

25 November 2014

To all SAGE Farmers Market Stall Holders

SAGE Farmers e-Market

After a long time planning, we finally launched our first small test of the online market last Friday and our first customers are collecting their purchases today. This is very exciting and from this humble beginning, we hope it will develop to form part of a larger food distribution network up and down the NSW south coast.

We are about to launch our second stage of testing, that is, making the online market (now called the e-market) available to Eurobodalla Shire Council staff members. That's a customer base of a few hundred people, who are exactly our target market, given they are stuck at work while the market is in progress on Tuesday afternoon. We plan to do this on Friday 5 December.

We are now calling for any stall holder who is interested in listing some or all of their products online to get involved in this next stage of testing.

These are the steps, if you want to start selling online through the e-market on Friday 5 December:

1. Decide which products you are going to list.
2. I will collect samples of those products from you **next week** (Tuesday 2 December) so they can be photographed.
 - If the product is a generic product eg. carrots, and I already have an image, I will not require a sample.
 - If the product is a generic product and I do not have an image, I will purchase a sample from you, as this image will be used for all producers selling the same product.
 - If the product is specifically your own product ie. is labelled with your logo, you will need to provide 2 of each product for photography, one of which will be returned to you. You are required to provide the other (which will be opened for the photography) free of charge.
 - Make sure the product looks good: straight labels with no nicks or tears, no bug-eaten or limp produce etc.
3. You will need to send me detailed information about each product via an online form. I will provide you with a link to the form for this purpose. It is very easy and straightforward to use. This information must be provided by 6pm Thursday 4 December *at the latest*. The earlier, the better, please. This is an interim method of providing information that will become redundant once training on how to use the system has been conducted.
4. You will also need to send me your logo, or talk to me about what to use to identify you if you don't have a logo, and I will need your bank details for payment.
5. You will be provided a login username and password to the system (back end of the website) that will give you access to your products only, so you can check that I have added your products correctly.
6. When the e-market opens on Friday at 12pm, you will no longer have access to the system, until the e-market closes on Sunday at 2pm.

7. Every time one of your products is sold, you will receive an email with the customer's name and order number.
8. When I confirm by email that payment has been received, pick and pack the customer's order, label it with their name and order number and bring it to the market on Tuesday 9 December for collection.
9. I will transfer payments for all orders into your bank account on Wednesday 10 December.

I will help you through every step of the process. In fact, you will get sick of me nagging you for the stuff I need to get you up and running as an online producer. Training on how to use the system yourself will be provided at a later date.

Communication between online producers and the coordinator of the e-market (ie. me) is by email or phone.

This is a lot to organise in a short period of time, but it is achievable and we need more products to be listed in order to make the launch to Council staff worthwhile. So I hope many of you will be keen to get involved. The potential for this service to increase your Tuesday turnover is very real.

Please ask me for more information as I come around to see you today.

Kate Raymond
Site Coordinator
on behalf of the
SAGE Farmers Market Committee

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