

# Get started selling on the Open Food Network

*Producers at US Farmers Markets*



**OPEN FOOD**  
NETWORK

Photo by [Heather Gill](#)



- Get you registered on Open Food Network
- Get your shop set up
- Enter your first products
- Learn how to connect with other shops to create a food hub, shared delivery etc
- Set up an order cycle
- Access reports to manage your orders
- Helpful links for getting assistance

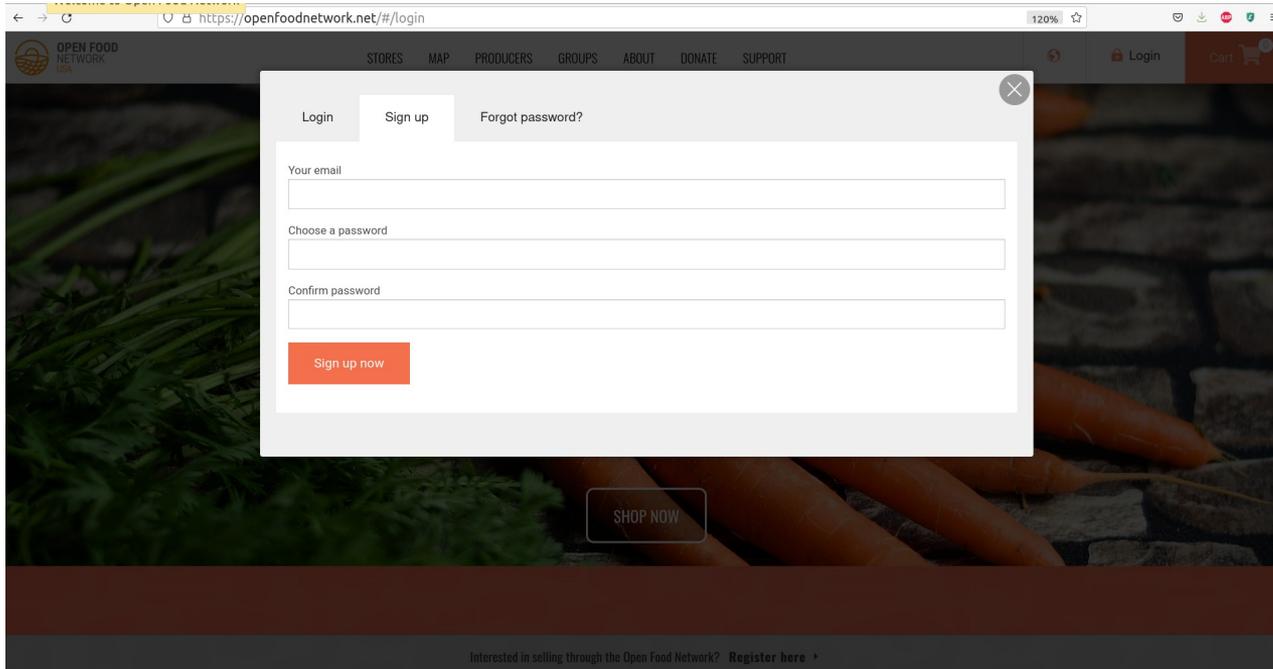
## More Info

- What the Open Food Network does

# 1. Get registered



<https://openfoodnetwork.net/#/login>

A screenshot of a web browser showing the Open Food Network login page. The browser's address bar displays the URL 'https://openfoodnetwork.net/#/login'. The page features a dark header with navigation links: STORES, MAP, PRODUCERS, GROUPS, ABOUT, DONATE, SUPPORT, and a 'Login' button. A modal form is centered on the screen, titled 'Sign up' (with 'Login' and 'Forgot password?' as alternative options). The form contains three input fields: 'Your email', 'Choose a password', and 'Confirm password'. Below these fields is an orange 'Sign up now' button. The background of the page is a blurred image of fresh produce, including carrots and leafy greens. At the bottom of the page, there is a 'SHOP NOW' button and a footer link: 'Interested in selling through the Open Food Network? Register here'.

You will receive an email to confirm your address.

Click the link in the email and then login

# 1. Get registered



[https://openfoodnetwork.net/register/auth?after\\_login=%2Fregister#/signup](https://openfoodnetwork.net/register/auth?after_login=%2Fregister#/signup)

1. DETAILS 2. CONTACT 3. TYPE 4. ABOUT 5. IMAGES 6. SOCIAL

## Let's Get Started

Hooray! First we need to know a little bit about your enterprise:

Enterprise Name:

Address line 1:  City:  Zip code:

Address line 2:  Country:  State:

[Locate address on map](#)

Map Satellite

Map controls: Map, Satellite, location pin, zoom in (+), zoom out (-), full screen (⌘)

## 2. Choose a package



1. DETAILS   2. CONTACT   **3. TYPE**   4. ABOUT   5. IMAGES   6. SOCIAL

### Last step to add Xena's Farm!

Are you a producer?

 **Yes, I'm a producer**

 **No, I'm not a producer**

 Producers make yummy things to eat and/or drink. You're a producer if you grow it, raise it, brew it, bake it, ferment it, milk it or mold it.

 If you're not a producer, you're probably someone who sells and distributes food. You might be a hub, coop, buying group, retailer, wholesaler or other.

[Back](#) [Create profile](#)

Select "I'll share my own produce"

'Create Profile' to continue



## 3. Add to your profile



<https://openfoodnetwork.net/admin>

The screenshot shows a web interface with a teal header containing navigation tabs: 1. DETAILS, 2. CONTACT, 3. TYPE, 4. ABOUT (selected), 5. IMAGES, and 6. SOCIAL. The main content area has a white background with a teal border. At the top, it says "Nice one!" followed by "Now let's flesh out the details about Xena's Farm". Below this is a blue success message box: "Success! Xena's Farm added to the Open Food Network. If you exit this wizard at any stage, you can continue to create your profile by going to the admin interface." The form below has several fields: "Short Description" (text input with placeholder "A short sentence describing your enterprise"), "Long Description" (text area with placeholder "This is your opportunity to tell the story of your enterprise - what makes you different and wonderful? We'd suggest keeping your description to under 600 characters or 150 words."), "License, Certification, or Business ID:" (text input with placeholder "eg. 123456789"), "Legal Business Name:" (text input with placeholder "eg. Justins Produce LLC"), and "Charges Sales Tax?" (radio buttons for Yes and No). A red "Continue" button is at the bottom right.

You have to make your Sales Tax choice now.

You can add further information to your profile - you can also easily fill this out / edit it later.

You can now access the administration interface to manage your enterprise via <https://openfoodnetwork.net/admin>

# 3. Accessing your shop's admin



Go straight there: <https://openfoodnetwork.net/admin> or click the person



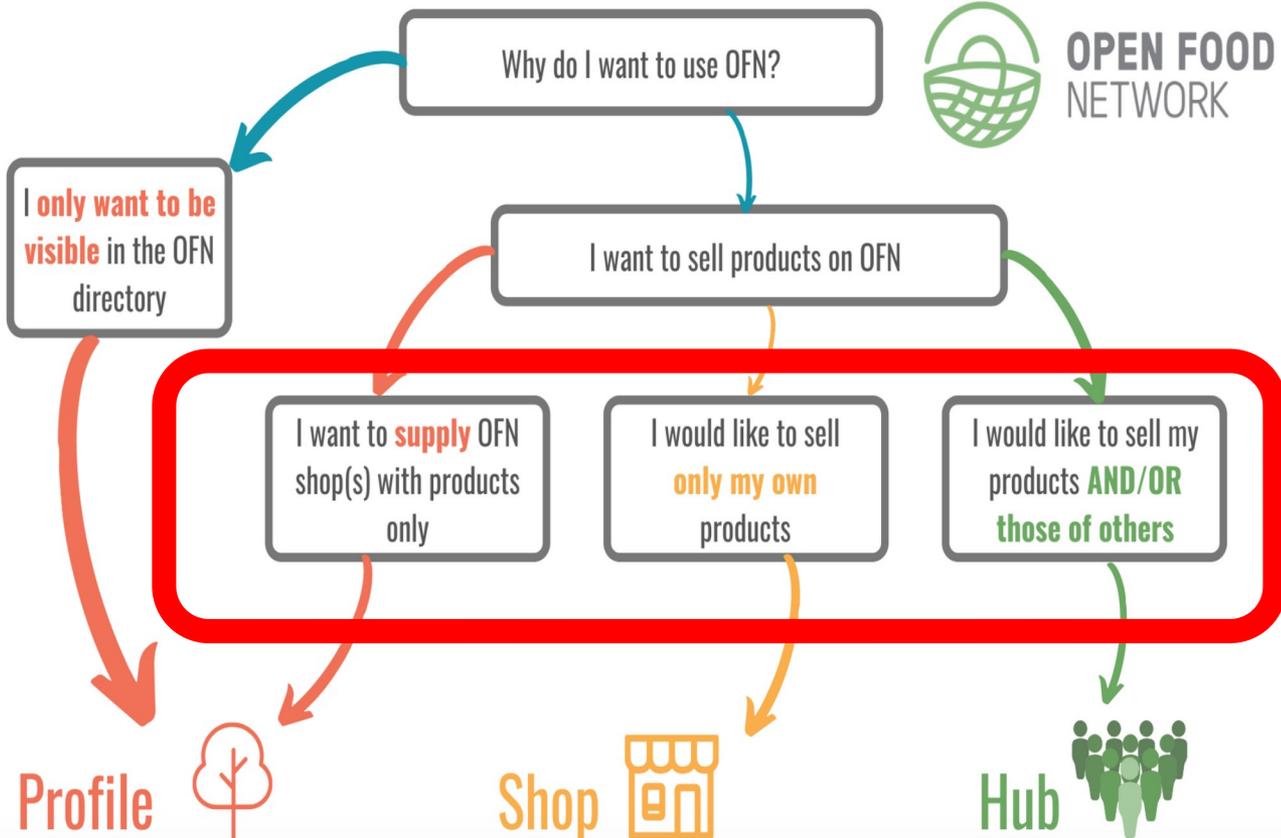
STORES MAP PRODUCERS GROUPS ABOUT DONATE SUPPORT



Shopping @ Wabasha Farmers ...



# You have options to sell your products ONLY through a Hub, or also in your own individual shop



You could also become a 'hub' and also sell products from other farmers . . . but let's leave that for now . . .

### 3. To sell through a Hub, you only need a Producer Profile



## Welcome to the Open Food Network!

YOU HAVE SUCCESSFULLY CREATED A PRODUCER PROFILE

### Next step

CHOOSE YOUR PACKAGE:

#### 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.

SELECT AND CONTINUE

# 3. Here's your backend administration!



Logged in as : nexttown@niftygaloot.com [Account](#) [Logout](#) [Store](#)

DASHBOARD

PRODUCTS

REPORTS

ENTERPRISES

Xena's Farm (Supplier Only)

[USER GUIDE](#)

[CHANGE PACKAGE](#)

Hint: To allow people to find you, turn on your visibility under Manage Xena's Farm.

Your profile live

[SEE XENA'S FARM LIVE](#)

Edit profile details

Change your profile description, images, etc.

[MANAGE XENA'S FARM](#)



Add & manage products

[MANAGE PRODUCTS](#)

# 3. This is your Enterprise Settings page - you can edit your profile from here



E.g. address [https://openfoodnetwork.net/admin/enterprises/xena-s-farm/edit#!/primary\\_details](https://openfoodnetwork.net/admin/enterprises/xena-s-farm/edit#!/primary_details)

The screenshot shows the 'Settings: Xena's Farm' page. At the top, there's a navigation bar with 'DASHBOARD', 'PRODUCTS', 'REPORTS', and 'ENTERPRISES'. Below this, a sidebar on the left lists various settings categories: PRIMARY DETAILS (selected), ADDRESS, CONTACT, SOCIAL, ABOUT, BUSINESS DETAILS, IMAGES, PROPERTIES, ENTERPRISE FEES, ENTERPRISE PERMISSIONS, and USERS. The main content area is titled 'PRIMARY DETAILS' and contains the following fields:

- NAME: Xena's Farm
- PRIMARY PRODUCER?:  PRODUCER
- VISIBLE IN SEARCH?:  PUBLIC  HIDDEN  HIDE ALL REFERENCES
- OFN UID: 1313

At the bottom right, there are 'UPDATE' and 'CLOSE' buttons.

Update social links, contacts, about us and images

When you are ready you can set to 'Visible' and your profile will be visible in the map and directories

*NB. If you have selected Profile Only (slide 9) you will not have all of the options a shop or hub has. Some of them are only required for actually setting up your own shop*

# 4. Create Products



 **OPEN FOOD NETWORK** Logged in as : nexttown@niftygaloot.com [Account](#) [Logout](#) [Store](#)

**DASHBOARD** **PRODUCTS** **REPORTS** **ENTERPRISES**

**Xena's Farm (Supplier Only)** [USER GUIDE](#) [CHANGE PACKAGE](#)

Hint: To allow people to find you, turn on your visibility under Manage Xena's Farm. ✕

 **Your profile live**  
[SEE XENA'S FARM LIVE](#) →

 **Edit profile details**  
Change your profile description, images, etc.  
[MANAGE XENA'S FARM](#) →

 **Add & manage products**  
[MANAGE PRODUCTS](#) →



## 4. Enter your products (if you're a producer)



<https://openfoodnetwork.net/admin/products>

- For each product, enter at minimum the following information:
  - Product Name (eg. 5lb Bag of Potatoes)
  - Units (eg. lb)
  - Value (eg. 2)
  - Price (eg. \$6.50)
  - You can also specify stock levels and add a description and images for each product.

- More information in the OFN User Guide about adding products:

<https://guide.openfoodnetwork.org/basic-features/products-1/products>

The screenshot shows the Open Food Network admin dashboard. At the top, there's a navigation bar with 'DASHBOARD', 'PRODUCTS', 'ORDER CYCLES', 'ORDERS', 'REPORTS', 'ENTERPRISES', and 'CUSTOMERS'. Below this is a sub-navigation bar with 'PRODUCTS', 'INVENTORY', and 'IMPORT'. The main content area is titled 'Bulk Edit Products' and features a '+ NEW PRODUCT' button highlighted with a red box. Below the button is a search section with a 'Quick Search' input field, dropdown menus for 'PRODUCER', 'CATEGORY', and 'IMPORT DATE', and a 'CLEAR FILTERS' button. At the bottom, there's a 'FILTER RESULTS' button and a message: 'No products yet. Why don't you add some?'.

## 4. Enter your products (if you're a producer)



<https://openfoodnetwork.net/admin/products>

**NEW PRODUCT**

**SUPPLIER \***  
Xena's Farm

**PRODUCT NAME \***  
3lb. Bag of Potatoes

**UNIT SIZE \***  
Weight (lb)

**VALUE \***  
3.0

**DISPLAY AS**  
3lb

**PRODUCT CATEGORY \***  
Produce

**PRICE \***  
4.50

**UNIT PRICE ?**  
\$1.50 / lb  
Calculated based on the item price

**TAX CATEGORY \***  
None

**SHIPPING CATEGORY**  
Default

**ON HAND**

**ON DEMAND**

**IMAGE**

  Potato\_Russet.jpg

**PRODUCT DESCRIPTION**

**B I U  **

A 3lb. bag of our homegrown russet potatoes.

## 4. Enter your products (if you're a producer)



<https://openfoodnetwork.net/admin/products>

'Expand All' to add variants, of the same product e.g. different sizes or varieties

The screenshot shows the 'Bulk Edit Products' interface. At the top, there are navigation tabs for DASHBOARD, PRODUCTS (active), REPORTS, and ENTERPRISES. Below this is a sub-navigation bar with PRODUCTS, INVENTORY, and IMPORT. The main header area includes 'Bulk Edit Products' and a '+ NEW PRODUCT' button. A search bar is present with a 'Quick Search' input field and filters for PRODUCER, CATEGORY, and IMPORT DATE. A 'CLEAR FILTERS' button is also visible. Below the search bar is a 'FILTER RESULTS' button. The main content area shows a table with 1 result found. The table has columns for PRODUCER, NAME, UNIT, DISPLAY AS, PRICE, ON HAND, and ON DEMAND?. The first row shows 'Xena's Farm' as the producer and '3lb. Bag of Potatoes' as the name. The 'EXPAND ALL' button is highlighted with a red circle. At the bottom, there are pagination controls: « FIRST, PREVIOUS, 1, NEXT, LAST ».

- More information in the OFN User Guide about adding products:

<https://guide.openfoodnetwork.org/basic-features/products-1/products>

# 5. Connect to Farmers Market Hub



[https://openfoodnetwork.net/admin/enterprise\\_relationships](https://openfoodnetwork.net/admin/enterprise_relationships)



Logged in as : nexttown@niftygaloot.com Account Logout Store

DASHBOARD PRODUCTS REPORTS ENTERPRISES

ENTERPRISES PERMISSIONS

## Enterprise Permissions

Search  ADD TO ORDER CYCLE  MANAGE PRODUCTS  EDIT PROFILE  ADD PRODUCTS TO INVENTORY

Xena's Farm	permits	OFN USA Demo Hub	<input type="checkbox"/> EVERYTHING <input checked="" type="checkbox"/> TO ADD TO ORDER CYCLE <input type="checkbox"/> TO MANAGE PRODUCTS <input type="checkbox"/> TO EDIT PROFILE <input checked="" type="checkbox"/> TO ADD PRODUCTS TO INVENTORY	CREATE
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Your Enterprise (Producer or Maker)

Farmers Market Hub

# 6. Set up an order cycle



## OFN USA Demo Hub

Dothan

Next order closing **in a day**

Ready for

Ready for Thursday

Home

Shop

About

Producers

Contact

Search...



### 5lb. Bag of Potatoes

A 5lb. bag of our homegrown russet potatoes.

from *Xena's Farm*

5lb

\$6.50

\$0.00

? \$1.30 / lb

Add

Filter by

Produce



<https://guide.openfoodnetwork.org/>

Email [support-usa@openfoodnetwork.net](mailto:support-usa@openfoodnetwork.net)

The screenshot shows the OFN User Guide website. At the top left is the OFN logo and the text "OFN User Guide - Master". At the top right is a search bar with the text "Q Search...". The main content area is titled "Welcome to the OFN User Guide" and includes a table of language versions and a paragraph of introductory text.

OFN User Guide - Master

Q Search...

Welcome to the OFN User Guide

Local OFN organisations and contacts

Where does my business fit in OFN?

Quick Start Guides >

Features >

Complementary software and tools >

Hub management tips >

Trouble shooting

Glossary of OFN Terms

Feedback

Powered by GitBook

Language version    Link to the user guide

	<i>You are reading the English version !</i>
	<a href="#">Accéder à la version française du guide utilisateur Open Food Network</a>
	<a href="#">Accediu a la versió catalana de la guia d'usuari de Open Food Network</a>

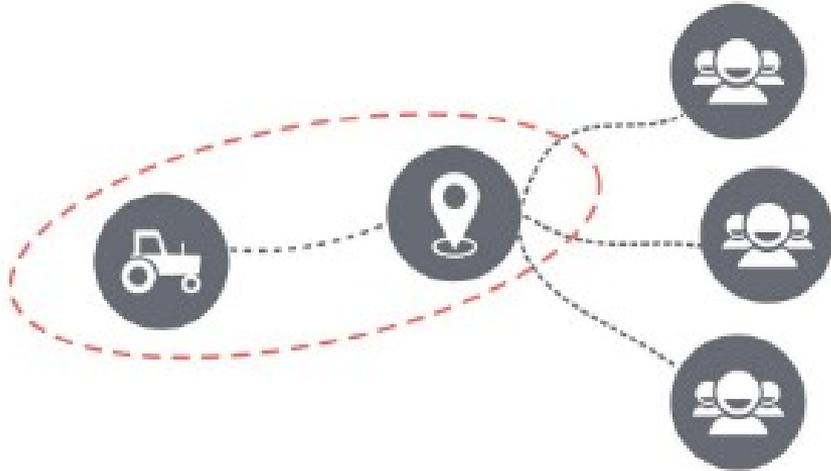
This user guide is designed to help you get the most out of the Open Food Network platform to support the operation of local food enterprises and "short food chains" wherever you live.

**An overview**

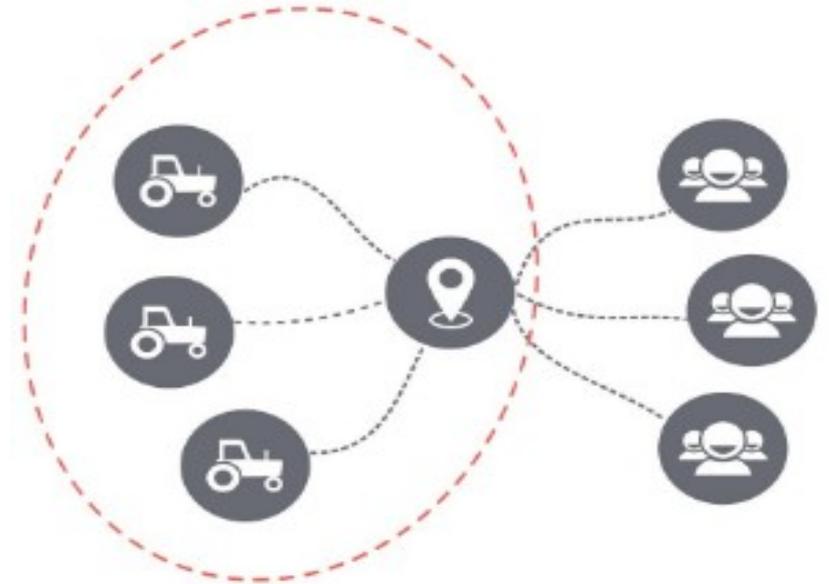
What the Open Food Network actually  
does



# What the Open Food Network is designed to help with



1. Farmer is shop – sells directly and distributes to customers



2. Farmer cooperative or group, manage sales and distribution together

# What does the Open Food Network do? Single farm shopfronts



← → ↻ openfoodnetwork.org.au/roly-poly-farm/shop#/shop ☆ 📄 📌 📌 📌 📌 📌 📌 📌 📌

 OPEN FOOD NETWORK AUSTRALIA SHOPS MAP PRODUCERS ABOUT LEARN [Login](#) Shopping @ ROLY POLY FARM [Cart](#) <sup>0</sup>

 **ROLY POLY FARM**  
HARVEY

**Next order closing in a day**  
Ready for 21.03.20, 8:00 - 11:30am ▾

[SHOP](#) [ABOUT](#) [PRODUCERS](#) [CONTACT](#)

Search by product or producer [Herbs & Spices](#) [Vegetables](#) [Specials](#)

	<b>Banana Capsicum</b> <a href="#">↗</a> <small>from  ROLY POLY FARM</small>	<input type="text" value="0"/>	500g	×	\$5.00 	\$0.00	
	<b>Basil, Green</b> <a href="#">↗</a> <small>from  ROLY POLY FARM</small>	<input type="text" value="0"/>	1 bunch	×	\$3.00 	\$0.00	
							



## Prom Coast Food Collective

Dumbalk

Next order closing in **4 days**

Ready for As per pick up point instructions ▾

[HOME](#)

[SHOP](#)

[ABOUT](#)

[PRODUCERS](#)

[CONTACT](#)

### Prom Coast Food Collective's producers:

 [Fish Creek Mount of Olives](#)

 [Ruby Hills Organics](#)

 [Terramirra Park Venison](#)

 [The Wine Farm](#)

 [Fruit and veg supplier](#)

 [Goshen Country](#)

 [Gippsland Mushrooms](#)

 [Strzelecki Heritage Apples](#)

 [PS It's Organic](#)

 [Kilmorack Farm Organic Pastured Eggs](#)

 [Pangrazzi Cheese](#)

 [Cider Tonic](#)

 [Island Greens co.](#)

 [Mrs Crumpet](#)

 [Prom Coast Food Collective Wholesale Market](#)

 [Granite Bar Rosemary](#)

 [Hapley Park](#)

 [Deep Creek Nursery](#)

 [Sunrise Organic Flowers](#)

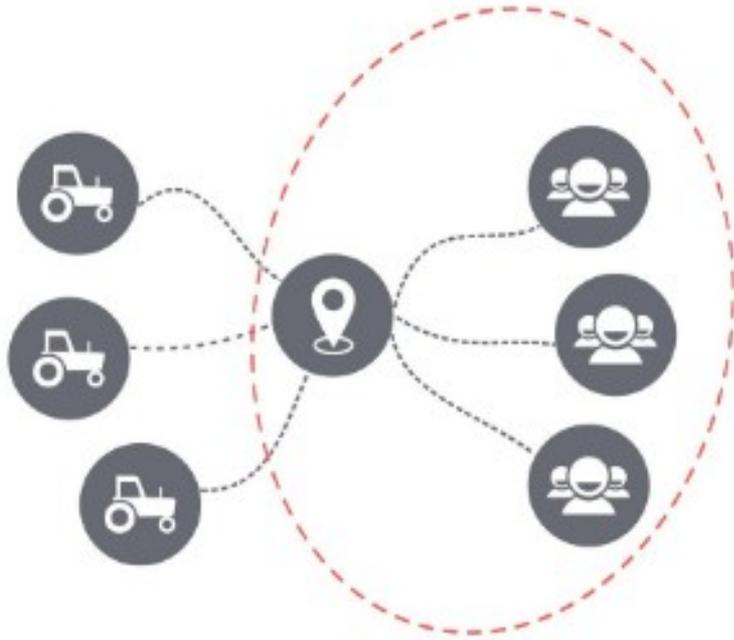
 [Waterwheel Orchards](#)

 [Red Gate Mirboo North](#)

 [Thorpdale Organics Vegetables](#)

 [Larkrise Eco-Clean](#)

 [Pat Kyne Organic Potatoes](#)



3. Customers collaborate to access from farmers – buying groups and coops



4. Food Hub, multi-farm CSA, Farmers' Market: 3<sup>rd</sup> party collaborates with farmers and eaters to organise sale and distribution



- Software that makes it easier to manage orders/stock
- Reports for delivery and packing
- Transparent supply chain
- Payment management
- Shopping experience that can filter by product type (e.g. fruit) or other food qualities (e.g. organic)



[openfoodnetwork.net](https://openfoodnetwork.net)



[YouTube USA](https://www.youtube.com/OpenFoodNetworkUSA)



[facebook.com/OFNUSA](https://www.facebook.com/OFNUSA)



[twitter.com/openfoodnet](https://twitter.com/openfoodnet)



[instagram.com/ofnusa](https://www.instagram.com/ofnusa)



[YouTube International](https://www.youtube.com/OpenFoodNetworkInternational)



[guide.openfoodnetwork.org](https://www.guide.openfoodnetwork.org)



[hello-usa@openfoodnetwork.net](mailto:hello-usa@openfoodnetwork.net)



*Photo by LuAnn Hunt*