

Organizing Products in your OFN shop

Things to consider when you are adding product variants.

- Variants are different size packages, colors, or flavors of a product.
- What and How much you have to sell.
- Products are displayed in alphabetical order.
- Descriptions that make your mouth water, help make your items sell!
- Put the product first if listing as separate products, (products are displayed in alphabetical order) this will keep all the products together. Capitalize the words. Examples:
 - Beets, Chioggia
 - Beets, Detroit Red – Organic
 - Beets, Golden
 - Beets, Red
- If entered as separate products you can have a photo for each product.
- If entered as variants there is only one photo for all the variants. (One photo that has the different variants can be used.)
- Use a photo with the different variants. e.g. Different colors or package sizes



- Use variants for different size packages, flavors, or colors of products
To list Beets as Variants:
 - Use Beets, Bunch for the product name if selling by the bunch
 - Select **Item** for **Variants Units Scale**
 - Use Beets, bulk for the name if selling by **Weight** or **Volume**
 - Select **Weight** or **Volume** if selling that way

- For more detailed information on product entry check out:
 - [Product Cheat Sheet](#) pdf reference sheet
 - [Adding Products](#) in the User Guide
- Example of Product with Variants:
 - Beets, Bunch
 - Red
 - Golden
 - Chioggia
 - Detroit Red – Organic
 - Note: the variants will appear in alphabetical order in the listing
- Example of Product with Variants:
 - Beans, Green
 - 1 pound
 - 5 pounds
 - 10 pounds
 - 20 pounds
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- You are responsible for setting prices.
 - Feel free to list your normal market pricing on the platform
- You may use variants to create additional packages with discounted pricing on bulk purchases.
 - Example: \$4.00 for a pint of cherry tomatoes
 - \$30.00 for a flat (10 pints of cherry tomatoes)
 - **This encourages buyers to buy in bulk**

How to order product variants:

Variant names are displayed in alphabetical order. If numbers are used for the variant name, for them to appear in numerical order a space before the number is needed for it to appear before 16.

Example of variant names:

- 8 oz. Bottle
- 16 oz. Bottle
- 128 oz. Bottle

Notice there are 2 spaces before the 8, and 1 space before 16.

The Name field of variants is ordered alphabetically (case insensitive). Ordering is done first by name (alphabetically). If the variant names are the same, ordering will be done by unit.


Example of Product with Variants

- Products tab with the product variants expanded

What you see in the “Back Office”

PRODUCER	NAME ▲	UNIT	DISPLAY AS	PRICE
 Producer ▼	Maple Syrup, plain bottle	Weight (oz) ▼		
	Maple Syrup, plain bottle	8	8 oz. plain bottle	7.0
	Maple Syrup, plain bottle	16	16 oz. plain bottle	13.0
	Maple Syrup, plain bottle	32	32 oz. plain bottle	25.0
	Maple Syrup, plain bottle	128	128 oz. plain bottle	90.0

What you see as a Shopper



Maple Syrup, plain bottle

Plain glass bottle of pure maple syrup.

from [Producer](#)

Maple Syrup, plain bottle
8 oz. plain bottle

\$7.00

\$0.00

?

\$14.00 / lb

Add

Maple Syrup, plain bottle
16 oz. plain bottle

\$13.00

\$0.00

?

\$13.00 / lb

Add

Maple Syrup, plain bottle
32 oz. plain bottle

\$25.00

\$0.00

?

\$12.50 / lb

Add

Maple Syrup, plain bottle
128 oz. plain bottle

\$90.00

\$0.00

?

\$11.25 / lb

Add