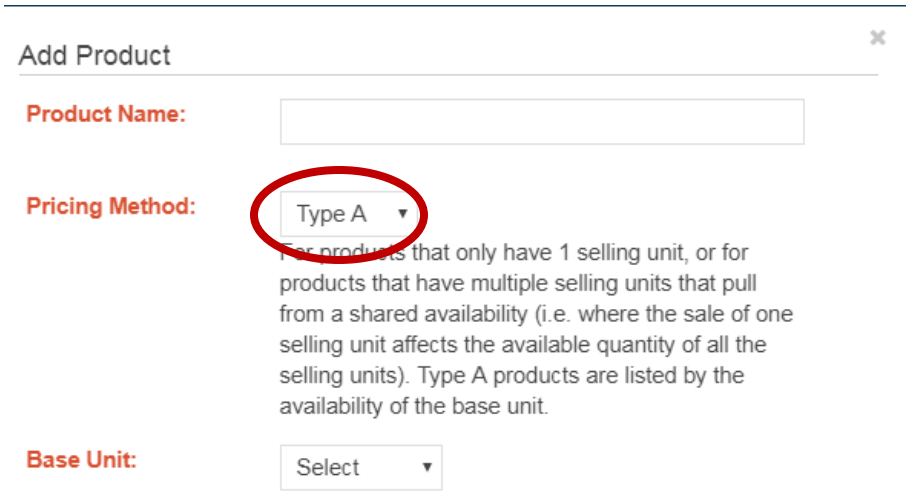
Examples: "Bread- white"
"Dried Beans- Turtle"
"Sausage- Italian"



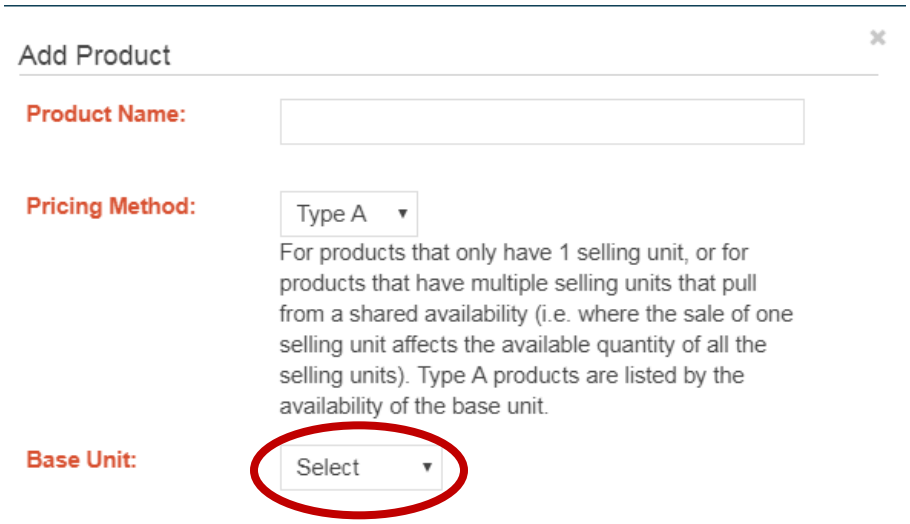
STEP 3. Select the pricing method.

Type A: Use this for most items.

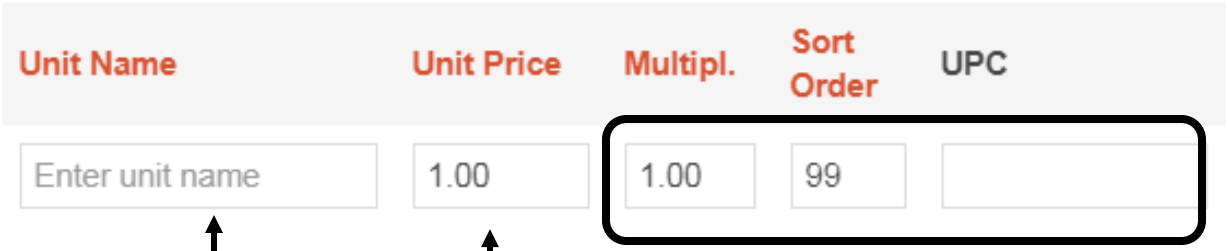
Type B1: Use this if you plan to weigh each individual item that you sell and price it according to the exact weight (such a for a chicken breast).



STEP 4. Select the base unit size. This is the size of the product that you will sell. If your desired size is not listed, please contact admin@pancapebretonfoodhub.ca



STEP 5: Enter Unit Name and Unit Price.



Describe the size of the product. Here are some examples:
1 pound
1 oz. bunch
500g bag
250ml jar
1 pound loaf
1 dozen cookies

Enter the price.
Note: This price will be marked up 25% for consumer members and 12.5% for restaurant members.

Do not change

STEP 6: Enter a tag line and description for the product.

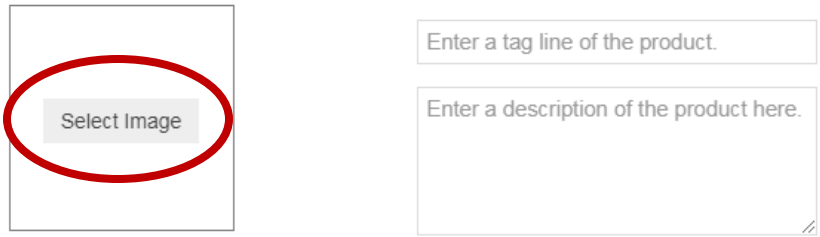
The tag line is a few words used to describe/promote your product.

Examples: "Mix of various baby salad greens"
"Beautiful dried beans- comes with recipe!"

The description is your chance to tell consumers about your product. **This must include all ingredients for value-added and bakery products.**

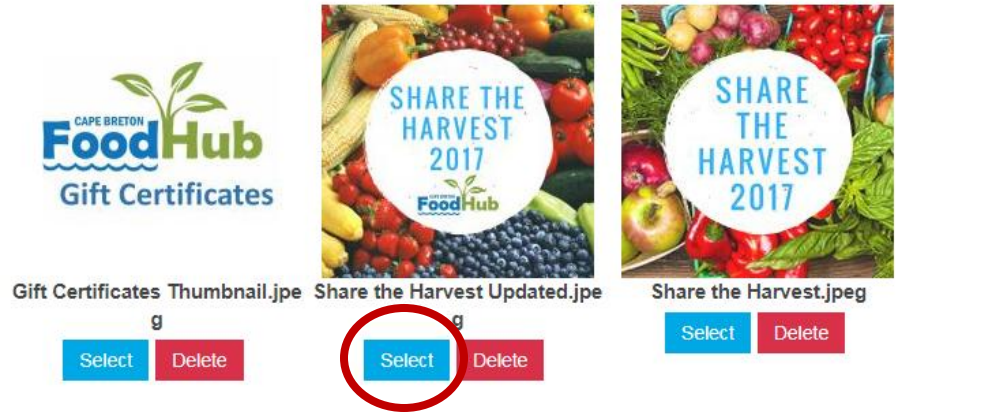
STEP 7: Upload a picture of your product.

- Click "Select Image ".



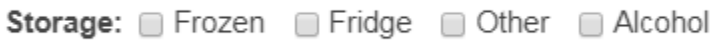
- Click "Upload Image in this Folder" and select the image that is saved on your computer.

- Click "Select" under the desired image.

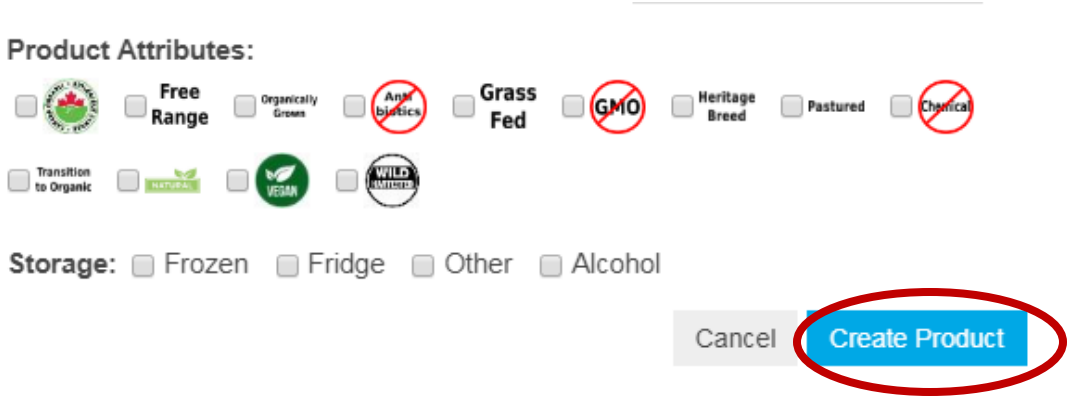


STEP 8: Check any special attributes of your product.

STEP 9: Check off the required storage method for your product.

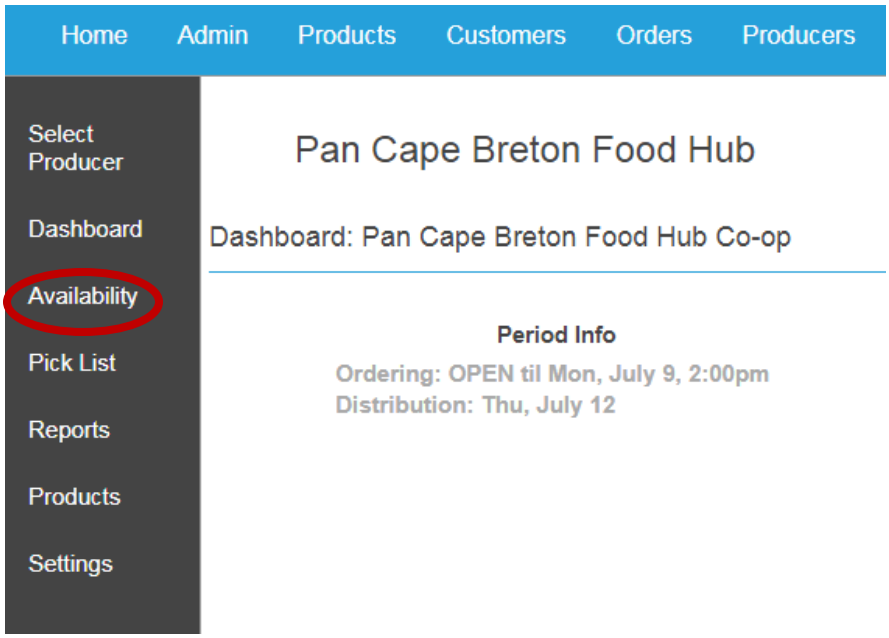


STEP 10: Click "Create Product"

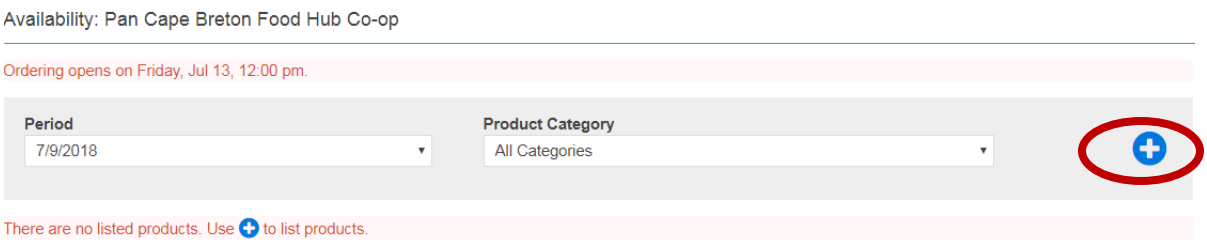


Listing products for sale each week

STEP 1: The easiest way to list products for sale is to click "Availability".



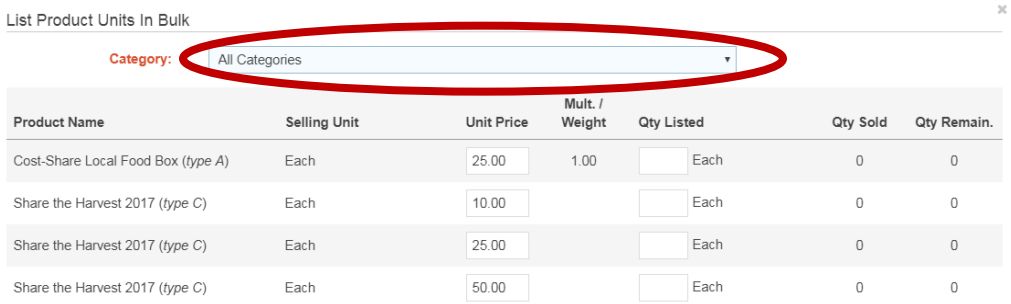
STEP 2: Click on the blue "+" button to list products.



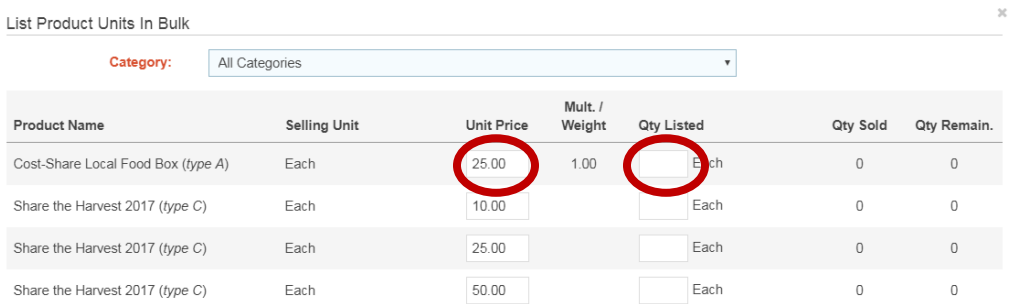
STEP 3: Find the product you want to list by choosing the correct category.

Note: By selecting "All categories", you will be able to see all of your products and list all of your products at one time.

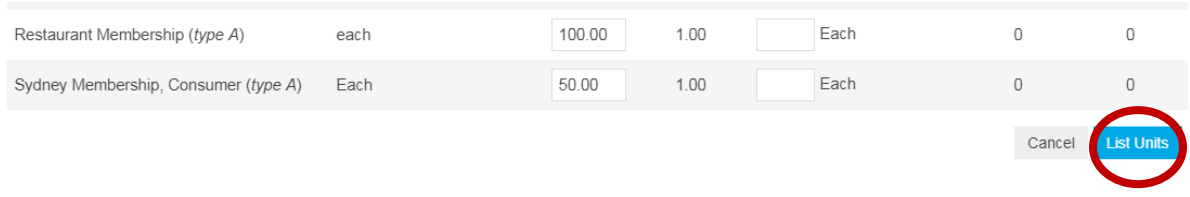
If you cannot find your product, refer to "How to add products" on page 5 of this manual.



STEP 4: Enter the unit price and add the quantity of the product available for sale.



STEP 5: Click "List Units".

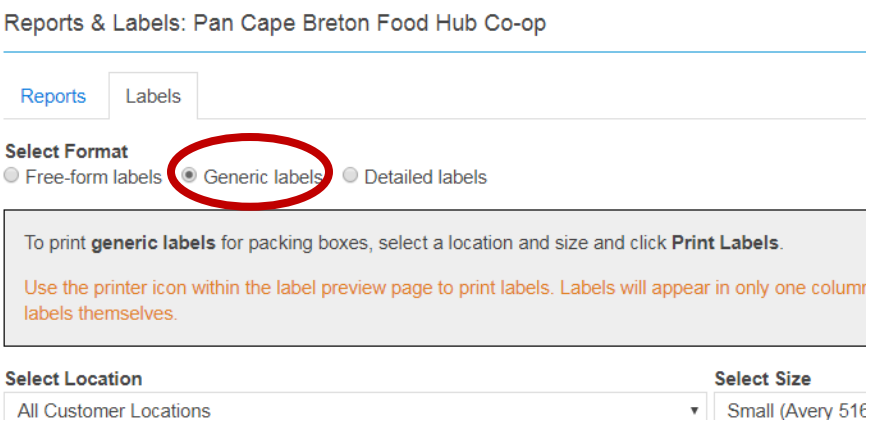


Print labels

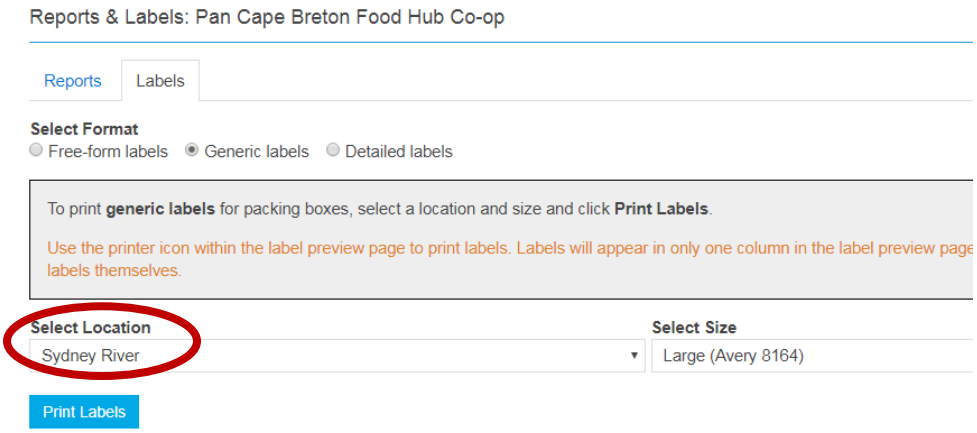
STEP 1. Click "Reports".

STEP 2: Click "Labels".

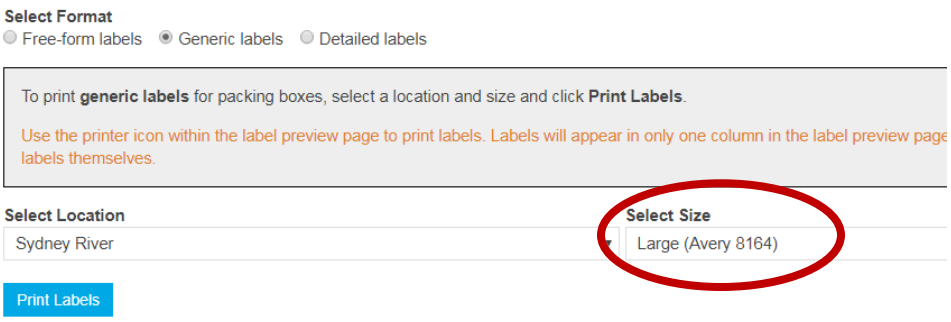
STEP 3: Click the circle in front of "Generic labels".



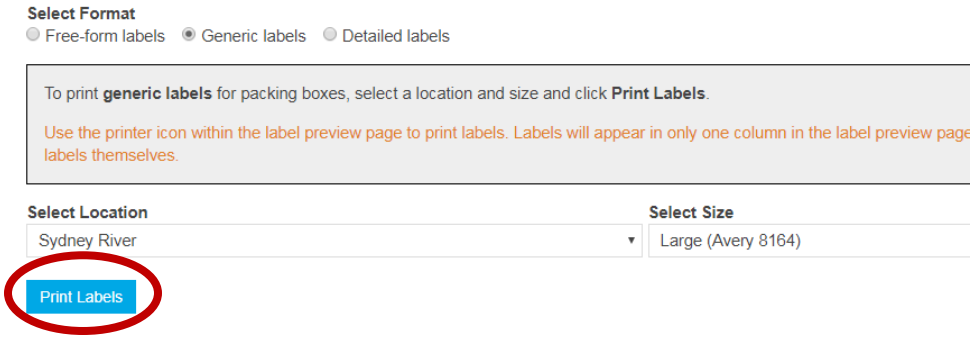
STEP 4: Select the desired location.



STEP 5: Select size "Large (Avery 8164)".

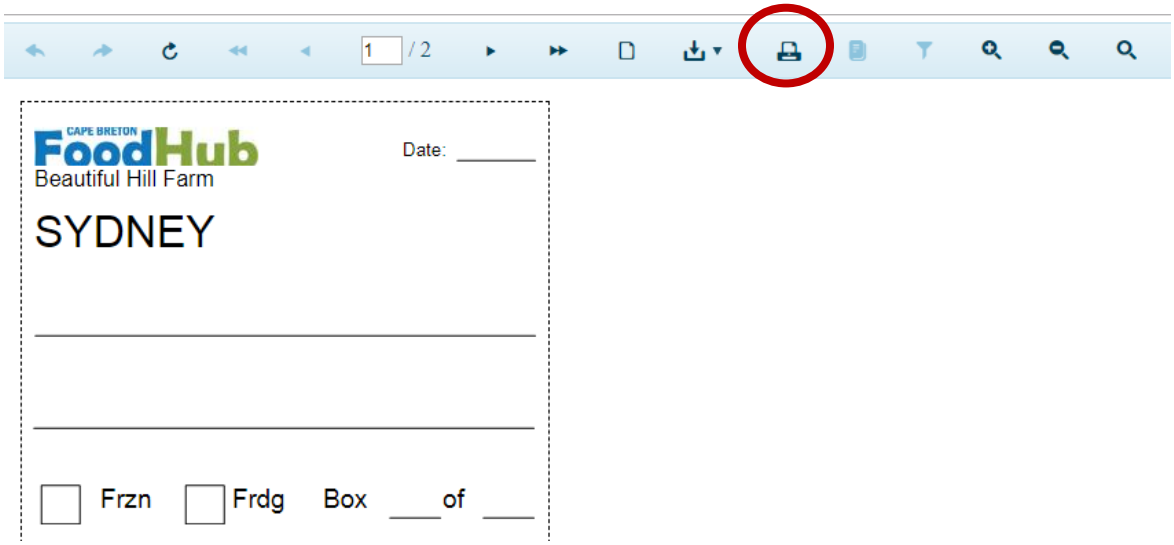


STEP 6: Click "Print Labels".



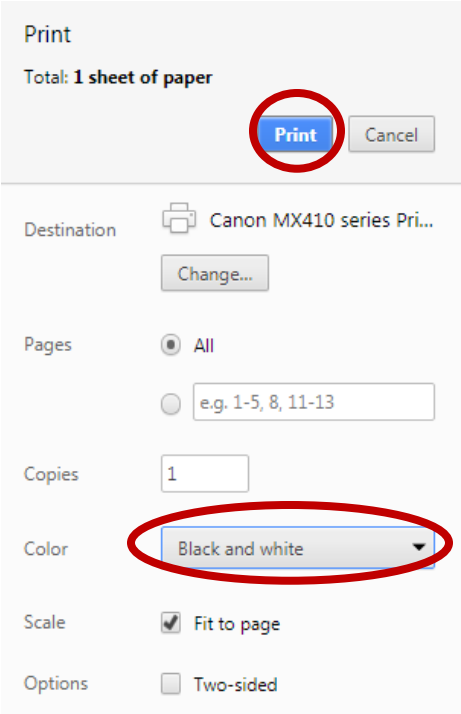
STEP 7: Click the printer icon.

Note: Labels will appear in only one column in the label preview page, but will print in two columns on the labels themselves.



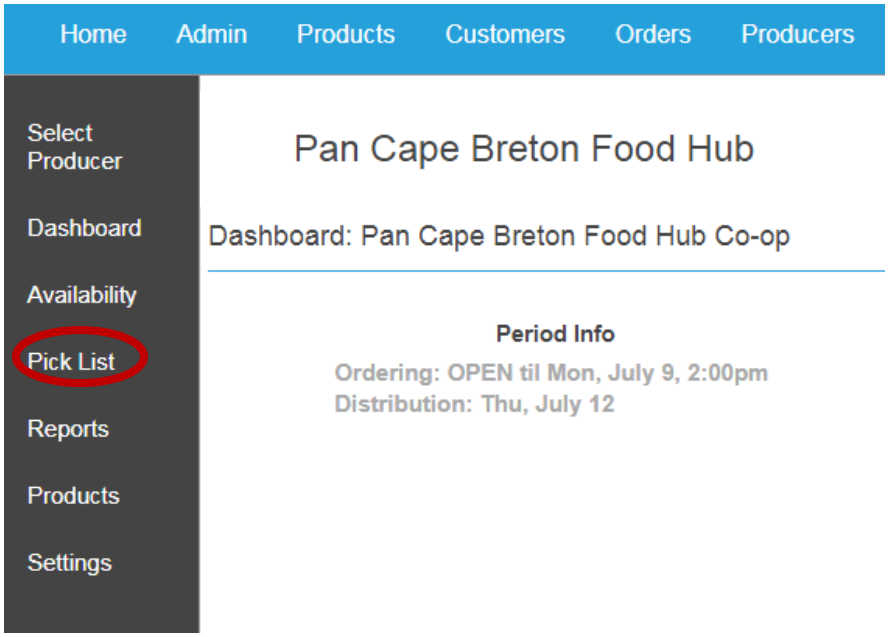
STEP 8: Click "Print".

Note: If you want to print your labels in black and white, select "Black and white" in the color drop-down menu.

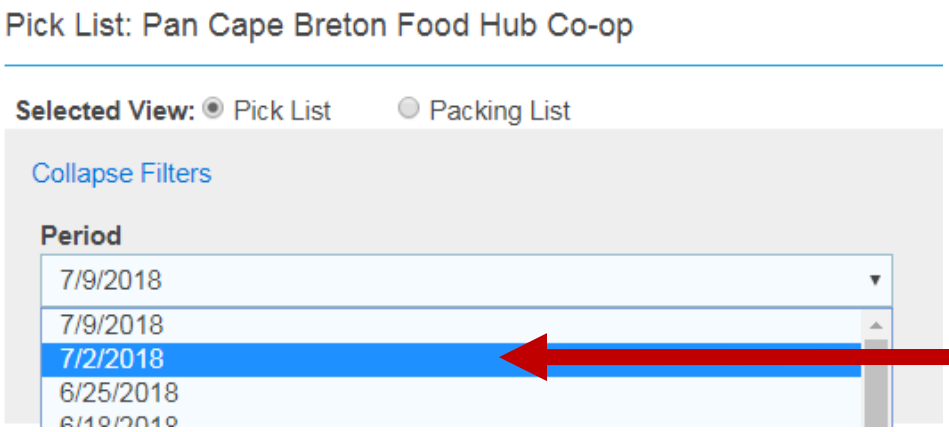


Get pick list

STEP 1. Click "Pick list".



STEP 2: Select the **second** period in the drop-down menu.

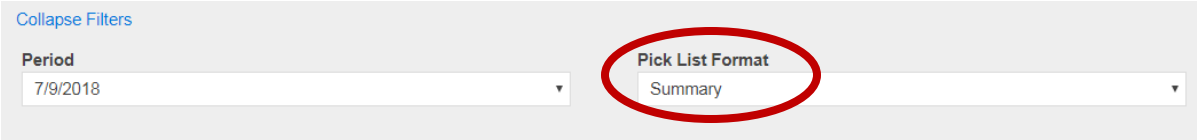


Select the second date in the list.

Note: These dates are the period start dates. Each new period starts on Monday, when the order cycle closes. When you are preparing for the current week (after Monday at 2PM and before dropping off on Wednesday), consumers ordered it in the previous period, so you must select the period start date that is the Monday before.

STEP 3: Select "Summary" as the Pick List Format.

Note: If you are pricing individual meat products based on the exact size of each consumer's order, you can select "Detailed" as the Pick List Format.



STEP 4: Use the "Ordered Items Summary by Product" chart to view the **total** number of each item sold.

In this example, 8 total items were sold.

Ordered Items Summary by Product

Item	Selling Unit	Sold Count	Pick Count	Pay to Producer
Share the Harvest 2017	Each	8	**8** Each	$80.00
Total				**$80.00**

STEP 5: Use the "REGION DISTRIBUTION DETAIL" chart to view how many of each item must be sent to each location. Each location needs its' own box.

In this example, of the 8 total items sold, 2 must be shipped to Baddeck, 1 to Mermaid Catering, 1 to New Waterford, 2 to Sydney, and 2 to Sydney River.

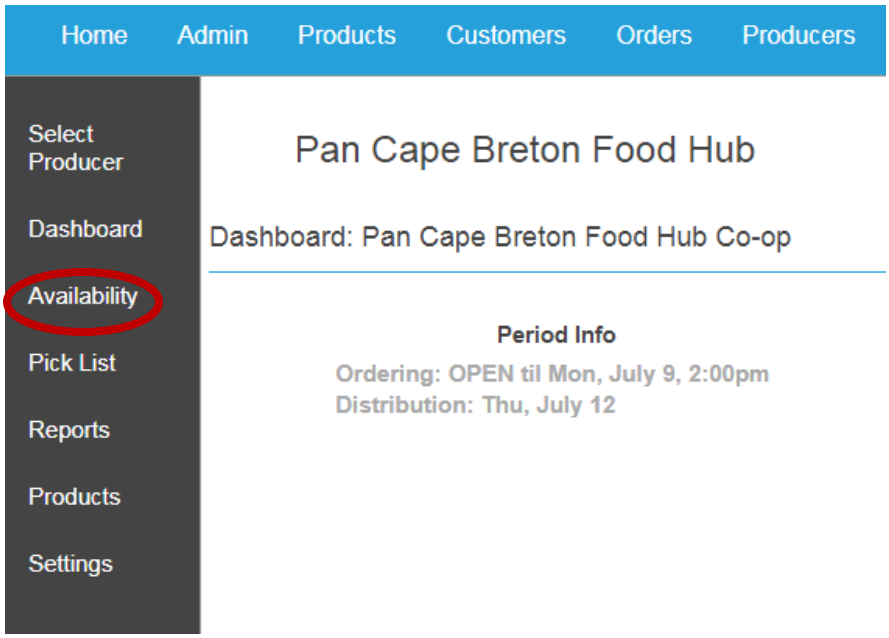
REGION DISTRIBUTION DETAIL

The items below, if any, are to be distributed to a different location. Please package them separately so we can direct them to the proper destination. The items below are included in the summary above, please do not deliver the product below as additional product.

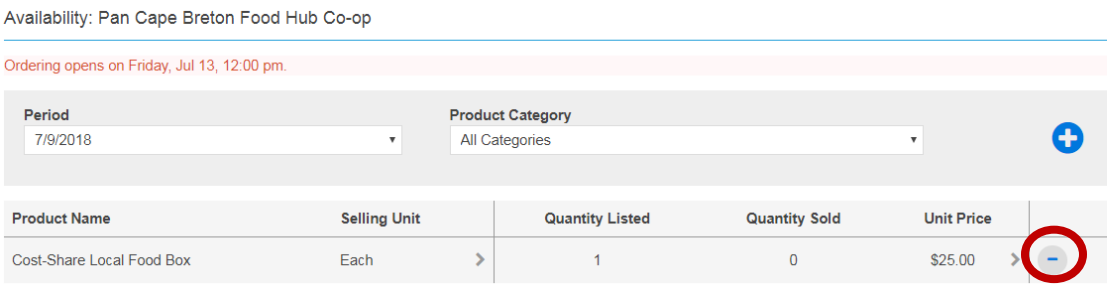
Region	Location	Item	Unit	Qty
Cape Breton	Baddeck	Share the Harvest 2017	Each	2
Cape Breton	Mermaid Mobile Catering Truck	Share the Harvest 2017	Each	1
Cape Breton	New Waterford	Share the Harvest 2017	Each	1
Cape Breton	Sydney	Share the Harvest 2017	Each	2
Cape Breton	Sydney River	Share the Harvest 2017	Each	2

Unlist a product

STEP 1: Click "Availability".



STEP 2: **If none of the product has sold yet,** click the "-" button to remove the product.

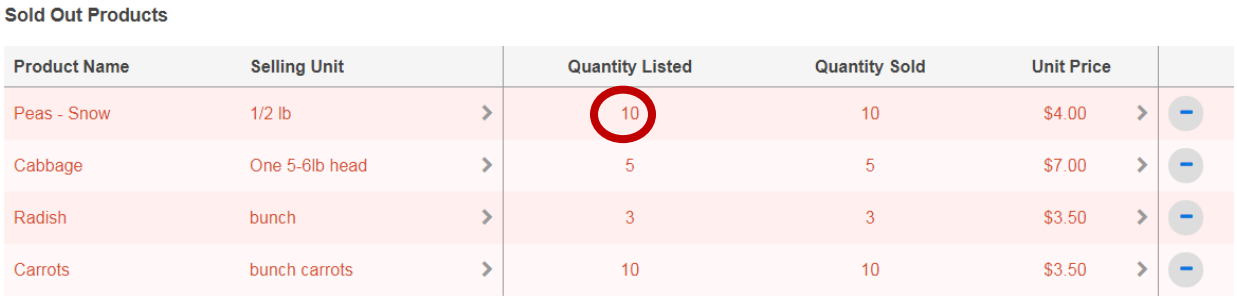


If some of the product has already sold, you will not be able to remove the product completely. However, you can update the quantity available to match the quantity sold. To do this, click on the name of your product. Then, if the quantity sold is 3 (for example), modify the quantity listed to be 3. This will cause your product to be listed as "Sold Out".

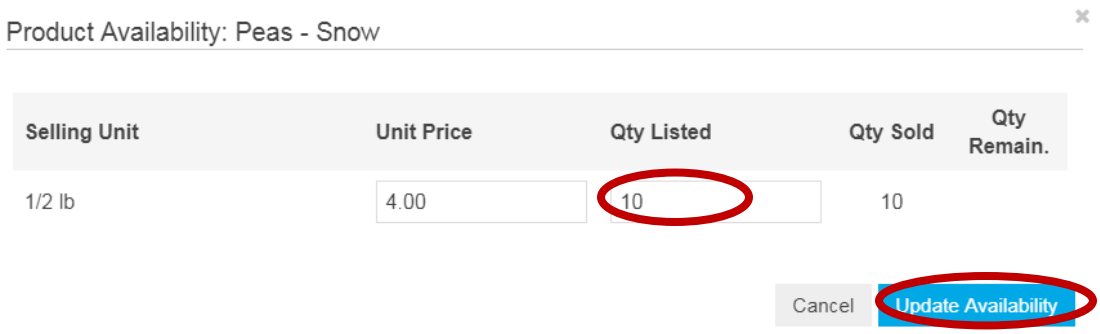
Adding more units to a sold out product

STEP 1: Log-in to your account. Your sold out items will be listed at the bottom of the page when you first log-in.

STEP 2: Click on the "quantity listed" for the product that you want to update.



STEP 3: Update the "quantity listed" to an amount larger than the amount that has sold. When you are done, click "update availability".



Section 2- Packing Boxes

Tips for packing boxes

- ✓ Designate a certain area or room as the "boxing area".
- ✓ Store all labels, tape, scissors, and boxes in this area.
- ✓ Cut out your labels in advance.
- ✓ Work in a team of two.

How many boxes and labels will you need?

- ➢ You will need a separate box for each location. Note that each restaurant is its' own location.
- ➢ **Each box needs its' own label.**
- ➢ If you have more than one box for a certain location, each box must be labelled.

Do you need to place each individual product in its' own bag?

- For products such as salad greens and kale that may wilt, please consider placing each item in its' own bag. This will help it last longer in the consumers' fridge.

- If you choose to place multiple items in the same bag, use a label to clearly indicate the number of unique orders contained in the bag.

  For example, you could place five cucumbers in a single bag labelled "Five individual orders -1 per consumer".

Do you need to label each individual product?

- For unique or similar products that may be difficult for volunteers to identify, please label at least one item for each location.

  Examples:

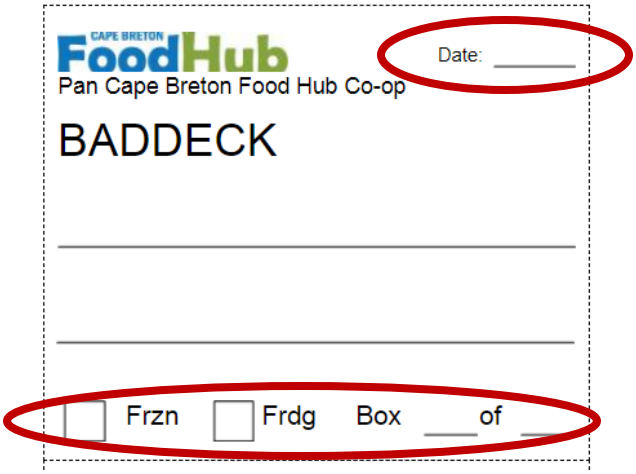
  - Use labels to distinguish between snacking and slicing cucumbers
  - Use labels to help volunteers identify herbs.

What do you need to write on the printed labels?

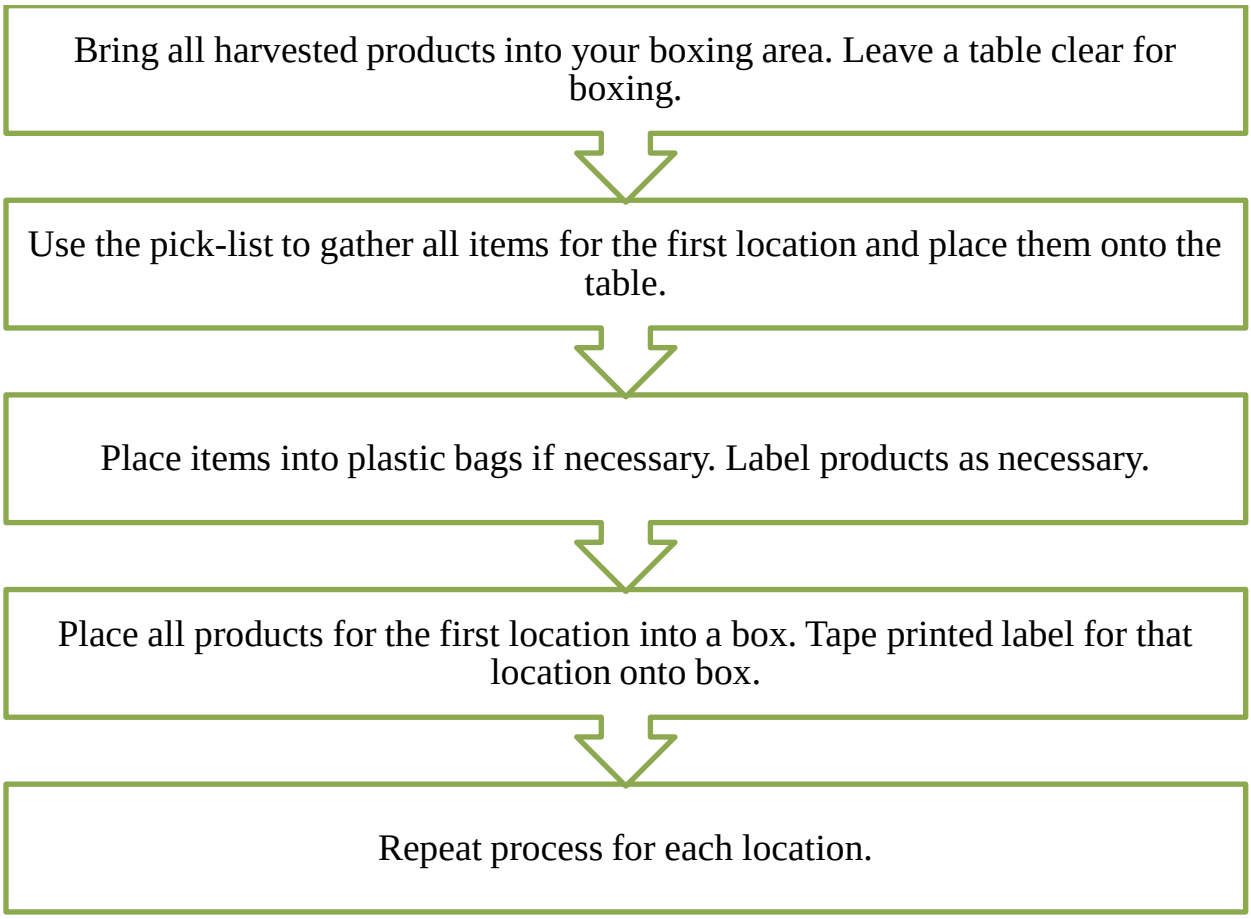
- ✓ The date
- ✓ Mark if the product must stay in the freezer (Frzn) or fridge (Frgd)
- ✓ Indicate the total number of boxes.

  If sending one box to a location: Label as "Box 1 of 1"

  If sending two boxes to a location: Label as "Box 1 of 2" and "Box 2 of 2"



Suggested process for efficient packing



Producer Checklist for Packing Boxes

Date:

✓	**Preparing items for boxing**
	Inspect products for any quality issues.
	Place products into separate bags as needed.
	Use labels to identify any unique or similar items. Label at least one of these items per location.
	If more than one order is placed in the same bag, clearly indicate this with a label stating "# of total orders- one per consumer".
✓	**Boxing**
	Make sure the correct items and quantities are packed in each box.
	Use a separate box for each location.
	Use newspaper to protect breakable or fragile products.
✓	**Labelling boxes**
	Place a label on each box.
	Fill out "Box __ of __" on each label.
	Place date on each label.
	Check off if the box needs to be in the fridge or freezer.

Drop-off Locations & Times

Please bring your boxes to the nearest location by the designated time each Wednesday.

Location	Deadline for Dropping off Boxes
Baddeck 516 Chebucto Street	10 AM
Bras d'Or Food Hub Building	11 AM
Margaree Building Behind Library	10 AM
Neil's Harbour Victoria Co-op Fisheries	11 AM
Port Hawkesbury BaRyKin Bistro, Port Hawkesbury Mall	10 AM
Whycocomagh Bayside Garden Centre	10 AM
Sydney 87 Marine Drive, Edwardsville	12 PM