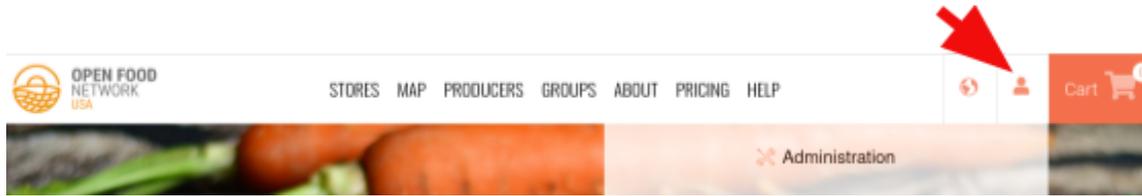


This is an adapted version of the steps in the "[Quick Start Guide](#)" for people who have a profile on OFN and want to open an online shop. Here are the steps you'll need to go through to set up your own online shop:

1. Log in to [openfoodnetwork.net](http://openfoodnetwork.net), click on "Administration" under the person shape in the upper right corner (which will put you in what we call "the back office").



Change your "package type" to "shop": [Here's the link in the User Guide for changing your package type.](#)

**PRODUCER PROFILE**  
CONNECT THROUGH OFN  
ALWAYS FREE

Add your products to Open Food Network, allowing hubs to stock your products in their stores.

**PRODUCER SHOP**  
SELL YOUR OWN PRODUCE

Sell your products directly to customers through your very own Open Food Network shopfront.

A Producer Shop is for your produce only, if you want to sell produce grown/produced off site, select 'Producer Hub'.

**PRODUCER HUB**  
SELL PRODUCE FROM SELF AND OTHERS

Your enterprise is the backbone of your local food system. You can sell your own produce as well as produce aggregated from other enterprises through your shopfront on the Open Food Network.

**CHANGE NOW**

You might also see a link to change your package type in the upper right area as soon as you are in the back office -- either method will work.

**OFN USA Demo Farm 2 (Has Shopfront)**

**CHANGE PACKAGE**

**ENTERPRISES**

**Enterprises**

Search By Name

NAME	PRODUCER?	PACKAGE	STATUS	MANAGE
OFN USA Demo Farm 2	Producer	Shop		<b>SETTINGS</b>

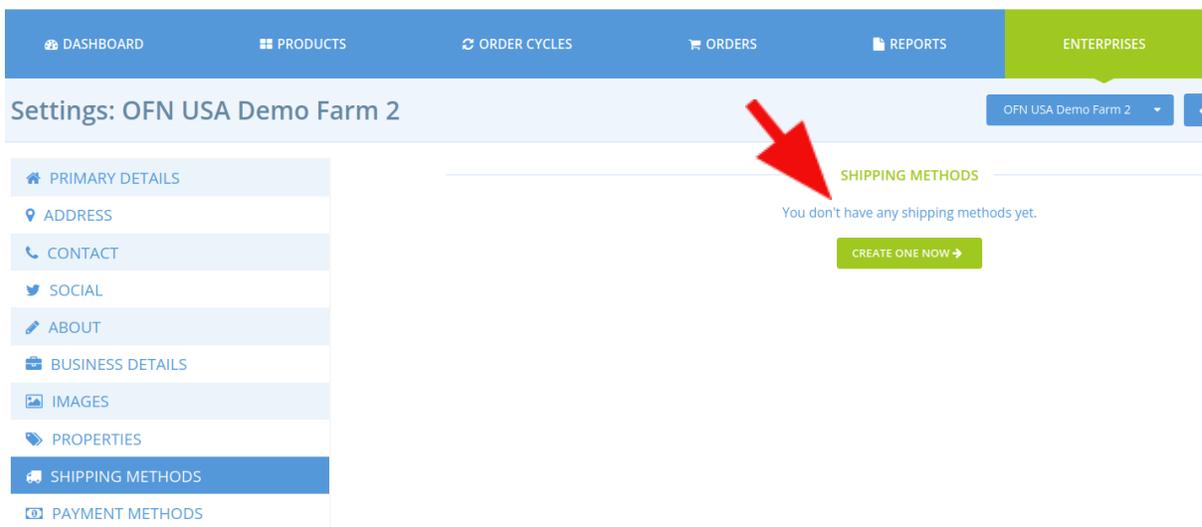
2. Double check your settings to make sure everything looks okay (since you have a shop, you'll have a chance to communicate a lot more with your customers so you can add extra information). You can also give a Hub [permission](#) to sell your products under "Enterprise Permissions". [Here's an overview of Enterprise Settings](#).

The screenshot shows the 'Enterprises' management page. At the top, there is a navigation bar with tabs for DASHBOARD, PRODUCTS, ORDER CYCLES, ORDERS, REPORTS, ENTERPRISES (active), and CUSTOMERS. Below this, there are sub-tabs for ENTERPRISES and PERMISSIONS. The main heading is 'Enterprises' with a 'USER GUIDE' link and a '+ NEW ENTERPRISE' button. A search bar labeled 'Search By Name' and a 'COLUMNS' dropdown are also present. A table lists enterprises with columns for NAME, PRODUCER?, PACKAGE, STATUS, and MANAGE. The first entry is 'OFN USA Demo Farm 2' with a 'Producer' dropdown, a 'Shop' package, a warning status icon, and a 'SETTINGS' button. Below the table, there is a detailed view for the 'Producer Shop' package. It includes a description: 'Sell your products directly to customers through your very own Open Food Network shopfront. A Producer Shop is for your produce only, if you want to sell produce grown/produced off site, please select 'Producer Hub'. To the right of this description are three selectable options: 'PROFILE ONLY' (GET A LISTING, ALWAYS FREE), 'PRODUCER SHOP' (SELL YOUR OWN PRODUCE), and 'PRODUCER HUB' (SELL PRODUCE FROM SELF AND OTHERS). The 'PRODUCER SHOP' option is currently selected and highlighted with a black background.

3. Set up at least one "[payment method](#)" (a lot of people just start with cash on delivery).

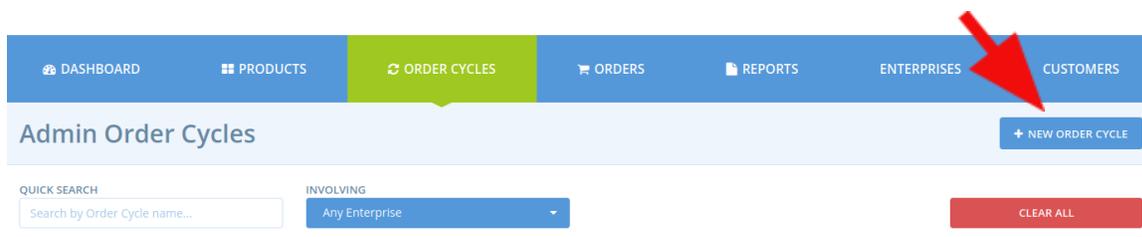
The screenshot shows the 'Settings: OFN USA Demo Farm 2' page. The navigation bar is the same as in the previous screenshot, with 'ENTERPRISES' active. The page title is 'Settings: OFN USA Demo Farm 2' and there is a dropdown menu for 'OFN USA Demo Farm 2' and a back arrow. On the left, there is a sidebar menu with categories: PRIMARY DETAILS, ADDRESS, CONTACT, SOCIAL, ABOUT, BUSINESS DETAILS, IMAGES, PROPERTIES, SHIPPING METHODS, and PAYMENT METHODS (active). The main content area is titled 'PAYMENT METHODS'. It contains the following text: 'To accept payments using credit card, you will need to connect your stripe account to the Open Food Network. Use the button to the right to get started.' To the right of this text is a blue button with a Stripe logo and the text 'Connect with Stripe'. Below this text is a message: 'You don't have any payment methods yet.' and a green button labeled 'CREATE ONE NOW'. A red arrow points from the 'Connect with Stripe' button down to the 'CREATE ONE NOW' button.

4. And at least one "[shipping/delivery method](#)":



5. [Add some products](#) to your shop

6. [Create an order cycle](#). When your order cycle is open, your shop is open!



Let us know if you get hung up anywhere. We usually have an [open Zoom call on Mondays at noon Eastern time](#), so you could drop in then or just send us an email. We'll do our best to help and if you need a call or zoom we can set that up too.