



# NGFM Xpress Vendor Guide

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*A guide to help you get the most of  
out of the New Glasgow Farmers  
Market's online sales platform,  
NGFM Xpress.*

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# NGFM XPRESS VENDOR GUIDE

## Welcome to NGFM Xpress Online!

This guide has been developed to help vendors get the most out of the New Glasgow Farmers Market's online sales platform, NGFM Xpress. You will find answers to frequently asked questions, guidelines, best practices and Tips and Tricks. It is important to note that this system is still relatively new to us and as the world around use keeps changing, processes and guidelines may also change.

### 1 THINGS YOU SHOULD KNOW BEFORE YOU GET STARTED:

- 1.1 This program is not exclusive to the NGFM. It is used by Farmers Markets all over North America and within Nova Scotia.
- 1.2 The software was developed in the US, primarily for farmers. That means there are some limitations to listing for artisans and other food products. As a result, we may have to change the ways things are listed and work the system to accommodate some items.
- 1.3 Because we did not write the software, there are certain things that we may have difficulty changing, some things that take time to change or things that we cannot change at all. Feedback and suggestions are welcome, just know that we may not be able to accommodate them for these reasons.
- 1.4 Participation in NGFM Xpress is completely voluntary, you may withdraw at any time. If you do choose not to participate, please notify the Market Manager so that your profile can be deactivated and so that customers can be notified when looking for you. If you wish to reactivate, please contact the Market Manager. If your deactivation lapses into a new year, you will need to re-apply
- 1.5 Participation in one Market (online or in person) does not guarantee acceptance in the other.
- 1.6 This is a living document and changes may be made as processes change. These will be communicated to you as they happen via e-mail.

## 2 STEPS FOR SELLING THROUGH NGFM XPRESS:

### 2.1 SUBMIT YOUR APPLICATION

- Submit your application to the New Glasgow Farmers Market by visiting our website at [ngfarmmarket.com](http://ngfarmmarket.com). Applications must be submitted for review every year. By submitting an application, you are agreeing to abide by all of the Rules and Regulations of the New Glasgow Farmers Market both online and in person.
- Submitting an application also allows you the possibility to attend in person markets when space is available

### 2.2 SET UP A ONE-ON-ONE MEETING

- The Market Manager will set up a zoom meeting with you to show you the system, how to set things up and answer any questions
- In preparation, please send your logo and 2 product photos to [manager@ngfarmmarket.com](mailto:manager@ngfarmmarket.com) so that these can be added to your account. They will show up under your vendor profile on NGFM Xpress

### 2.3 WATCH YOUR EMAIL

- Watch your e-mail for a new account log in
- Log in at [ngfm.localfoodmarketplace.com](http://ngfm.localfoodmarketplace.com) at the “Producer Login” link at the bottom of the page, we recommend bookmarking this link as you will use it every time you log in.
- This page can also be reached directly from our website at [ngfarmmarket.com](http://ngfarmmarket.com) and following the links

### 2.4 COMPLETE YOUR PROFILE

- Go to settings and complete your profile with all your information including the cheque payable and address field.
- Pay special attention to Contact and Info tabs, please leave the rest!

### 2.5 ADD YOUR PRODUCTS

- Add your products to your online account. (See the online Producer Guide in your account for more information. If you need assistance getting things set up, please reach out to Kristi at [manager@ngfarmmarket.com](mailto:manager@ngfarmmarket.com) or Tanya at [1artsynerd@gmail.com](mailto:1artsynerd@gmail.com) ) to set up an appointment
- New products need to be approved and added before you can sell them

- New items must be added by Friday no later than 4pm or they will not be approved and available for sale in the period that opens on that Sunday.

## 2.6 PRICING

- Enter the retail price of your product. This is the price that will be used to calculate your total sales and pay-out amounts. (See Vendor Payout info below)
- NOTE: The customer prices that appear on the website will be 10% higher than the retail that you enter. This 10% is added as a handling/processing fee and is included in the price that the customer pays. It is noted on our homepage for customers, but we have not stated the percentage. This is because some vendors have adjusted their pricing to account for this charge.
- For Vendors who participate in the NGFM Xpress online site, 10% of your total sales will be deducted as the cost of using this service. (See vendor payout info below).

## 2.7 AVAILABILITY

- Update the quantity of products which you have available for sale

**\*NOTE:** It is the responsibility of each vendor to ensure that these quantities are correct and updated before ordering opens to customers on Sunday at noon each week.

- These quantities can be updated through the week if you have more product available to sell
- Availability automatically adjusts as items sell. For example, if you list 10 of something available and 8 of them sell, the item will show 2 left. If you sell all of an item, you will receive a sold-out notice and the item will no longer show as available for sale. If you add more to the availability, the item will be active again.
- Until a quantity is entered in Availability, an item does not appear in your online store

## 2.8 CUSTOMERS

- Customers will place orders weekly
- Each week is a new period
- Each period runs from Saturday to Saturday
- **Ordering Opens:** Sundays at Noon
- **Ordering Closes:** Wednesdays at 8pm
- Customers will be able to pay by credit card online, EMT or they can choose to pay debit or cash when they pick up.

- Customers will have to provide a credit card to secure the order, even if they are paying by another method. This ensures that no one loses sales an order is not picked up.
- Their card will only be charged if they are paying by credit card, after orders are picked up.

## 2.9 PICK LISTS

- Watch your email for your picklist on Wednesday afternoon, right after customer ordering has closed.
- The picklist will tell you what products have been ordered and for which customers
- This setting should ALWAYS be set to 'DETAILED'

## 2.10 PREPARE & PACKAGE

- Harvest or prepare your products
- Please have your orders packaged and labeled with the customer name on them.
- Labels can be printed from your dashboard
- DO NOT substitute product. If you are short on a product, please let me know so I can adjust the customer's invoice before it is delivered
- There are no outside orders, all products must go through the online system
- **\*\*IT IS A MUST THAT ALL WEIGHTED ITEMS ARE ADJUSTED BY FRIDAY EVENING** to avoid overcharging customers who are picking up and may be paying cash or debit on Saturday

## 2.11 DELIVERY & ORDER PACKING

- Deliver your products to the New Glasgow Farmers Market Dome on Saturdays between 7 am and 8:30am. If you need to make other arrangements, please let me know
- If regulations require it, we will make a schedule. In this case, we'll let you know when there are changes.

Please make sure you have done the following before you arrive:

- each order **must be packaged and labeled with your customers name** and order number, you can print labels from your dashboard under pack lists... dry goods/non-liquids and non-scented products please try to use paper.
- Meat orders should be packaged all together in plastic bags by customer with customer name on the bag
- Scented products and liquids should be packaged in plastic as they will be packaged together with other food items.
- Refrigerated/frozen foods, you will be directed by a volunteer to where your foods will be stored. Again, please make sure your customers orders are bagged and sorted by name

Upon entering, you may sanitize your hands, gloves are available if you wish. Please take a highlighter and highlight as you deliver your products on each order. This helps us to identify completed orders. Masks must be worn at drop off.

*Vendors are responsible for making sure the items are going into the correct orders. Volunteers and staff will not be held responsible.*

## 2.12 ORDER PICK UP

- Pick Up for Customers will take place at the New Glasgow Farmers' Market Dome on Saturdays during Market hours.
- If they are paying by debit, that will be processed at this time

All participating vendors will be asked to take a turn helping with a Market Pick up day in a rotation in order to spread out the work and so that we are all supporting this venture collectively

## 2.13 VENDOR PAYOUTS

- Vendor payouts will take place within 1 week after each period has closed and product has been delivered to the customer
- Vendor payouts will be calculated based on the total sales of items at the retail pricing that you input for your products.
- Your total sales do not include the total paid by the customer which includes the 10% handling fee.
- 10% of your total sales is the cost of participating in NGFM Xpress to a maximum of \$90 weekly.
- The remaining 90% of your sales total will be paid to you by cheque or e-transfer by no later than the Saturday following the delivery of product to the market. EMT's are the first choice of payment for us, however if necessary, payouts may be paid via cheque and will be given to you (or your representative) at drop off for the following week or you can request to have your cheque mailed.
- If an order is missing a product, we will adjust it off the order and it will be considered cancelled. You will not be paid for missing product & the customer will have to order it on the next week's order
- Please ensure your vendor profile is filled out and that the "Check Payable" field is also filled out. Your EMT will be sent to the email in your profile unless otherwise notified



### 3 TIPS & TRICKS

Here are some tips, tricks and recommendations that we have learned or have been given to us to help you make the most out of your online experience!

- Wherever possible, try to add items to NGFM Xpress that you plan to make repeatedly or that have a good supply rather than making a one time or limited quantity item
- If you do offer a limited supply or one-off item, once it is sold out and no more will be made, please remove the item from your listings when it is discontinued and notify the Admin so that the item can be removed from the global product list.
- \*\* This one's important: Please ensure that all products have photos or at the very least, your business logo if a photo of the product is not available. Customers (especially new ones) are more apt to scroll by product if they can't see what they're buying.
- \*All images must be less than 4MB and they must be cropped to a 1:1 ratio (square like Instagram) The system will not accept them otherwise.
- When an item is listed with a 0 in the Availability Quantity field, it will show up as SOLD OUT on the site and will be visible to customers with the SOLD OUT label on the listing. Sold Out items appear at the bottom of the NGFM Xpress Site page. Seasonal items, items not currently available or items which are being discontinued, should have no quantity listed in Availability at all. This makes for a cleaner and more pleasant shopping experience for your customers
- If you set your business to "On Vacation", please notify the Market Manager. Customers sometimes ask about vendors or products and there is no notification to the Manager when you set yourself to Vacation mode.
- If you update your availability for new products after 9am Saturday when the new period rolls over, your items will show up in the What's New section of the page
- All similar items must be grouped together and have a drop-down menu for flavour or colour options. Customer feedback has been that too many individual items make the site feel cluttered and hard to navigate. NGFM Xpress Admins reserve the right to edit and combine products to provide a comfortable shopping experience for our customers, while ensuring that vendor products are displayed in an organized and consistent manner.

### 4 Other Good to Know & Important Information

- The NGFM looks after billing, collection and administrative areas of the online system. These things are accomplished in other days of the period, outside of shopping dates.
- Please note that some of these processes may change as time goes on and you will be updated when any changes happen.



#### 4.1 HEALTH & SAFETY

While we take every precaution to protect our vendors and our customers in general, extra precautions will be in place during the delivery of product and by vendors and to customers in keeping with the Emergency Health Act currently in place

- Sorting tables will be disinfected, gloves will be provided for packing volunteers
- Until the water can be turned back on the dome, the washrooms will be available in the other building for handwashing for volunteers and vendors delivering ONLY
- If you are not dropping off customer orders to be sorted, a scheduled volunteer helping with delivery, or picking up an order for goods that you have ordered through NGFM Xpress yourself, please so not enter the online area as we try to keep numbers down

**\*\*IF YOU ARE AT ALL SICK, please do not come to the Market and do not send your product to Market. If you test positive for COVID-19, you must report that to the Market Manager.**

PLEASE NOTE: Vendors are not permitted to come to the NGFM parking lot to sell goods directly from their vehicle as mandated by the Town of New Glasgow. We have special permission to operate the delivery of goods to customers which have been pre-ordered through NGFM Xpress.

We appreciate your help making this program a success by working together!