Community Supported Agriculture Member Web App

February 2016

Contents

Overview

Welcome and congratulations on creating an App for your CSA! We are thrilled to be offering free, open source software to make it quick and easy for you to provide valuable information to your CSA members using web based technology.

The development and implementation of the App was made possible by grant funding from SARE. Many thanks to our developer Josh Shupack for all his hard work in creating this web platform. Thanks also to Lars Faye of Chee Studio and Becky Brown for data collection, entry and implementation. We'd also like to thank the members of the Siskiyou Sustainable Cooperative CSA in Southern Oregon for participating in focus groups and member surveys which guided the original design elements. We couldn't have done this without you!

This manual is designed to take you step-by-step through the very basic steps involved in customizing our CSA App to meet the needs of your CSA and its members. Follow the link below to view the Siskiyou Sustainable Cooperative CSA App on your computer, tablet or smartphone:

https://mobile-csa.herokuapp.com/

Scroll through the pages to see how we set up the original App for the Siskiyou Sustainable Cooperative CSA in Southern Oregon. Depending upon your location, products and CSA model you will need to customize the content to reflect the specifics of your business. The following manual will walk you through the steps necessary to replace and add content as you see fit. All of the content provided is open source and intended for use so feel free to use the components and content that work for you. Please remember to give credit where credit is due. If you use a recipe or photo from an outside source, we suggest that you give credit to the author/creator. Hyperlinks are an easy way to do this.

Why Use An App?

Websites that are customized and responsive to smartphone display and navigation are an efficient and useful way to organize information and keep in touch. Keeping up with technology trends and providing information to CSA members in a variety of ways will help CSA farms attract members looking for ease and efficiency.

Our web application is designed to work well on smartphones, tablets and computers of all kinds. It is not necessary to obtain the App from the iTunes App Store or Google Play. A smartphone or tablet will automatically pin an icon to your homescreen once the URL is saved on your device. Once it is saved, or bookmarked, it can be accessed easily, just like an App, from the icon directly.

In our focus groups, we found that CSA members were mostly interested in recipes, storage tips, nutritional information and seasonality calendars, which accounts for most of the information found in our App. All products can be linked within recipes and weekly lists so that interesting information and photos of each fruit or vegetable can be found quickly and easily. We hope that you will find this fun tool to be a benefit for your farm and your members.

Setting up your CSA App Website

This document will guide you through the setup process for creating your own website. There are a number of steps, but none of them are very complicated. You should be comfortable navigating online, if not, you might want to have a technically-minded friend help you. From start to finish the setup process should take less than 45 minutes to complete.

When you complete the process you will have your own version of https://mobile-csa.herokuapp.com/ and you'll be able to make changes, add content and upload images to your new site.

There are 3 major steps to the setup:

1) Creating a Heroku account for hosting the website
2) Initial setup of admin user, site name and logo images
3) Setting up an Amazon S3 account for uploading images

Before you begin, you'll want to have:

- An email address that you will be using for your new accounts
- Small logo(s) for your site for the top and bottom of the page
- A credit card for your organization - the initial setup is free, but you need a credit card to create the accounts

Step 1 - Setting Up Your Heroku Web Hosting

Click the link below to get started:

https://www.heroku.com/deploy?template=https://github.com/imme5150/refinery_csa_app

If you don't already have a Heroku account, you can easily create one by filling in your contact information.

When you have created your account, you can then choose the "App Name" for your website. This will be the URL that the site will be accessible at. If you choose "csa-app" then your URL will be http://csa-app.herokuapp.com Note: the app name can only contain letters, numbers, and dashes.

After you have decided on a name, click the "Deploy for Free" button to create your new website. This process will take a few minutes, so make a cup of tea and take some deep breaths while you wait. Or, if you like to multi-task, you can get started on creating an Amazon S3 account in step 3.

Once the deploy is complete, click the "view" button on the bottom of the page to get started configuring your new site.

Step 2 - Configuring Your New Web App

We have provided a basic page structure for the site and a number of recipes and product pages. You'll be able to log into the site and add, delete and move pages around to customize it for your organization. The first thing you'll need to do is create an admin account on your site, so you can log in and make changes to the content.

- Choose a username for yourself. This can be your first name if you want.
- Type in your email address and choose a password.
- Click the "Sign up" button to create your account.

You should be logged in and taken to the settings page on your site.

Let's set the name of your site. This will be used in the page title as well as on the footer of each page. Click the edit icon to the right of "Site Name" and fill in the name of your site in the box that pops open. This can simply be the name of your CSA. Click the "Save" button on the bottom of the popup.

The site name in the page title won't change until you restart the site. If you'd like to do that now, you can click on the "Restart Website" button on the right side of the settings page. You need to wait 10 minutes after clicking the reboot button to avoid problems.

Next you'll probably want to add some images to customize the look of the site. There is a header image that is on top of the home page and a footer image on the bottom of all the content pages.

The image sizes we used for our site are:

- header - 300 × 100 pixels
- footer - 376 x 70 pixels

You can use different sizes, but you want the images to be fairly similar. You can use the same image for the header and footer images if you want.

You will need the URL of the logo image you want to use. If you have an existing website that has images that you want to use, you can right click on the image on your existing website and select "Copy Image Address" or "Copy Image Location". Paste the image URL into the setting section for the header and footer images.

Click the edit button next to "Header Image URL" and "Footer Image URL" and paste in the corresponding URL. The URL shoud look something like this: http://example.com/my_logo.jpg

You can update these images at any time and they do not require rebooting the site.

That is the main setup for the website. You can now create other admin users if you want so other people in your organization have access to edit the content on the site. To create additional users, click the "Users" tab on the left and then "Add new user" link on the top right. Under "Plugin access" you can give them access to only part of the admin site if you want. Pages and Images are the most likely sections, but you can also give them access to everything by clicking "(enable all)".

Please note that all the pages on your site are public and do not require log-in from your members. Be mindful of not including information that you don't want to be public, such as the addresses of drop sites that are private homes.

Step 3 - Amazon S3 Setup for Uploading Images

In order to upload images directly to the site you'll need to set up an Amazon S3 account. If you don't want to upload images or have another place that you are already comfortable uploading images, you can skip this step. You can also complete it later if you want.

If you already have an Amazon account you can use that, but you might want to create a new account so you can use your organization's email address and credit card for any charges from Amazon. The cost should be very small and should be free for the first year.

Visit http://aws.amazon.com/s3/

- Click "Try Amazon S3 for Free".
- Sign In or Create a new Amazon Account.
- You will need to fill in your contact and payment information.
- Select "Basic (Free)" support plan.

Once you've completed signing up, visit your S3 console:

https://console.aws.amazon.com/s3/home

Click "Create Bucket"

For bucket name use the name of your organization. The name may need to be all lowercase and use dashes instead of spaces. Something like "cedarville-farm-csa". For region, select the region that's closest to you.

- Open a new tab or browser window and go to the settings page of your website.
- Click the edit link next to the setting for "Amazon S3 Bucket Name" and paste in the name of the bucket you created.
- Click the edit link next to the setting for "Amazon S3 Region" and paste in the name of the region you selected. For Oregon use "us-west-2", for N. California use "us-west-1" and for US Standard use "us-east-1". For other regions, click here to get the correct region code:

http://docs.aws.amazon.com/general/latest/gr/rande.html#s3_region

Keep this page open as we'll be pasting in some more codes. Once your bucket is created, you need to create an access token.

For visual instructions that follow closely the steps below, visit this site: https://service.sumologic.com/help/Granting_Access_to_an_S3_bucket.htm

Visit https://console.aws.amazon.com/iam/home

- Click "Users" on the left.
- Click "Create New Users" button on the top.
- Enter "refinery" for the first username and leave the rest blank. Make sure "Generate an access key for each user" is selected.
- Click the "Create" button on the bottom right.
- Click "Show User Security Credentials". You want to copy and paste these directly into the website.

Back on your website, click the edit link next to the setting for "Amazon S3 Access Key ID" and paste in the Access Key ID that Amazon displays. Do the same for "Amazon S3 Secret Access Key"
Do NOT email or share these keys, they are passwords to your Amazon account and could allow people to delete or upload files to your site.

- Back in the Amazon Console, click the "Close" link on the bottom.
- Click "Close" again to confirm that you don't need to download the keys.
- On the Users page, click on the User you just created.
- Click on the "Permissions" tab, then click on the "Inline Policies" section to open it.
- Click on the "Click Here" link to create a new policy. "Policy Generator" should be selected, click on the "Select" button on the right. "Effect" should be set to "Allow".
- From the "AWS Service" dropdown, select "Amazon S3".
- From the Actions dropdown, select "DeleteObject", "PutObject" and "PutObjectAcl".

For the "Amazon Resource Name (ARN)" put "arn:aws:s3:::your-bucket-name/*" with "your-bucket-name" replaced w/ the name of the bucket you created before, so for our example it would be: "arn:aws:s3:::cedarville-farm-csa/*"

- Click the "Add Statement" button.
- Click the "Next Step" button on the bottom right.
- Click "Apply Policy".

Your Amazon S3 bucket should now be all set up. You'll need to restart your site for the new settings to take effect. Click on the "Restart Website" button on your settings page. Once the site restarts, you should be able to start uploading images to the site.

Feedback

We hope that this site serves you and your CSA well. We welcome feedback on how to improve the website, the stock content and these instructions. If you have suggestions for improvements, please use the link below to submit them.

https://github.com/imme5150/refinery_csa_app/issues

Pages

Adding Content:

The web app is organized into Pages as follows:

- My Box
  - This Week's Box
  - Drop Points
  - Farmigo Links (the online ordering system used by the Siskiyou Coop CSA)
- Recipes
  - Soups & Sauces
  - Salads
  - Desserts
  - Side Dishes
  - Main Dishes
- Products
  - Harvest Calendar
  - Veggies
  - Fruit
  - Specialty Items
- Cooking Videos
  - Lizzie's Farm Kitchen
  - Rogue Cooking CSA Style
- About Us
  - Farmer Bios
  - Specialty Item Producers
  - Contact Us

Each of the five main categories appear as pages with sub-page categories. You are welcome to use as much or as little of the content we used to create the SSC CSA App as you find useful. Your own seasonality, crops, and regions will likely determine how much content is relevant. Content that you do not want to appear on your customized App simply needs to be deleted or copied over to create your own content. The following step by step directions will assist you in adding new content to your pages.

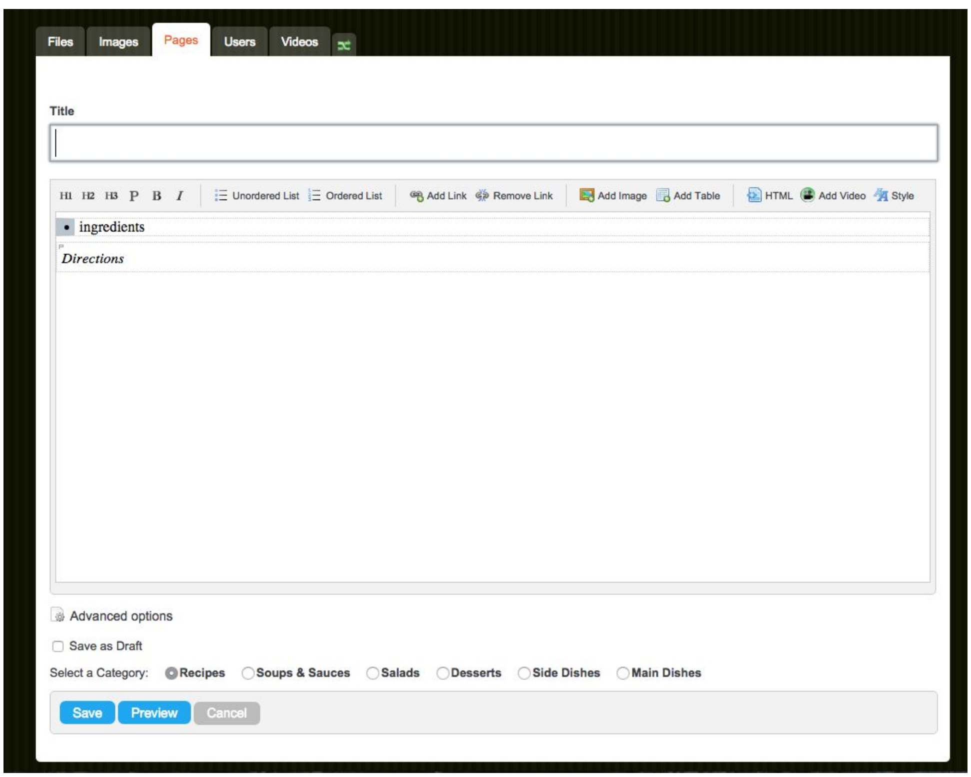
It is wise to complete all Product pages before entering new corresponding recipes so that all products available through your CSA will be able to be linked back to the specific Veggie or Fruit page within each recipe. (Links within both pages from Recipes to Products and from Products to Recipes provides a great convenience to members). The products listed by month in the Harvest Calendar should also be linked to the corresponding product pages for ease as well.

Recipes

A recipe box full of delicious ways to prepare the food grown by your CSA is the lifeblood of any strong CSA. Members are more successful when they are inspired by fresh, new ways of cooking with the seasons. If you have previously provided recipes for your members weekly or monthly in the form of a printed or digital newsletter, consider using the App instead. Ask for members to share their favorites and include links to the recipes within the App in your email newsletter and make it easy for everyone.

Adding Recipes:

1. Click on the "Add New Recipes Page" template on the right side of your Refinery home page
2. Enter in the title of your recipe
3. Highlight the ingredients text in the first field and delete, then type in (or cut and paste) the ingredients listed in your recipe
4. Enter the directions to be followed for your recipe (or cut and paste)
5. Be sure to cite the source of your recipe and web address for reference, if known
6. Link each product grown in your CSA by highlighting the product name and clicking in Add Link in the menu bar above. The link should lead to the product page within the app (best to complete product pages first, then recipes) so that members can easily view the specifics of each product available through your CSA within each recipe.
7. Click on the category that best suits your recipe.
8. Click on the Save button before closing the window.

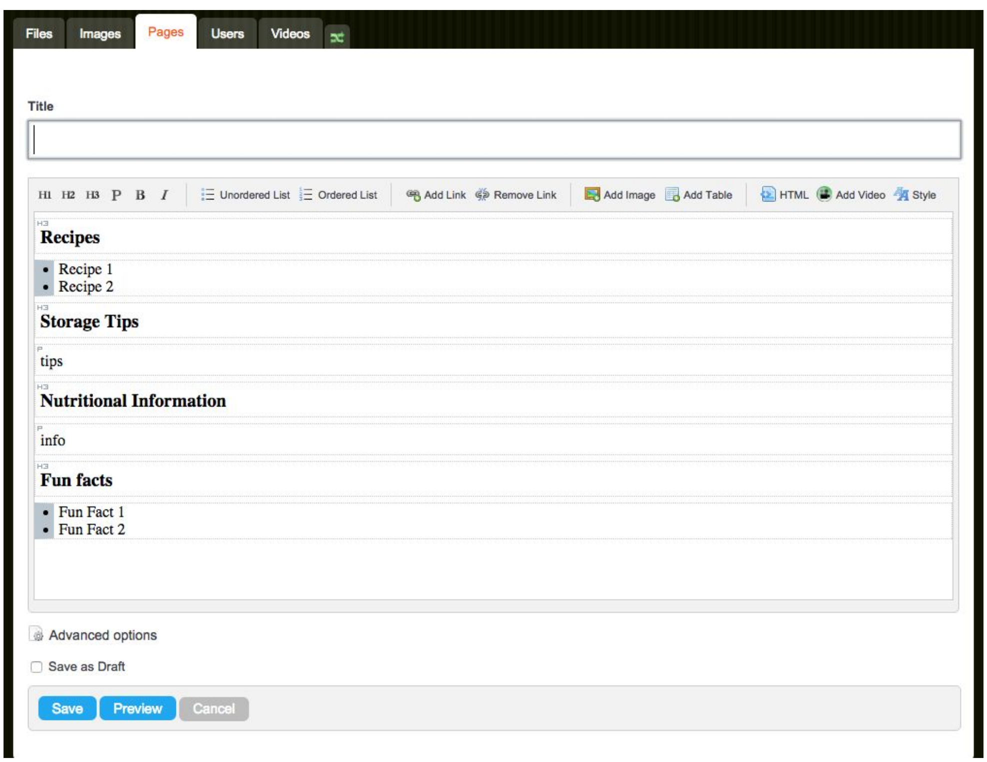


Products

These pages are dedicated to providing specific information about each fruit, vegetable and specialty item produced by your CSA. Photos, recipes, storage tips, nutritional information and fun facts are all compiled in one easy location so that at a glance members can be sure to keep their food fresh and healthy once it comes home. CSA members who know what is in their box and how to properly store and prepare it are far more likely to be successful, long-term members.

Adding Products:

1. Click on the Pages tab.
2. Click on the “Add a new Fruit” (or vegetable or specialty item) page template (blue buttons to the right of the main menu)
3. Enter the name of the product in the title field
4. Delete the Recipe 1 and replace with the name of the recipe you would like linked to this product
5. Link the name of the recipe to its location (recipe must already be saved to be linked - you can come back to this later or enter all recipes first) by clicking on the Add Link icon in the toolbar at the top of the page.
6. When the Add Link box pops open, navigate to the proper recipe and click on it. It should turn green with a checkmark next to it.
7. Click the blue Insert button to save.

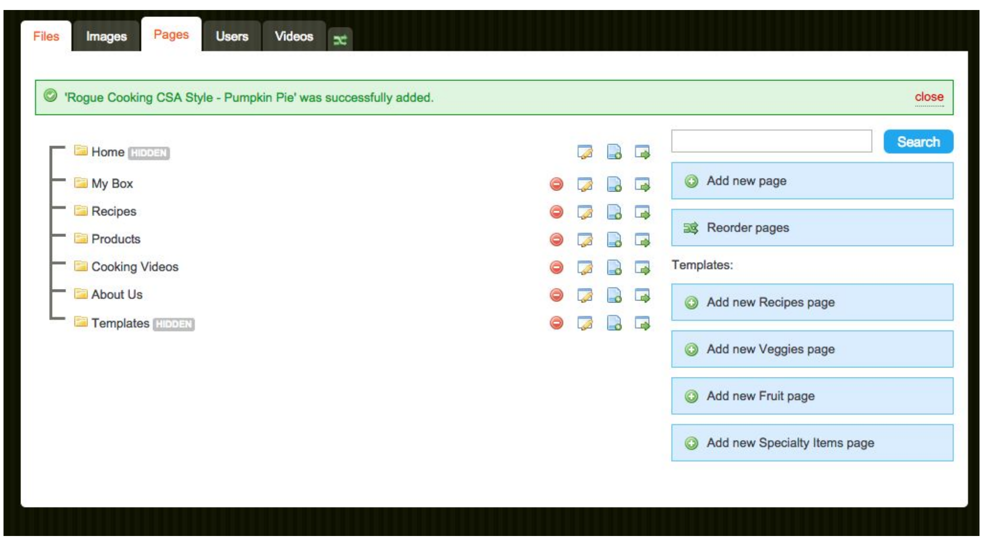


Cooking Videos

Short videos with easy, delicious recipes that prominently feature the products grown and produced by your CSA are a fun way to engage and inspire your members. Feel free to use ours or make your own. Asking a few members to shoot some of their own to share is a great way to provide this service as well.

Adding Videos:

1. Copy the HTML code from the “Share” link in YouTube - make sure it is the embedded code - this will be much longer than the shortened link you would use to share with viewers - and includes the dimensions of the video.
2. Click on the “Video” tab on your Refinery home page
3. Click on the “Add new Embedded Video” button on the right
4. Give it a title (this will help you find it later when you add it to a page)
5. Paste the link in the HTML field
6. Click “Save”
7. Click on the “Pages” tab on your Refinery home page
8. Click on ‘Cooking Videos”
9. Click on the “Add a new child page” button on the right (the one with the + sign)
10. Give your video a title - this will show - be sure to include the produce featured so that they are easy for viewers to find.
11. Click on the “Add Video” button in the top menu (it has a film camera icon)
12. Choose the video you want to paste
13. Save

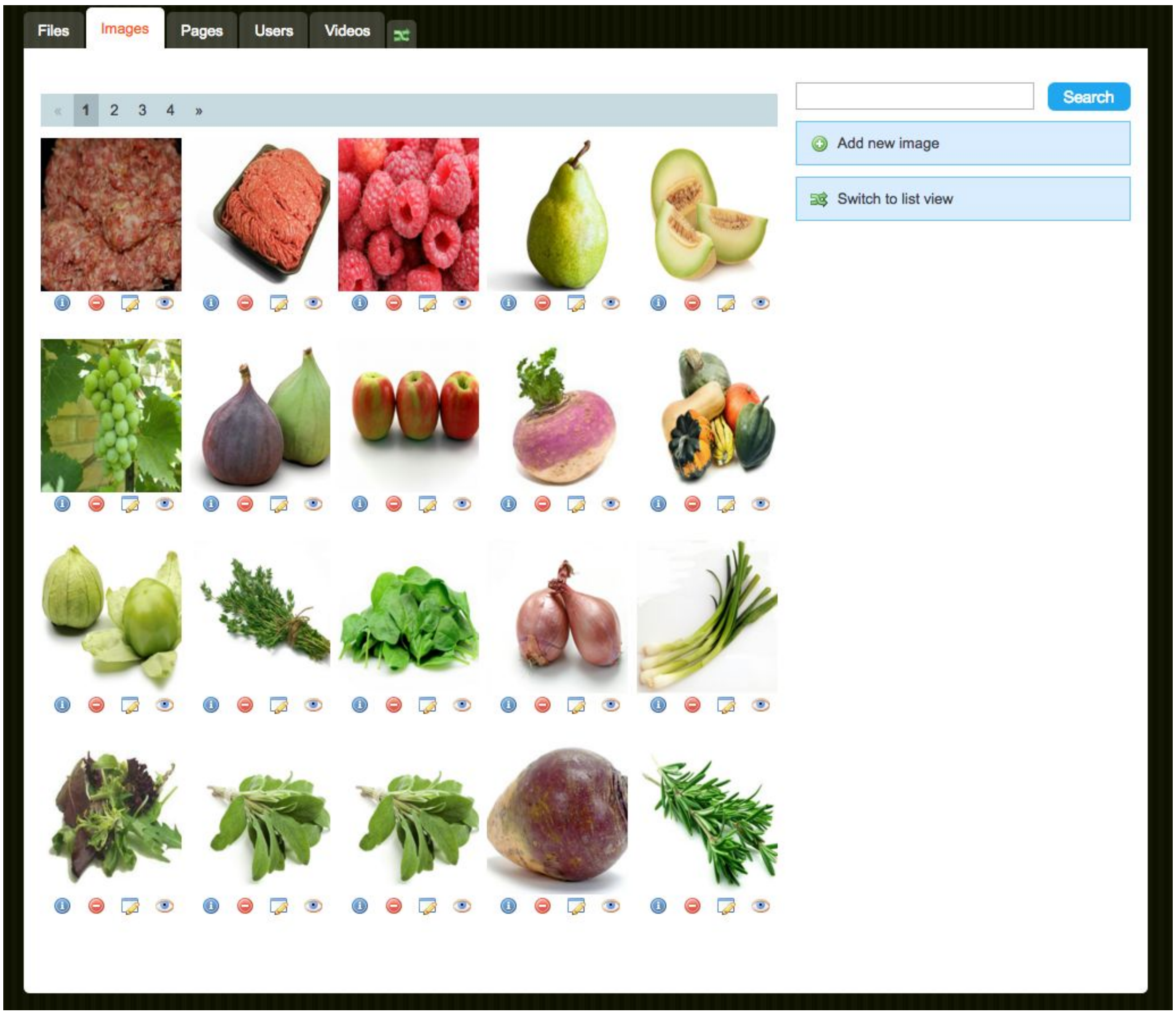


Images

All of the photos that you will be featuring on your product pages must be uploaded to your Images file first. Once they are uploaded here, they can then be inserted onto a product page.

Adding Images:

1. Click on the Images tab on your app home page
2. Click on the Add New Images button on the right sidebar
3. Click on the Choose Files button at the top
4. Enter a title for the image in the Title box
5. Click the save button

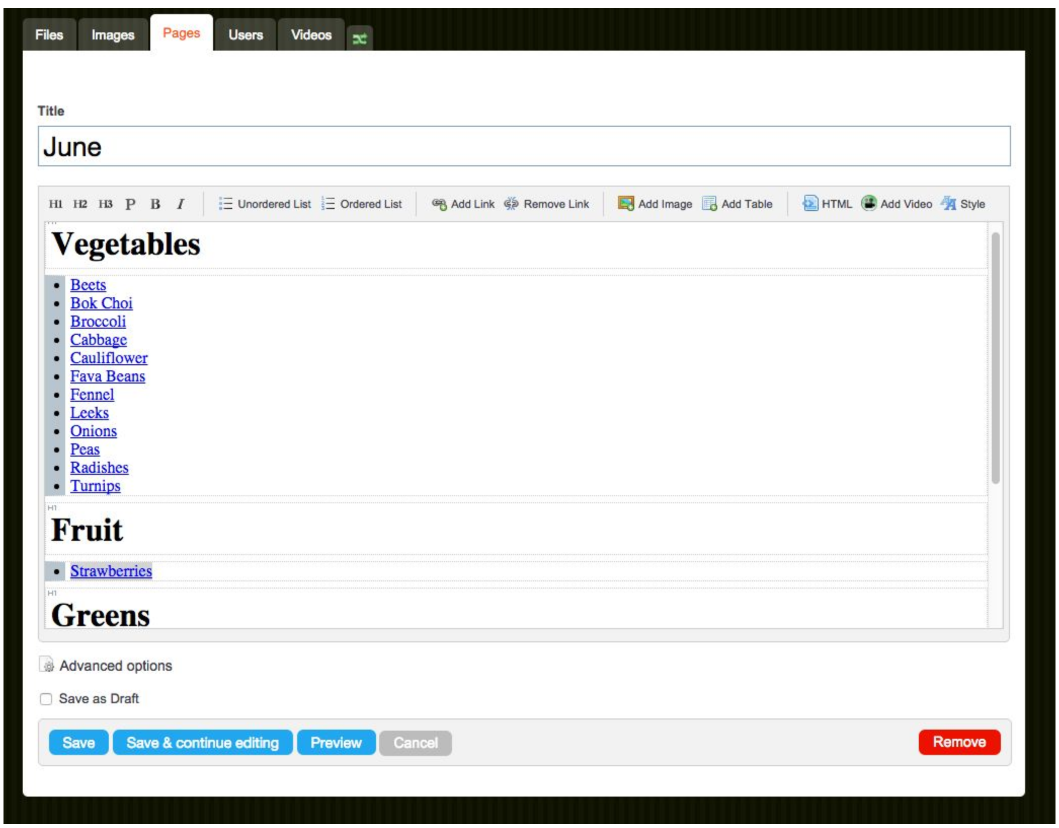


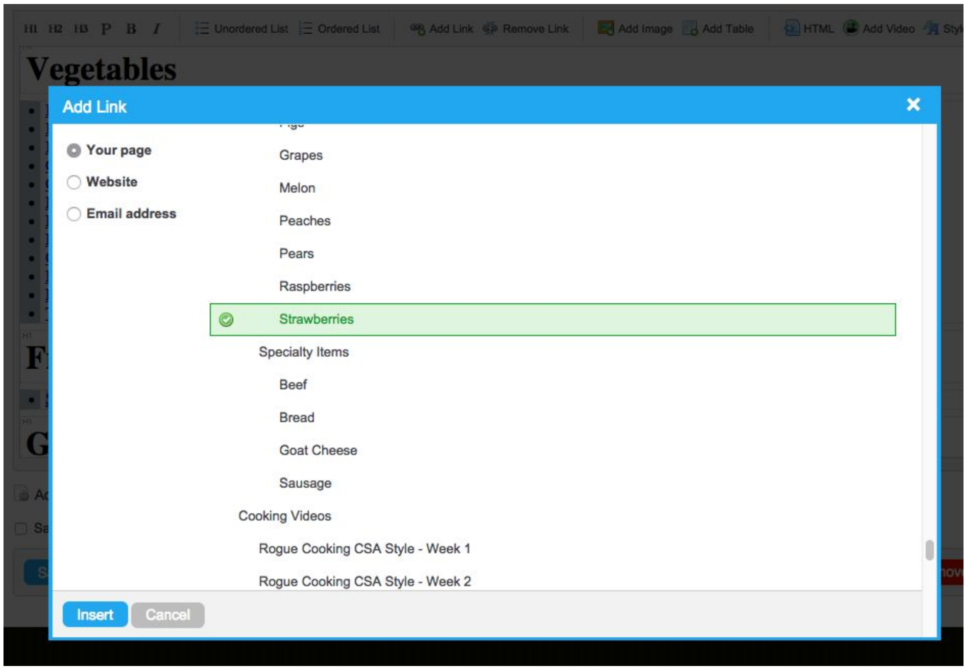
Harvest Calendar

The Harvest Calendar shows members a month by month list of which fruits and vegetables are harvested by your CSA. This information can help your CSA members to anticipate the seasonality of each product for meal planning throughout the year.

Adding products:

1. Click on the Pages tab at the top of the menu
2. Click on the Products folder in the menu
3. Click on the Harvest Calendar folder icon
4. Choose the appropriate month (our growing season runs June-October) by clicking on the Edit page icon to the right (it is a piece of paper with a pencil)
5. Enter in the name of the product grown in that month by category
6. Highlight the name of the product and click on the add link icon in the menu bar
7. Choose the proper link by navigating to the product in the window that opens and click on the Insert button at the bottom of the page
8. Click the Save button at the bottom of the page

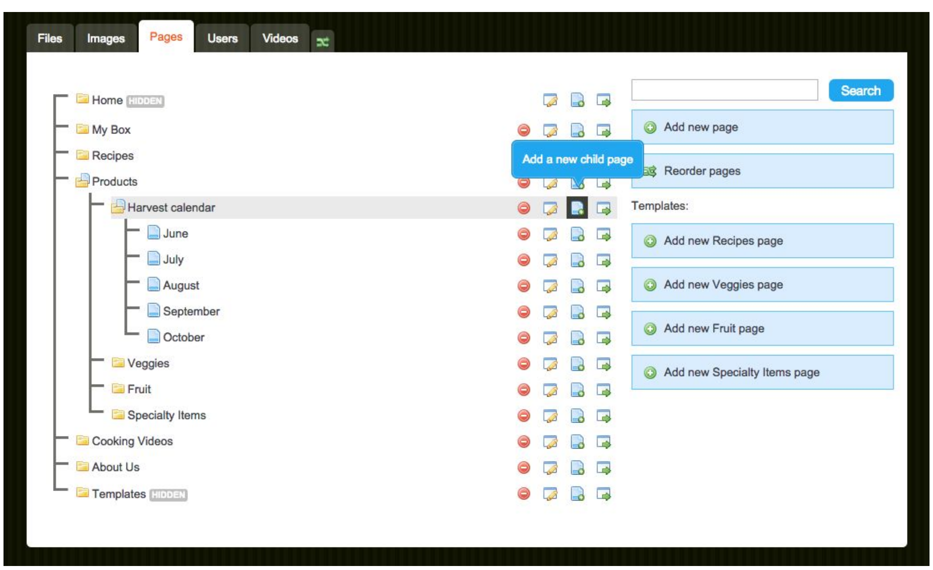


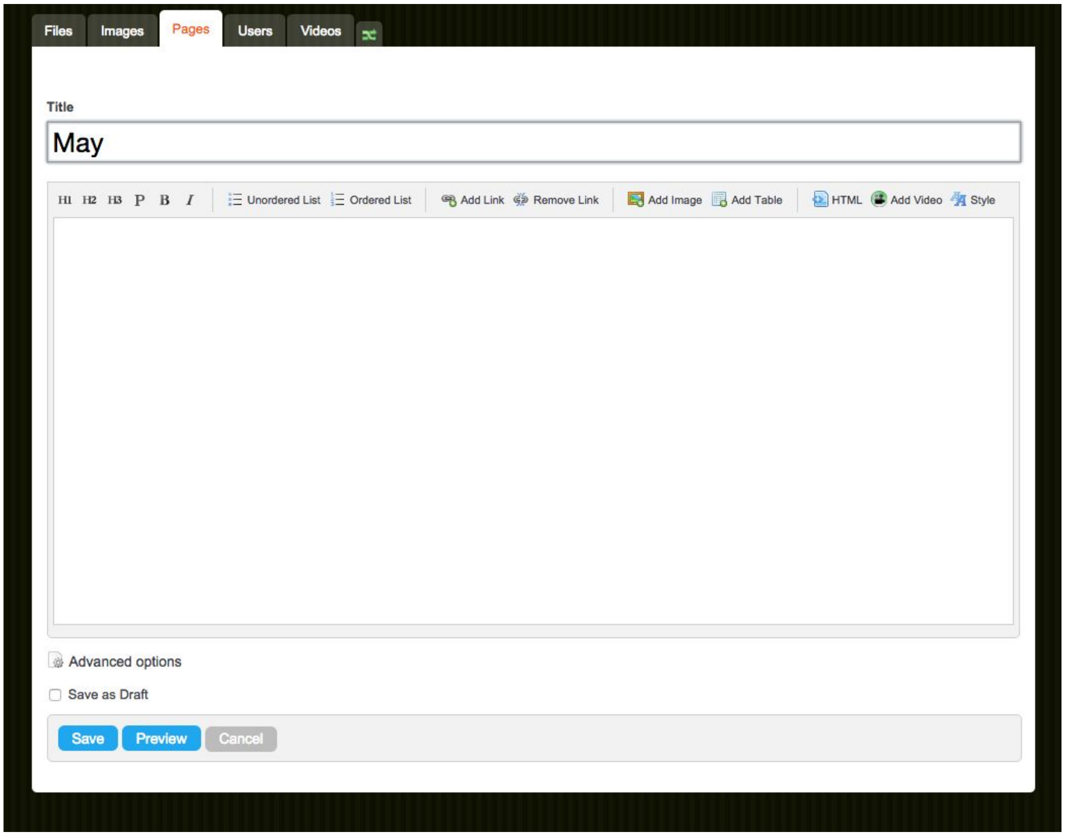


Harvest Calendar

Adding months:

1. Click on the Pages tab.
2. Click on the Products folder.
3. Click on the Harvest Calendar folder.
4. Click on the Add a New Child page icon to the right of the Harvest Folder (be sure it is in line with the Harvest Calendar folder so that the new child page falls under that folder)
5. Enter in the name of the month you are adding in the title field.
6. Click on the Save button at the bottom of the page.

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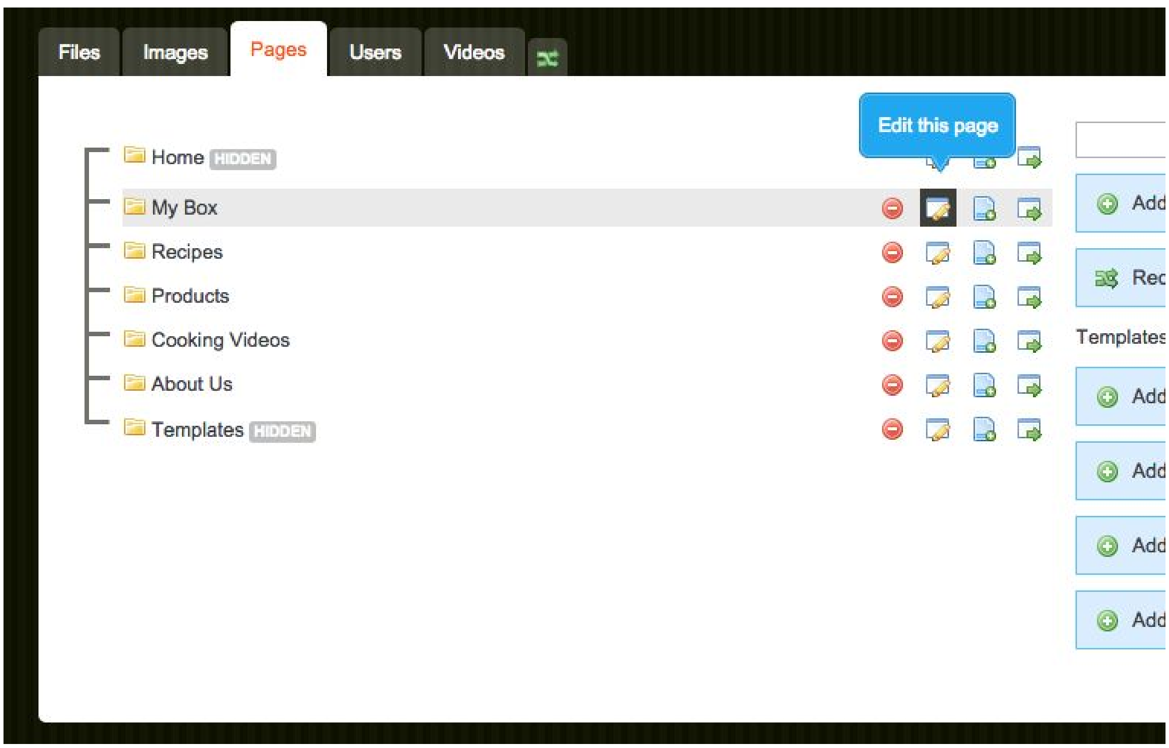
Unordered List
Ordered List
Add Link
Remove Link
Add Image
Add Table
HTML
Add Video
Style
Advanced options
Save as Draft
Save
Preview
Cancel

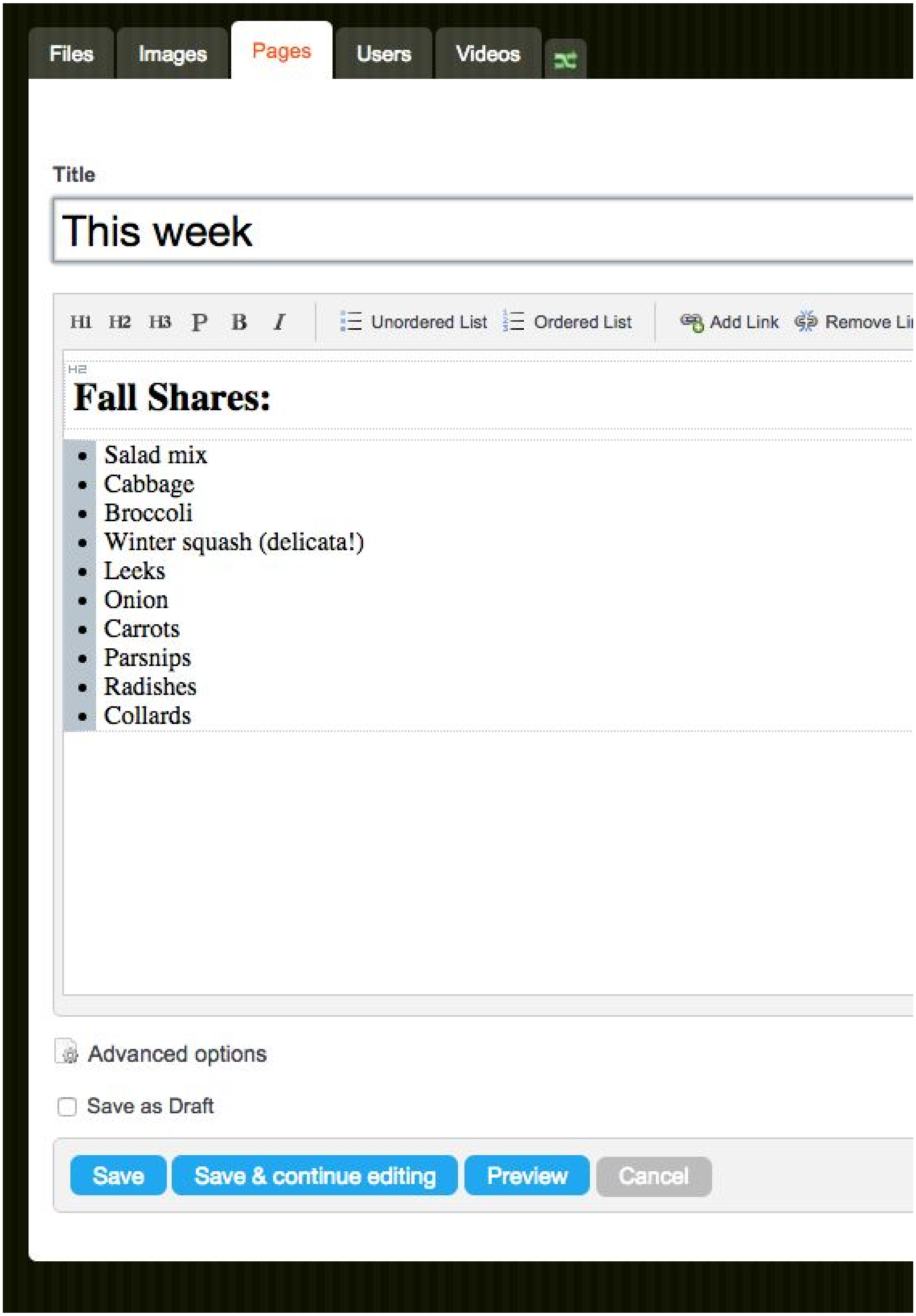
My Box

It can be useful for members to anticipate what they will be receiving in their box each week. Providing a list that gets updated within the App each week can be helpful and convenient.

This Week:

1. Click on the Pages tab on your app home page
2. Click on the My Box folder
3. Click on the This Week - Edit Page icon (the paper with a pencil) to the right
4. Enter in the names of the products featured in the CSA box this week
5. Press the Save button at the bottom to save

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Pages
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Videos
Title
This week
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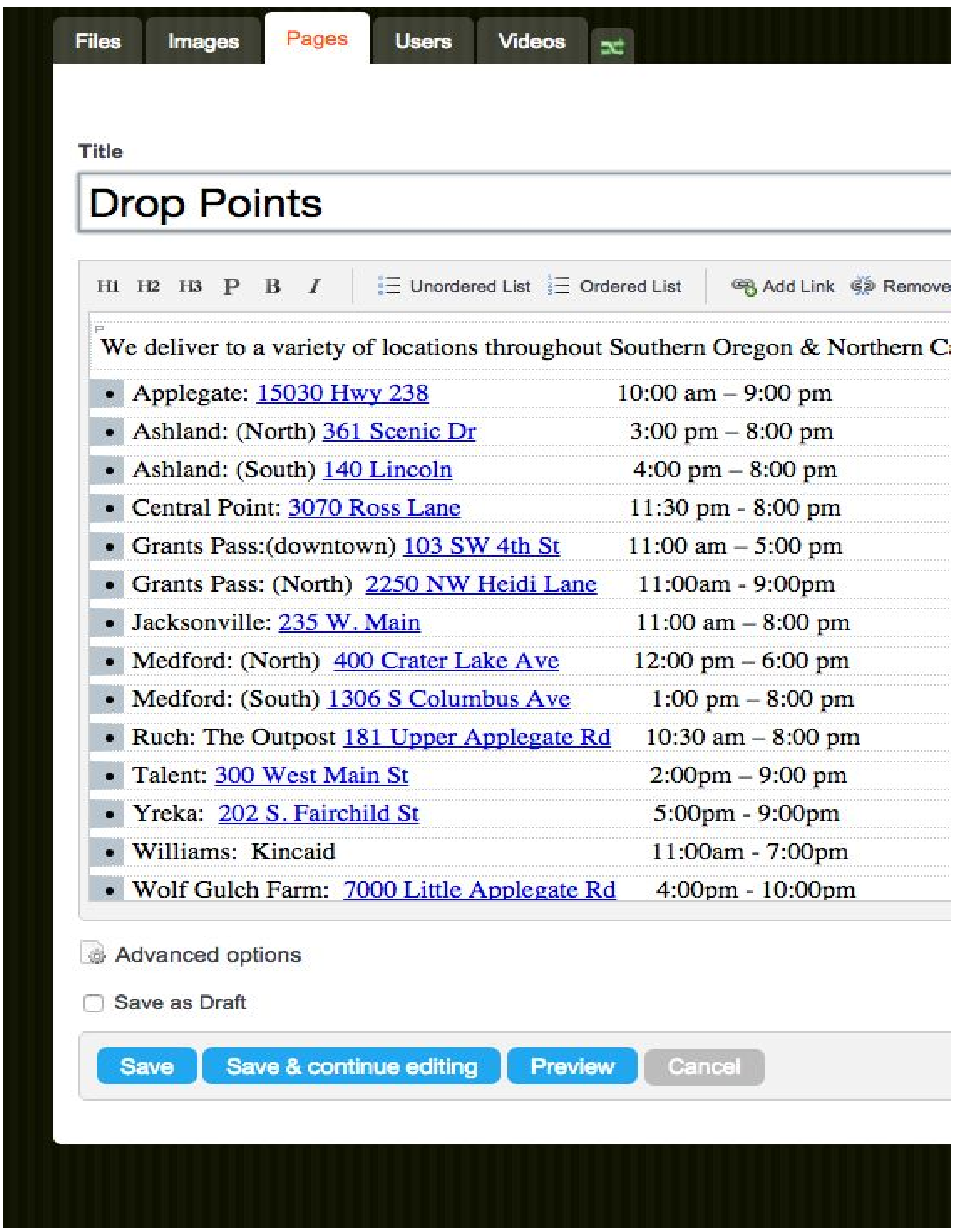
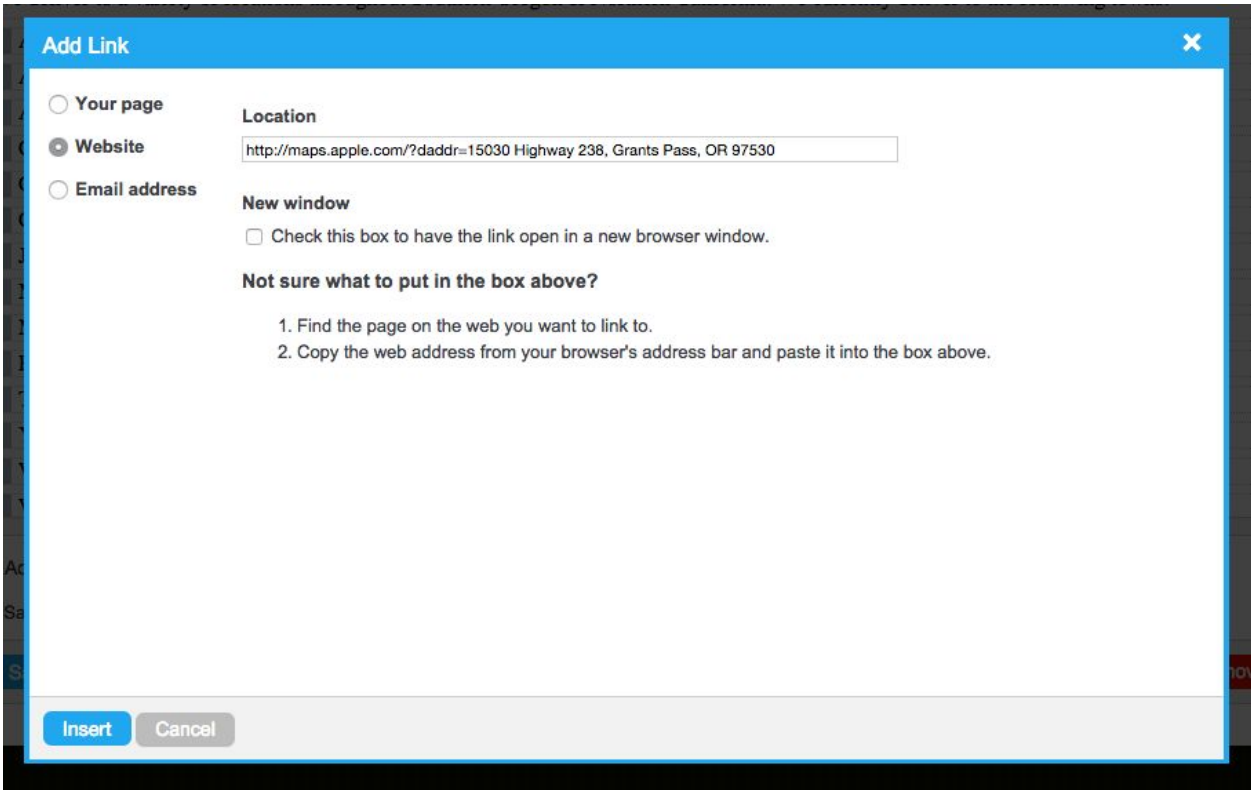
Unordered List
Ordered List
Add Link
Remove Li
H2
Fall Shares:
Salad mix
Cabbage
Broccoli
Winter squash (delicata!)
Leeks
Onion
Carrots
Parsnips
Radishes
Collards
Advanced options
Save as Draft
Save
Save & continue editing
Preview
Cancel

My Box

Drop Points:

1. Click on the Pages tab on your app home page.
2. Click on the My Box folder.
3. Click on the Drop Points - Edit Page icon (the paper with a pencil) to the right
4. Enter in the addresses and drop time schedules for each location (be sure you have permission to publish the addresses of private residences).
5. Link the addresses to a map location URL for easy navigation using a smartphone by highlighting the address and clicking on the Add Link icon in the menu bar.
6. Choose the Website option and paste in the URL.
7. Click on the Insert button at the bottom of the window.
8. Click on the Save button at the bottom of the window.





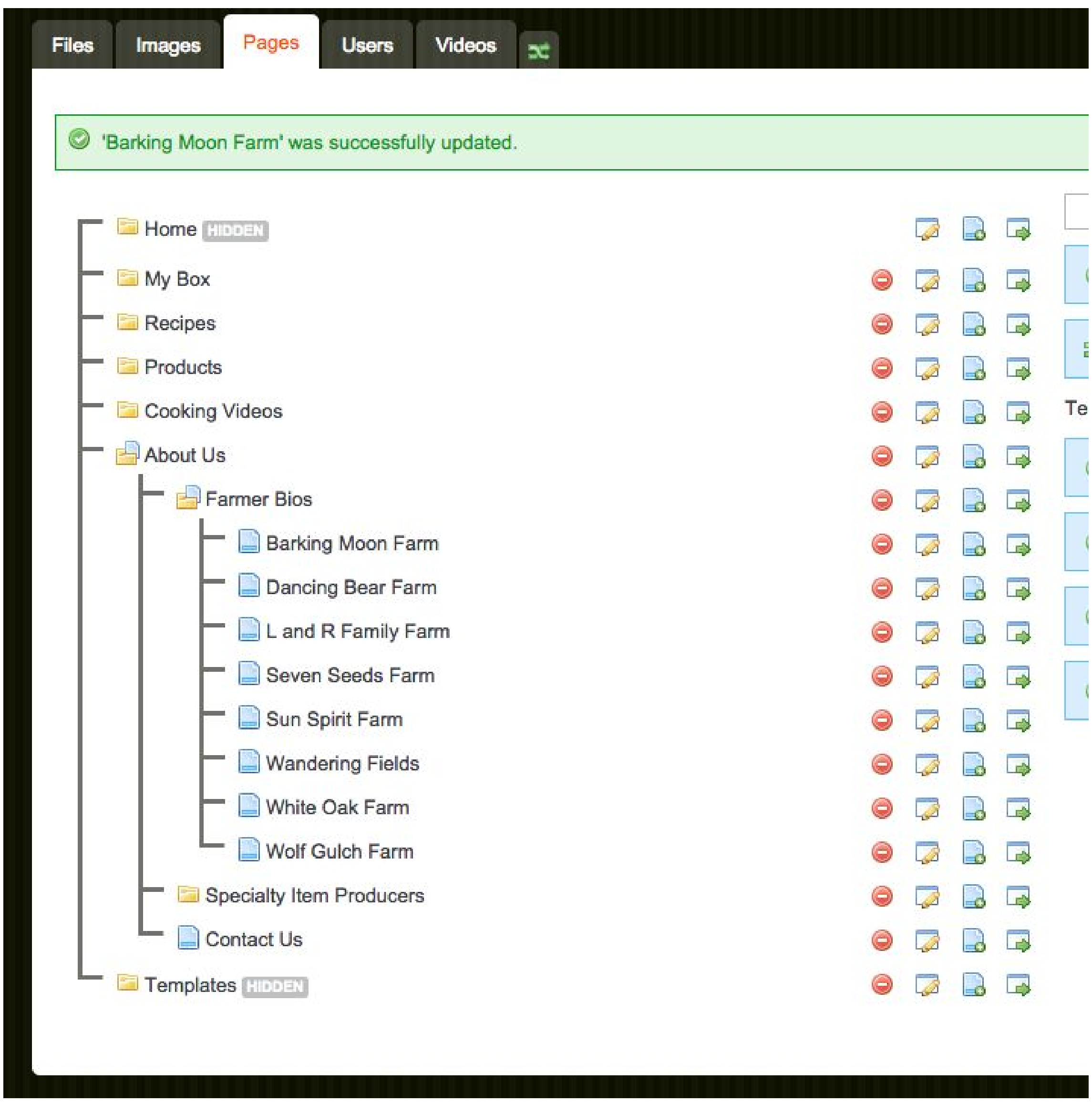
Add Link
Your page
Website
Email address
Location
http://maps.apple.com/?daddr=15030 Highway 238, Grants Pass, OR 97530
New window
Check this box to have the link open in a new browser window.
Not sure what to put in the box above?
1. Find the page on the web you want to link to.
2. Copy the web address from your browser's address bar and paste it into the box above.
Insert
Cancel

About Us

Know your farmer! CSA members appreciate knowing who grows their food. Use this area to highlight information about the people behind your CSA. Include photos and links to websites whenever appropriate.

Farmer Bios:

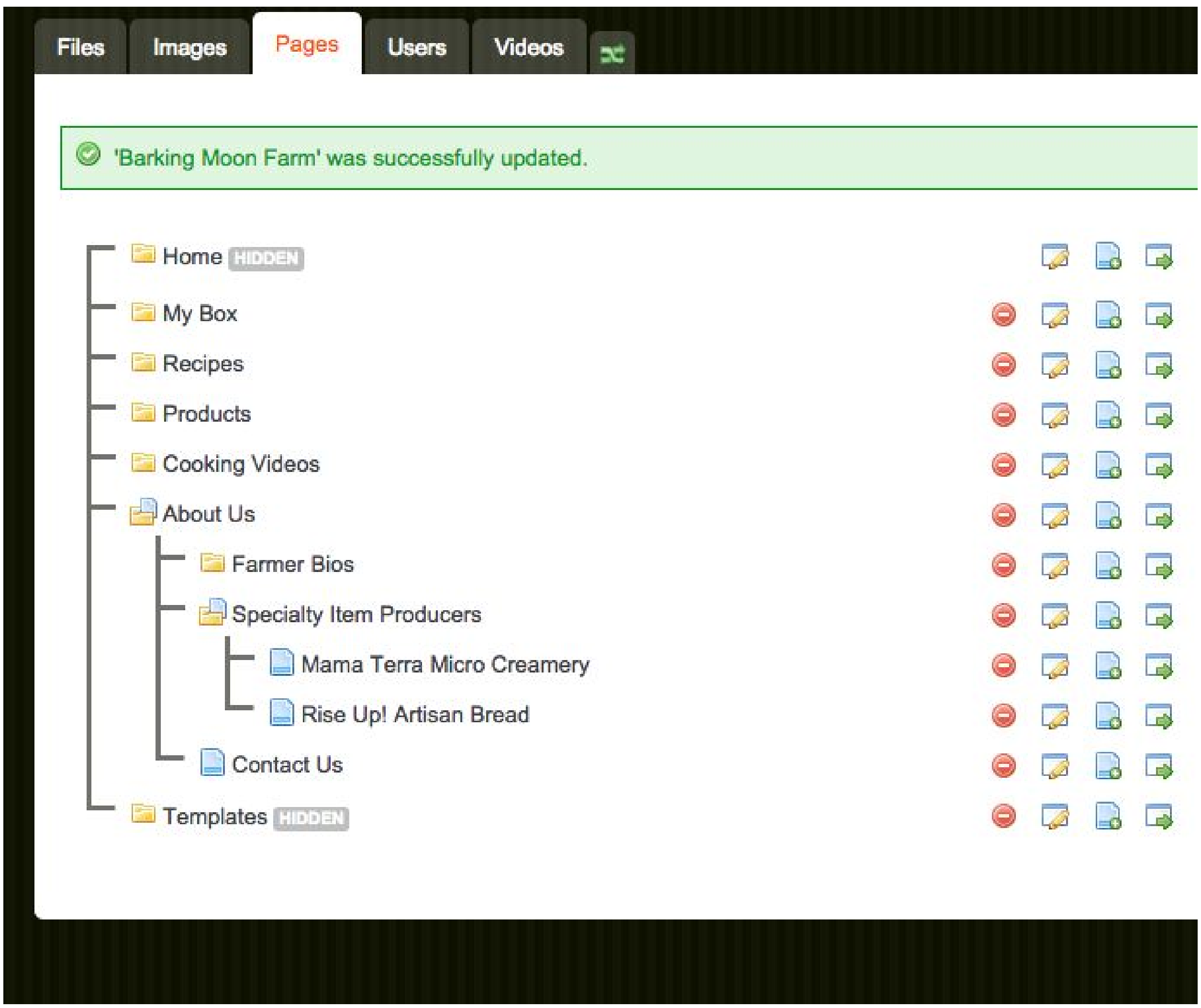
1. Click on the Pages tab.
2. Click on the About Us tab.
3. Click on the Farmer Bios tab.
4. Click on the Add a New Child Page in the Farmer Bios tab to add a new farmer bio.
5. Insert the farmer name, a photo and a short bio.
6. Click on the Save Button before closing



About Us

Specialty Producers:

7. Click on the Pages tab
8. Click on the About Us tab
9. Click on the Specialty Producers tab
10. Click on the Add a New Child Page in the Specialty Producers tab to add a new bio
11. Insert the producer name, a photo and a short bio
12. Click on the Save Button before closing



About Us

How do you want to be reached? Make it easy for your members to get a hold of you by including easy to find contact information on this page.

Contact Us:

1. Click on the Pages tab
2. Click on the About Us folder
3. Click on the Edit this Page icon to the left of the Contact Us page
4. Enter in the contact information you would like your members to use to get in touch with you