

Setting Up Your Wholesale Account on the FarmRaiser Platform

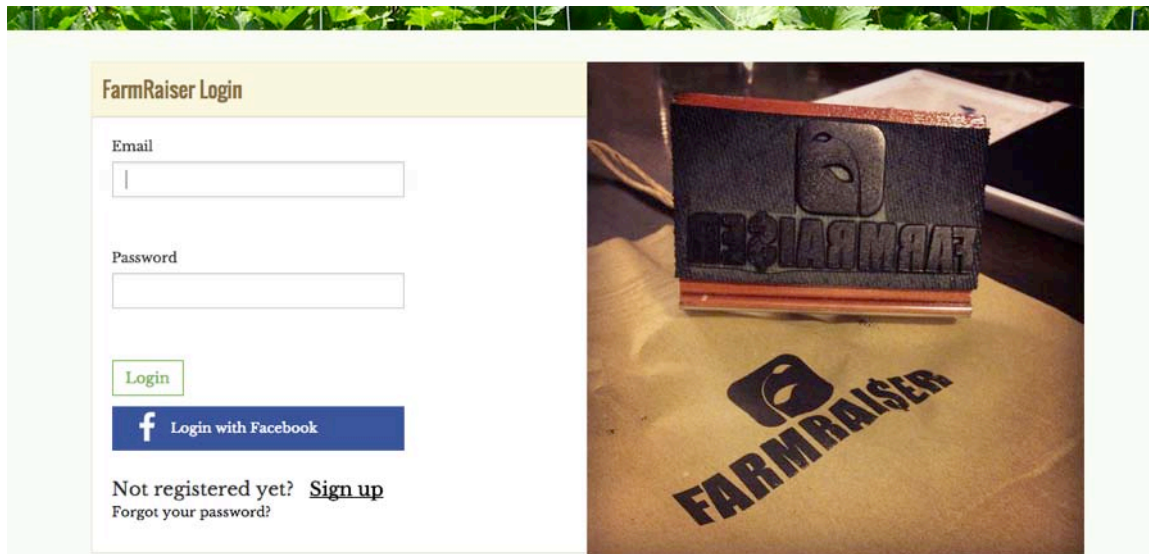
Thanks for partnering with FarmRaiser! We're sending you this note because you have supplied or agreed to supply products for fundraisers in your community.

We've made some big changes to how we manage our campaigns, including creating a simple, online dashboard so that you can see sales in real time and control the type, quantity and prices of products you'd like to make available to worthy causes.

Please see the simple instructions and screen shot examples below for easy setup. Any questions? Please email your Cultivator, Lauren, at lauren@farmraiser.com or phone us at 571-279-8873

Instructions for registering and setting up your wholesale market:

1: Log in with your email and password at <http://farmraiser.com/users/login>. Since we created the account for you, look for a password reset not from us, or request one at the log in page. This page can also be accessed by clicking the Login button on our [homepage](#).



2. Once you log in, you'll find yourself on the "Company Info" page. Here, you'll need to enter some basic info about your business. Please attach an image of your company logo and a cover photo (a picture of your products or picture of customers enjoying your product would work nicely here).

Welcome Kori Wright, Complete your registration as one of our vendors in 4 easy steps!

Company Info Contact Info Billing Info Products Catalog Review and Confirm

Make your brand known on the FarmRaiser community

Company Information

Company Name:

Product Type:

Company Logo:
 No file chosen
 Recommended size 150 x 150

Company Cover Photo:
 No file chosen
 Recommended size 1280 x 465

Please make sure to select what kind of business you are in the drop down menu under product type. In this example, the vendor is a distributor.

- Farmer
- Artisan
- ✓ Distributor
- CSA
- Food Aggregator
- Food Co-op

3. At the bottom of this page, it's time for you to tell us your mission. Make sure to include details like how you started and how you serve your community—people will read this when they want to learn more about the vendor whose tasty products they're buying! Once you're done, click the green button ("NEXT: Set Contact Info") to continue setting up your profile or you can click "Save Company Info and Exit" to finish your profile later.

Mission:

also raised here. What began as an espresso cart on Anchorage's 4th Avenue in the spring of 1986, is now Alaska's premier coffee roaster. There are no Brothers, but Kaladi is one big happy Alaskan family. Over 25 years later and thousands of staff members over the years, the Kaladi roasters in Anchorage, Alaska are cranking out nearly a million pounds a year of premium, air-roasted coffee. Kaladi Brothers Coffee is made in Alaska, by Alaskans, for

NEXT: Set Contact Info OR [Save Company Info and Exit](#)

4. Now it's time to update your contact info. Please enter the contact info of the primary contact for your business. There is a space for a second contact at the bottom of this page if you would like to list an additional person. **Don't forget to include links to your social**

media pages if you have them! When you have updated the info on this page, click the green button (“NEXT: Set Billing Info”).

Company Info **Contact Info** Billing Info Products Catalog Review and Confirm

Get in contact with the FarmRaiser Community

Company Contacts

First Name: Kori Last Name: Wright

Phone Number: (907) 644-7406

Address line 1: 6921 BRAYTON DR STE 201

Address line 2:

State: Alaska City: ANCHORAGE/ AK

f https://www.facebook.com/KaladiBrothersCoffee

t https://twitter.com/kaladibrothers

Instagram Account

Add secondary Contact Person (optional)

First name: Sonia Last name: Meyers

Title: Accounting

Phone number: (907) 644-7401

Email: sonia@kaladi.com

NEXT: Set Billing Info OR [Save Contact Info and Exit](#)

5. Now that we have your contact information, it's time to let us know some billing and payment info. Don't worry, your banking information is entirely secure. Letting us know your bank name, account number, and routing number will allow us to pay you directly after the end of a FarmRaiser campaign that sells your products.

Company Info > Contact Info > **Billing Info** > Products Catalog > Review and Confirm

Your billing information will only be shared with FarmRaiser Staff.

Payment Information

Bank name

Account number

Payment term

Routing number

Make sure to select your payment term!

✓ Select payment term

- Payment on Delivery
- Net 15
- Net 30
- Net 7

Further down this page, you'll see a section called "Delivery Term." This lets FarmRaiser know how schools that sell your products in their campaign can get those products after the sale ends.

Select delivery term

I can deliver to the fundraiser site within 25 miles for a set fee that will be determined before campaign starts.
 My products are only available for pick-up at my business.

✓ I can deliver to a pick-up site near the campaign location.

Also, please double check that the address we have for your businesses is correct. We will use this for billing purposes as well as directions for merchandise pickup if you do not deliver products to the school or drop-off point. If it is not the same address as you listed in your contact info, please select "Use different address" and enter the correct address.

Delivery and Billing

Delivery term

I can deliver to a pick-up site near the campaign location ▾

Use address from contact information

Use a different address

Address line 1

6921 BRAYTON DR STE 201

Address line 2

State

Alaska ▾

City

ANCHORAGE/ AK




Zip code

USA

When you have filled out all the info on this page, click the green button (“NEXT: Set Products Catalogue”)

6. Now comes the fun—putting all the products you’d like to sell in your wholesale market!

Company Info > Contact Info > Billing Info > **Products Catalog** > Review and Confirm

Product Info	Stock						
<p>Red Goat Blend Organic</p>  <p>Fresh, Fresh</p> <p>A low acidic coffee with medium to heavy body. This blend has an herbal characteristic resembling chamomile and some floral qualities. An earthy blend and signature coffee of Kaladi Brothers. All coffee is a true 16oz pound.</p>	<table><thead><tr><th>Cost /Unit</th><th>Status</th><th>Units</th></tr></thead><tbody><tr><td>\$6.95/lb</td><td>active</td><td>50</td></tr></tbody></table>	Cost /Unit	Status	Units	\$6.95/lb	active	50
Cost /Unit	Status	Units					
\$6.95/lb	active	50					
<p>Trieste Cafe</p>  <p>Fresh, Fresh</p> <p>Medium Body with Low Acidity, has a distinct mesquite wood flavor that gives an earthy vibe. Flavors of chocolate and caramel sweetens the taste buds. This is a signature espresso blend of Kaladi. All coffee is a true 16oz pound.</p>	<table><thead><tr><th>Cost /Unit</th><th>Status</th><th>Units</th></tr></thead><tbody><tr><td>\$6.95/lb</td><td>active</td><td>50</td></tr></tbody></table>	Cost /Unit	Status	Units	\$6.95/lb	active	50
Cost /Unit	Status	Units					
\$6.95/lb	active	50					
<p>French Roast</p>  <p>Fresh, Fresh</p> <p>Contains a medium body with low acidity. Resembles having a small piece of baker's chocolate melt in your mouth, a bittersweet taste, very robust, and roasty notes. Our darkest roast. All coffee is a true 16oz pound.</p>	<table><thead><tr><th>Cost /Unit</th><th>Status</th><th>Units</th></tr></thead><tbody><tr><td>\$6.95/lb</td><td>active</td><td>50</td></tr></tbody></table>	Cost /Unit	Status	Units	\$6.95/lb	active	50
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To add products to your market, simply fill out the form as prompted. Make sure to include a great picture for each of your products—the better the picture and description for a product, the more likely people are to buy it! Please keep your descriptions short.

Start adding products to your catalog

Product Details

Name

Product image
 No file chosen

Group

Category

Unit

Description

The “Product Stock Details” section lets us know how you are pricing your product in *our ‘wholesale’ market*, the product’s status, and how many units are available.

The **cost/unit** is the “wholesale” price you will receive for your product when they are sold in a FarmRaiser. As a general rule, we try to double the wholesale price and have the new price still represent a good value to the customer. When pricing your products, think about your actual costs to make or produce 1 unit of your product. If you have questions, email or call your Cultivator.

Product Stock Details

Cost/Unit

Status

Available units

[Save and Add Another Product](#)

You can change the status on each product in your market at any time, as long as you have not already committed to providing that particular product in a campaign.

Please make sure that all products that are currently available are marked as Active. You might have a product that you are still producing, but is not available for sale right now or in the future. If that is the case, please select either “Active/Not for Sale” or “Not For Sale” as appropriate.

✓ Active/Not For Sale
Active
Not For Sale

You will need to fill out the above information for each product you put into the market. When you are finished filling out the info for one product and are ready to enter another, select “Save and Add Another Product.” When you have entered all products, click Confirm and Finalize Registration.”

[Save and Add Another Product](#)

Confirm and Finalize Registration

7. Once you’re at the Review and Confirm screen, all there is left to do is look over your info to make sure everything is correct. If something is incorrect or you’d like to make any changes or additions, do so now. If everything looks good, click the green button that says ‘Done’ at the bottom of the screen.

Company Info	Contact Info	Billing Info	Products Catalog	Review and Confirm
Confirm your account information. You can edit your account information at anytime from the Dashboard				

Congratulations! You are now a registered partner-producer with FarmRaiser!

Making changes to your account or products

If you want to make changes or additions to your account at any time (ex: upload a new picture, add a new product, modify an existing product, etc.), simply...

1. Log in with your email and password at <http://farmraiser.com/users/login>. If you forget your password, you can reset it here. This page can also be accessed by clicking the Login button on our homepage (farmraiser.com).

2. This will take you to a screen where you can access any info you need to edit. If you need to edit your account info (this includes contact info and billing info), click “Manage Company Account” in the top left.




Products Catalog

[Add a New Product](#)

Search Product By ID or Name

Sort By: Name

Product Info	Stock						
<p>Big Wild Life Blend</p>  <p>Fresh Fresh</p> <p>Big, bold, and wild enough to be chosen as the signature coffee of Anchorage. The name speaks for itself. It's big, wild, and bold with earthy tones and a hint of chocolate. All coffee is a true 16oz pound.</p> <p>Edit Product Info Preview Product</p>	<table border="1"> <thead> <tr> <th>Cost/Unit</th> <th>Status</th> <th>Units</th> </tr> </thead> <tbody> <tr> <td>\$6.95 /lb</td> <td>Active</td> <td>50</td> </tr> </tbody> </table> <p>Update stock</p>	Cost/Unit	Status	Units	\$6.95 /lb	Active	50
Cost/Unit	Status	Units					
\$6.95 /lb	Active	50					

This screen also gives you the option to add a new product (top right) and edit existing product info. To change the title, image, or description of a current product, click “Edit Product Info” under the product description. To update unit price, status, or units available of a certain product, click “Update Stock” and make the necessary changes, then click “Save stock updates.”

Stock

Cost/Unit / lb

Status

Units

[Save stock updates](#) [Cancel](#)

We look forward to putting your amazing products in local FarmRaiser campaigns. Thank you for supporting causes in your area and being a vital part of your local food system. We can't wait to work with you!

For any questions, please contact:

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