



# eCommerce Opportunity

## Steps to be added to the GROW Nebraska eCommerce Site:

1. Add product to Kearney Retail Store. To learn more about adding product to the store, please contact Michael at michael@grownebraska.org or (308) 338-3520.
2. All items are shipped out the Kearney retail store to fill eCommerce and eBay orders. eBay is FREE for bundle members, and \$75/year for standard members. Your item will automatically be added to eBay if you are a bundle member or have paid the \$75. No additional work is needed on your end.
3. GROW Nebraska must have photos meeting our photo standard for use on the site. The photo standard is either a professionally taken photo, a photo on a white background or a high quality photo. Please provide a separate photo of each product you are selling (no pictures of multiple products). **Our eCommerce site requires square photos so please DO NOT CROP your photographs.** Multiple photos can be added per product. Because good photography is important in eCommerce sites, GROW Nebraska reserves the right to request better photos.

If you are unable to provide images meeting the photo standard, GROW Nebraska can take pictures at the Kearney retail location, however, this may take several weeks. To ensure that your products get on the site as quickly as possible, please supply your own photos. If you are interested in having photos taken please contact us at info@grownebraska.org. This may delay adding your product to the web site by up to 4 weeks.

4. Submit your information at: [www.grownebraska.org/forms/ecommerce\\_submission.php](http://www.grownebraska.org/forms/ecommerce_submission.php). **PLEASE NOTE: Items MUST be available in the Kearney store or they will not be added to the eCommerce site.** You will be asked to supply the following for each product:
  - a. Photo matching photo standard
  - b. Information about what makes your product unique
  - c. Name of product
  - d. Price of product
  - e. Weight of product (must be included to add item to site as shipping is calculated by weight)
  - f. Product measurements (note: on eBay we get many questions regarding this)
  - g. Ingredients (important for those with allergies)
  - g. Description of product (may or may not be edited by GROW Nebraska)
  - h. Please note if product is “one of a kind”
5. Please allow two weeks from receipt of above items for the product to appear on the GROW Nebraska eCommerce sites, four weeks if you ask for GROW to take photos. As a GROW Nebraska member, you will receive a check for 60% of the sales of products from the eCommerce and eBay sites monthly.