

Entering a new product

If you are still in the **products** section of the software then at the top right you will see a **+ NEW PRODUCT** button. Click on this and you get the screen below. We will add a completely new item.

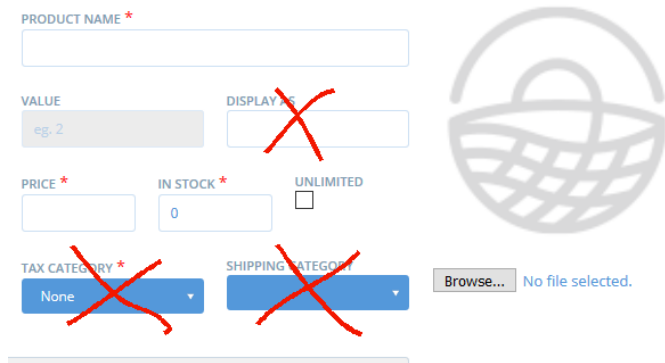


We'll start with the blue boxes on the left. **Supplier, Unit Size & Product category.** The drop down menu from the **Supplier** box will have your name in it. Click on your name. **Unit size** includes grams, mls, and "items" for goods that are not sold by volume or weight. Click on the most appropriate. The **Product category** box has many (though never enough!) descriptive categories for you to list your goods under. Simply click on the most appropriate one. The only arbitrary restriction we have made is that we list greeting cards under "non-food items" and all other crafts under "crafts".

There is an extension of **Product category** called **Properties** but we can only deal with that when we have our products in place and can then go back and edit them. We will describe this in the last of the guides "[Using the Hub-e-advanced](#)".

Now we will take a look at the boxes in the middle of the page for adding a new product:

Product name is the name given to your product in the final listing. At the end of this document there is a list of [three-letter abbreviations](#) that we currently add to the product title to assist with searches



The image shows a form for adding a new product. The fields are: PRODUCT NAME * (empty), VALUE (eg. 2), DISPLAY AS (with a red X), PRICE * (empty), IN STOCK * (0), UNLIMITED (checkbox), TAX CATEGORY * (None, with a red X), SHIPPING CATEGORY (with a red X), and a file upload button labeled 'Browse...' with the text 'No file selected.' to its right. A faint basket icon is visible in the background.

Value is how many ml , gms etc. a customer gets when they order a product. If its unit size is “item” then you can type in what you like. E.g. if you were selling whole cabbages, you might put “each” or “cabbage” in this box. In this example, I would put a weight range in the **Product description**. Customers should always be able to get a clear idea of what they get for their money.

In the **Price** box put the price in pounds & pence separated by a decimal point. E.g. if our cabbage costs one pound and fifty pence put 1.50 in the box (or that amount multiplied by 20/23 if that is the price you want the customer to pay). Always remember our prices are in pounds.

In stock controls how many of the item you are able to supply in a given order cycle. If you are making a black-forest gateau you might only be able to manage one order in a cycle, so put 1 in the **In stock** box. If you have 30 pots of daffodils to sell then you could put any number up to that amount. When somebody orders an item the “in stock” number is automatically reduced. This avoids the situation where multiple orders might exceed what you can supply. It does mean, however, that when you have had an order you need to review your **In stock** number for the next cycle. Your one black-forest gateau that was ordered will have had its availability reduced to zero and will not appear in the next cycle unless you put it back up to at least 1.

You can check unlimited if it appropriate, but it rarely is! In the same vein there is a heading **Inventory** that you may have noticed. This has its uses but I would recommend staying away from it until you have more experience with the system.

Lastly we have **Image**. This is what you would expect. Take the best picture of your product that you can. It’s fine to do it quickly & simply with your phone. What really matters is the background & lighting. There should be no clutter in the background & the picture should be well-lit. If you normally package your goods, photographing them before packaging generally looks better. Be mindful of customer expectation. If you photograph a small group of items, but you are selling them individually, the customer will be disappointed to get only one. Photograph exactly what the customer will receive. Use your own photos. Don’t copy them off the internet. Other people’s pictures are their property & that must be respected. Craft producers must be very wary of selling items (in the market or online) with e.g. Disney themes. Generally you will be breaking the law & posting it online is a good way of attracting attention to it!

Ignore the boxes **Display as**, **Tax category** & **Shipping category** that I have put a red X on.

Now we come to PRODUCT DESCRIPTION. This should be a clear, accurate account of what the customer will be getting. It should also entice the customer into buying it. Imagine the customer is

PRODUCT DESCRIPTION

B I ☒

✓ CREATE or ↺ CREATE AND ADD ANOTHER or ✕ CANCEL

looking at it on a market stall. What would you say about it that might encourage the customer to commit to buying it. Remember that we not just selling goods, we are selling a story. People can get a pendant in a shop, possibly more cheaply. What is it that makes your product special?*

Click on **CREATE** or **CREATE AND ADD ANOTHER** to save you work into the system. Because the **Product description** takes time & thought to do well I'd advise highlighting it (click & drag) and pressing ctrl-c (copy) before you click on **CREATE**. The reason for this is that if there is anything wrong the system won't accept it & you'll have to enter the details again. For most things this is trivial but is nice to be able to press ctrl-v (paste) to put your description back in place. Using the back-arrow to return to the previous screen may also work when you find yourself in this situation.

* Every type of product has its own requirements for descriptions. Click on the following hyperlinks to skip to the one below which applies to your product: [Bread & baking](#), [Craft](#), [Plants & Flowers](#), [Preserves & Chutneys](#), [Savouries](#), [Fruit & Vegetables](#)

Bread & Baking

Product Description: Suggested format-

"Sentence or two about your product

Ingredients:

Contains: "

Notes

About your product- remember you are an Artisan food producer and the food you cook is special!

Not everyone can make it- trust me! Only a sentence or two, but things to think about:

1) Is it clear to someone who has not been to the market and seen your item, what exactly they are getting? Just saying it is a 'cake' can imply any size. Perhaps write approx. serving size (is it a small cake for two or a large one for lots of people?), min. weight or cake tin dimensions.

2) Something special about the product? Do you use home-grown or locally sourced ingredients? Is the recipe a family heirloom? Have you been making it for over 20 years? Do you particularly enjoy the item at a certain time of day or served with something (bread with cheese/pudding with ice cream for instance)? Has a customer at the market told you in the past how/where they enjoyed your product?

Also add any other relevant details which are on your normal market labels for this item (eg. QUID,

storage instructions, 'reheat until piping')

Ingredients- As this is classed as an 'indirect sale' a full ingredient list is necessary. If you use a vegetable spread, for instance, in your item, list all the ingredients written on the packet of the spread in brackets after 'vegetable spread'. Allergens should be either written in bold or in capitals in the ingredients list.

Contains- list allergens

NOTE According to the CM handbook 'made with no gluten containing ingredients' is the only permitted statement that can be added if your product is intended to be gluten-free. Scrutinise your ingredients carefully e.g. malt vinegar contains gluten.

Put in an estimate of how long the product will keep e.g. "two or three days" or "at least two weeks". This a good place to put in "Suitable for home-freezing"

Click on '**create**'

If you are unsure about listing a food item then please contact Cecile (cwoolman@hotmail.com) for food-related (advice on ingredients/allergens/QUID info) help or Louise (lbwright22@gmail.com) for anything else.

It is the responsibility of the producer to check that their details are correct- you know your product better than anyone else. If you edit your listings and want Louise/Cecile to re-look at them then please email us- we will not know that you have edited them!

Craft

Product Description: Suggested format-

"Sentence or two about your product including dimensions

Materials:

Care Instructions: "

Notes

About your product- remember you are an Artisan craft producer and the things you make are special! Not everyone can make it- trust me! Only a sentence or two, but things to think about perhaps:

*Something special about the product/techniques/craft that you use?

*Has a customer at the market told you in the past how they enjoyed your product? (For example a customer once told me how much they liked my coasters as they could be washed when dirty and didn't stick to the bottom of a wet cup/glass.)

*If you had not seen your product is it clear from the photo what size it is? If not, add dimensions to the product description.

*Add any other information (eg safety or 'this is not a toy') if relevant.

Materials- material list highlighting any safety information.

Care Instructions- as per normal market labels.

Click on '**create**'

If you are unsure about listing a craft item then please contact Penny (pjgrauers@gmail.com) for craft-related (advice on safety/materials/care info) help or Louise (lbwright22@gmail.com) for anything else.

It is the responsibility of the producer to check that their details are correct- you know your product better than anyone else. If you edit your listings and want Louise/Penny to re-look at them then please email us- we will not know that you have edited them!

Plants & Flowers

Product Description: Suggested format-

“Sentence or two about your product, including growing advice for plants/care instructions for flowers”

Notes

About your product- remember you are an Artisan grower! Not everyone has green fingers- trust me! Only a sentence or two, but things to think about.

Plants:

- *Something special about the product (pesticide free/no artificial fertiliser)?
- *Are the items grown within 5 miles of the market (‘grown not flown’ philosophy)?
- *What conditions are most favourable for the plant?
- *How big is the plant (approximately) when the customer receives it? What is the max size it will grow to? When will it flower?
- *Is the plant hardy/annual/biennial etc.

Flowers and Flower arrangements:

- *Something special about the product (You can’t describe it as organic but you can say no pesticides used/no artificial fertiliser used)?
 - *Have you been flower arranging for over 20 years?
 - *What conditions are most favourable for keeping the flowers at their best?
 - *How big is the bunch/flower arrangement (approximately)? Approx. how long will it last?
 - *Have you had positive feedback from customers in the past about the particular product?
- Also add any other relevant details which are on your normal market labels for this item.

Click on ‘create’

If you are unsure about listing a flowers/plant item then please contact Charlye (cookcraftgrow@gmail.com) for growing-related help or Louise (lbwright22@gmail.com) for anything else.

It is the responsibility of the producer to check that their details are correct- you know your product better than anyone else. If you edit your listings and want Louise/Charlye to re-look at them then please email us- we will not know that you have edited them!

Fruit & Vegetables

Product Description: Suggested format-

“Sentence or two about your product”

Notes

About your product- remember *you are an Artisan grower!* Not everyone has green fingers or the time or space to grow their own at home- trust me! Only a sentence or two, but things to think about.

*Something special about the product (You can't describe it as organic but you can say no pesticides used/no artificial fertiliser used)?

*Are the items grown within 5 miles of the market ('grown not flown' philosophy)?

*Highlight that the product is seasonal (if only available for a limited period as it isn't imported)

*Do you particularly enjoy the item served in a specific way? Has a customer at the market told you in the past how/where they enjoyed your product?

Also add any other relevant details which are on your normal market labels for this item.

Click on '**create**'

If you are unsure about listing a fruit or vegetable item then please contact Charlye (cookcraftgrow@gmail.com) for growing-related help or Louise (lbwright22@gmail.com) for anything else.

It is the responsibility of the producer to check that their details are correct- you know your product better than anyone else. If you edit your listings and want Louise/Charlye to re-look at them then please email us- we will not know that you have edited them!

Preserves

Product Description: Suggested format-

"Sentence or two about your product

Ingredients:

Contains: "

Notes

About your product- remember *you are an Artisan food producer and the food you cook is special!*

Not everyone can make it- trust me! Only a sentence or two, but things to think about perhaps:

*Something special about the product?

*Do you use home-grown or locally sourced ingredients?

*Is the recipe a family heirloom?

*Have you been making it for over 20 years?

*Do you particularly enjoy this with another food (eg. 'lovely on toast at breakfast' or (for a chutney) 'goes well with meat/fish/cheese...')?

*Has a customer at the market told you in the past how they enjoyed your product?

Ingredients- As this is classed as an 'indirect sale' a full ingredient list is necessary. If you use a malt vinegar, for instance, in your item list all the ingredients written on the packet of the vinegar in brackets after 'malt vinegar'. Allergens should be either written in bold or in capitals in the ingredients list.

Contains- list allergens

Jams/Jellies: QUID statement for % content of fruit listed in the product name (eg. content of strawberries if it is strawberry jam) **PLUS** QUID statement of sugar content (measured by refractometer) - ask Cecile for more details if necessary. The sugar content is based on a measurement (with a refractometer) on the end product. The fruit content is based on the weight of fruit going into the jam at the beginning compared with the weight of the jam at the end. Fruits

contain their own sugars + water boils off in the jam-making process. Because of this the percentage fruit & percentage sugar do add up to more than 100%. To avoid confusion, express it in this form:

Prepared with 54g of fruit per 100g. Total sugar content 64g per 100g

Chutney: QUID statement for % content of vegetable listed in the product name (eg. content of tomatoes in tomato chutney, but not the content of onions and other ingredients that might be present.)

NOTE According to the CM handbook '*made with no gluten containing ingredients*' is the only permitted statement that can be added if your product is intended to be gluten-free. Remember that malt vinegar contains gluten.

Click on '**create**'

If you are unsure about listing a food item then please contact Cecile (cwoolman@hotmail.com) for food-related (advice on ingredients/allergens/QUID info) help or Louise (lbwright22@gmail.com) for anything else.

It is the responsibility of the producer to check that their details are correct- you know your product better than anyone else. If you edit your listings and want Louise/Cecile to re-look at them then please email us- we will not know that you have edited them!

Savouries

Product Description: Suggested format-

"Sentence or two about your product

Ingredients:

Contains: "

Notes

About your product- remember you are an Artisan food producer and the food you cook is special!

Not everyone can make it- trust me! Only a sentence or two, but things to think about:

1) Is it clear to someone who has not been to the market and seen your item, what exactly they are getting? Just saying it is a 'quiche' can imply any size. Perhaps write approximate serving size (is it a small quiche for one or larger for lots of people?) or approximate diameter.

2) Something special about the product? Do you use home-grown or locally sourced ingredients? Is the recipe a family heirloom? Have you been making it for over 20 years? Do you particularly enjoy the item served a particular way ('best served hot with green veg' or 'delicious served cold with salad')? Has a customer at the market told you in the past how/when they enjoyed your product?

3) Also add any other relevant details which are on your normal market labels for this item (eg. QUID, 'keep refrigerated', 'reheat until piping')

4) Put in an estimate of how long the product will keep e.g. "two or three days". This a good place to put in "Suitable for home-freezing"

Ingredients- As this is classed as an 'indirect sale' a full ingredient list is necessary. If you use a vegetable spread, for instance, in your item, list all the ingredients written on the packet of the spread in brackets after 'vegetable spread'. Allergens should be either written in bold or in capitals in the ingredients list.

Contains- list allergens

NOTE According to the CM handbook '*made with no gluten containing ingredients*' is the only

permitted statement that can be added if your product is intended to be gluten-free. Be careful to scrutinise the ingredients that go into savouries for gluten.

Click on **'create'**

If you are unsure about listing a food item then please contact Cecile (cwoolman@hotmail.com) for food-related (advice on ingredients/allergens/QUID info) help or Louise (lbwright22@gmail.com) for anything else.

It is the responsibility of the producer to check that their details are correct- you know your product better than anyone else. If you edit your listings and want Louise/Cecile to re-look at them then please email us- we will not know that you have edited them!

Three-letter abbreviations

We have added these three-letter abbreviations to our product titles to assist customers in looking for what they need. There is some overlap with product description categories (e.g. there is a vegetarian category) but we would like producers to use these in the title. No Country Market producer can claim that a product is free of anything, only that it hasn't been added in the ingredients. An independent artisan producer is not restricted in this way but they had better be very sure their product is as described and they alone are legally responsible for it.

NAG No Added Gluten -No gluten-containing ingredients have been used in making this product but it is made in a domestic kitchen where nuts and other allergens are used.

NAE No Added Eggs -No egg-containing ingredients have been used in making this product but it is made in a domestic kitchen where nuts and other allergens are used.

NAD No Added Dairy-No dairy ingredients have been used in making this product but it is made in a domestic kitchen where nuts and other allergens are used.

VFR Vegetarian friendly. No animals have been killed to make this product -though it may contain products from living animals e.g. dairy & eggs.

RDM READY MEAL