Lulus Local Food Producer Instruction Sheet

https://charlottesvillecitymarket.luluslocalfood.com/

Register:
- Click **JOIN** in the top left corner
- Fill out the required fields
- Select a **PICKUP LOCATION**
- Skip the membership
- Confirm email

Apply:
Return to home page and **LOG IN** with new credentials. Remember to save credentials so you can easily access again. Under **ABOUT US** in the home page toolbar, go to **BECOME A PRODUCER.**

Fill out the application. Select all categories that are applicable to your farm or business. *Be sure to add all foreseeable applicable categories because you will only be able to have admin permission in the categories you list.*

Share as much detail about your operation as will be helpful to know you and your farm practices. Put **N/A** for questions that do not apply, since all fields are required*. You can put N/A if I already know some of the information.*

You can **SAVE** your application and return to it until it is complete. Once complete, **SAVE** one last time and then check **SUBMIT**, then click the green button **SUBMIT APPLICATION.**

Review Process:
Your application will be submitted, and once it has been reviewed by the Hub Admin, you will receive an email back. *City Market To-Go is Hub Admin.*

Post-Approval:
Once you receive an email back from the Hub Admin approving your application, you can **LOG IN** and find an **ADMIN** prompt in the top left corner of your Home Page and on your toolbar. Select **ADMIN.**

Your Admin prompts will give you access to the: **EDIT CONTACT INFO** menu. This is your contact information that you entered when you registered. Please keep this up to date so that your Hub Admin can contact you. This information is not available anywhere to the public.

Manage Inventory:
This is where you enter your inventory. You are responsible for keeping this up to date (or use your **HOLIDAY** feature to close your vendor account for a period of time). If you leave the Hub permanently, the Hub Admin can deactivate your account. *The "Holiday" may or may not be an actual holiday. It designates a time that you are not taking sales, for example from Friday to Saturday when you are picking produce or are at a market. You can activate or deactivate Holiday periods. More detail is under "Holidays" below.*

To get set up, select **ADD NEW ITEM**, fill out item NAME, select one category, select tax rate (*sales taxes are the responsibility of the vendor*), add item description (could include variety, how to prepare food, etc.), select UNIT or write in "Describe Other Unit," enter Price Per Unit, check all applicable Types. If you are selling a product in two different ways, such as a pound and half a pound, enter information for both.

Scroll to bottom and hit **ADD**, then go to upper right of form and select **ADD NEW.**

Continue this process until all items have been added, and then select **INVENTORY LIST** in top left corner of form. Here you can look at your list and see how the products will show up on the page. You can also Edit, Manage Stock, Add Pictures, and Delete. *You can get started taking orders, even if you don't finish listing all of your available products. You can keep adding products when you have time*.

TIP: If you are listing Squash, make Squash your product name and Yellow or Butternut the description. Or, if you prefer, list the product as:
Squash – Yellow
Squash – Butternut

Then in the description, make suggestions for how to best prepare. If you put "Butternut Squash" and "Yellow Squash" in the NAME, they will come up at opposite ends of the listing (because of alphabetical order) and will be harder for customers to find.

Once you have all of your inventory listed the way you want it, then you can go back and check the **SUBMIT** button at the bottom of the form. Once an item has been submitted, it will be approved by the Hub Admin and will go live to customers for shopping. At this time, the item NAME, DESCRIPTION, CATEGORY and TAX

RATE can no longer be edited. You can change out the Units, Types, Stock Quantities and Pictures. This allows you to update your **STOCK** easily from your phone or computer each week. You can add new products at any time, and they will go live for customers once they are approved by your Hub Admin.

If you are a meat producer, you will find under the product **DESCRIPTION** a small box labeled **SIZE VARIES ON EACH ITEM**. If you want to list a number of cuts of meat by weight, you will select this box.
Under **UNIT,** select "pounds," and for **PRICE PER UNIT**, list your price per pound. When you then look at your inventory in the INVENTORY LIST, under **MANAGE STOCK** you will enter under **SIZE OF ITEM** the weights of each of your cuts. *IMPORTANT: ONLY use the feature SIZE VARIES ON EACH ITEM for individual cuts of meats. This does not work well for any other items.*

Manage News:
Select **ADD NEW STORY**. Enter Title and at least a Display On date. If you leave **REMOVE ON** blank, your story will remain listed indefinitely. Add text to your story in story box. Manage News works as a blog site, if you want a story to remain at the top of your blog, select "Pin this to top" and it will do just that. To **EDIT** your article, select **NEWS LISTING**. There you can **EDIT** your articles, add pictures in JPEG format, and see the order in which they are displaying. To delete an article, use the display calendar to enter the **REMOVE ON** date.

Pickup Locations:
Ensure you are associated with our hub. Select **CITY MARKET TO-GO @CHS**. Select **SUBMIT CHANGE** to record locations in the program.

Holidays:
Select **ADD NEW HOLIDAY.**
Fill out **REASON FOR BREAK (TITLE)** and **FULL EXPLANATION**. This will post to customers when they attempt to select your farm in the shopping search, so make it friendly and state when you plan to return. Select the dates for your break (**FIRST DAY** and **LAST DAY**) in the calendar features. Be sure to cover the entire time that the Buying Pages are open if you do not want to sell at all in a particular week and you are returning in the middle of a Buying Cycle.
Make sure to list Holiday for all pick up locations.
Scroll down and check the **ADD** button to save your Holiday post.

Producer Administrator:
If you need help updating your inventory each week, you can add an administrator to help you.
Use the **USER SEARCH** to select the name of the new Admin (they must have a registered account).
Check the **ADD** button to add new Admin and use the **REMOVE** to take them off.

Your Application:
Your **APPLICATION** is stored in your Admin tools so that you can update this at any time. If you need to add a Category, change your Contact Information, or if you ever want to submit your Application to another Lulus based online Hub, you will edit your application here.
DO NOT EVER select **CREATE A NEW PRODUCER** application unless you are intending to do just that. Every producer has ONE application and ONE producer account. If you have more than one, you will be essentially splitting your inventory list and doubling your work and records. In making edits to your Application or submitting it to a new Hub, be sure to select **SAVE AND SUBMIT**.

Reports:
Reports come in three formats. All are downloadable into Excel for easy formatting for making labels and your own personal record keeping.

Please call 434-970-3371 or email citymarket@charlottesville.gov with questions.
We have been getting inundated with calls and emails and will do our best to get back to each of you.

City Market
TO-GO