

myrealfoods.com

What is myrealfoods.com ?

myrealfoods is a **free web-based service** connecting food producers and buyers: for food ordering, delivery scheduling, and customer management.

myrealfoods meets the **unique demands of independent producers** who sell directly to market or work with buying clubs & wholesalers – large or small, seasonal or year-round, complex buying clubs or single product farmers, and everyone in between.

Features

- Manage and create customized product lists with descriptions, pictures, ingredients, prices, etc.
 - Printable invoices, customer and sales summary and detail reports.
 - Customers get immediate updates on products, deliveries, payments, seasonal offerings, and any news you want to post.
 - Role based security – assign administrative tasks to your helpers or employees.
 - Send bulk emails directly from the system to registered individuals or groups of users (optional add-on for a small fee).
 - Provide your customers/members with a private online space to keep & view their orders and delivery site/buying preferences.
 - Accept Paypal/Google payments directly to your bank account.
- And much more!

How is myrealfoods different from a typical online shopping cart ?

The system is based on a customized *CALENDAR* for delivery/pickup dates. Customers place orders for specific dates and locations, such as greenmarkets, private delivery sites or on-farm pickup. The system can provide detailed reports based on date and location. This is invaluable to sellers when they are assembling orders for shipment, or for analyzing sales by location.



“Supporting food & farming traditions with web technology”

(More on the reverse...)

myrealfoods.com is an online service for :

Sellers and Farms:

- Calendar based online shopping cart, customized to your schedule.
- Display information and maintain a profile for customers about who you are, what you sell, and how customers do business with you.
- Highly detailed order and invoice data can be exported to Excel or Quickbooks
- Printable Order Reports including: Product summary (overall or specific), Customer summary with contact info, Individual customer invoices/orders.
- NEW: Calendar for future reservation orders (plan your holiday or seasonal harvest)
- Post alerts, product news, product updates, delivery schedule, & seasonal items.
- Provide your customers with a private space to order, keep order history, & set preferences.
- Private or public visibility – your choice.

More Advantages

No software to install or upgrade.

Manage your information anytime.

No missed orders or error-prone hand calculations.

Secure, worry-free data storage on our servers, backed up nightly.

No web site of your own required. (But we can integrate with yours if you have one.)

Buying Clubs:

- Help your farmers be more efficient with your club shopping cart system provided by **myrealfoods**.
- Private club with member-only referrals, or Public sign-up form with your customized questionnaire, your choice.
- NEW in 2011: Public clubs can be listed in the **myrealfoods** searchable database - and other myrealfoods users can find you!
- Display and update your club guidelines.
- Post your changing news and alerts.
- Volunteer Management- customize by delivery site.
- Delivery/Pickup Sites and much more
- Single farm or multiple producers and vendors - unlimited.
- Search, View, Manage your members.
- Upload contracts or agreements for members to download.
- Paypal/Google Checkout support. Collect and track payments.
- All club information regarding farms, delivery sites, products, and members is secure and hidden from non-members if desired.
- Members can maintain their own profile, view past & future orders.
- Related Links section.
- NEW in 2011: Delivery location preferences greatly reduce screen clutter and reduce errors when choosing order pickup location.
- NEW in 2011: Your members can see their own upcoming pickups and volunteering jobs in one place.

Connect to your customers & streamline your operations all in one place.

Contact Us Today for a Demo and sign up for a free account.

www.myrealfoods.com

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