How to Create a PA Preferred® Member Profile

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PA Preferred Member Profile Assistance

If you should need support with your completing your Member Profile, please contact a **PA Preferred Team Member for assistance:**

    Phone: (717) 787-6901 – Email: RA-AGPAPreferred@pa.gov

For assistance with technical issues, please contact Help Desk Support:

    Number: (717) 787-HELP (4357)

    Hours: Monday to Friday 8:00 am to 4:30 pm

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Creating Your PA Preferred Member Profile

As a PA Preferred member, your business is being asked to create a public profile for the PA Preferred website and database system.

Here's a list of items to gather before you sit down to complete your profile. Please set aside 20-30 minutes to create your account including registering for Keystone Login:

- PA Dept. of State Entity Number
  - Need one? Visit PA Business One-stop Shop to register.
- PA Dept. of Agriculture Food Safety Facility ID Number: Food Safety (pa.gov) or (if applicable)
- PA Dept. of Agriculture Commercial Feed License: PaPlants (if applicable)
- Farmer Veteran Coalition Homegrown By Heroes Certification Number (if applicable)
- USDA's Identification Number for National Organic Program (if applicable)
- A list of products that your business produces, processes, sells, or has a menu item that meets the qualifications for the PA Preferred program.
- Three to five digital pictures of you, your family or staff, and your farm or business that highlight your story.
- A short paragraph that tells the story of your business or farm.
- A list of the retail locations where you sell your business's products.

*Please Note: Not all the information you included on your application will be brought into the system. You will have to re-enter and confirm some information when setting up your profile.
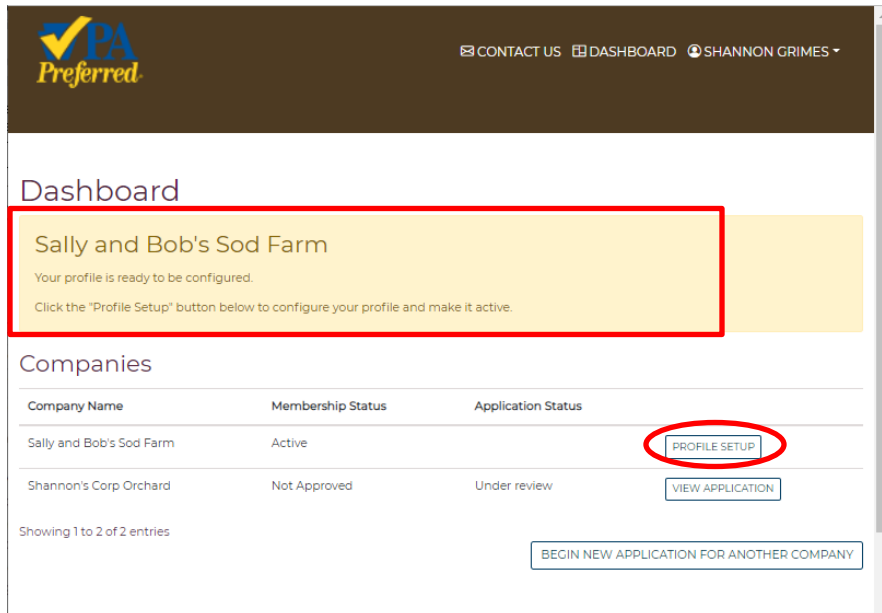
Logging into the PA Preferred Member Management System
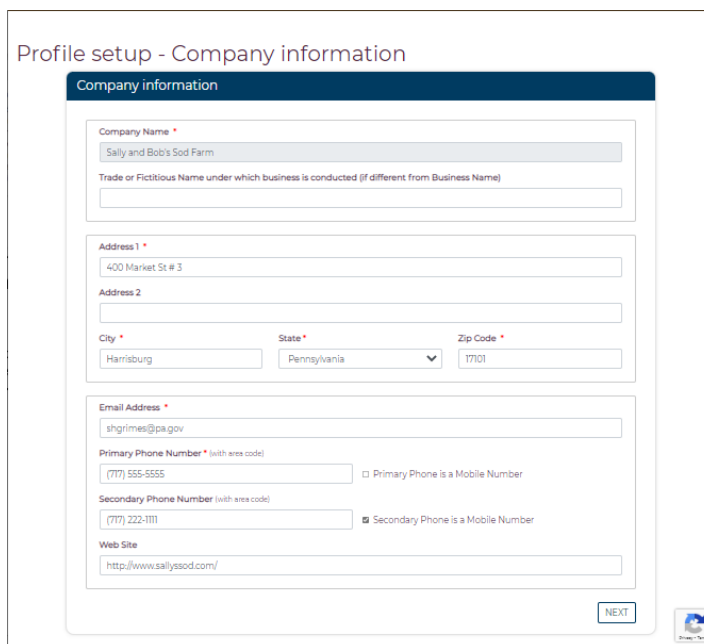
Establish a Keystone Login Account.

- If you don't have a Keystone Login* account, you'll need to register for an account by visiting https://www.papreferred.com/Account/Register.

  - If you encounter any issues with Keystone Login, please contact the Keystone Login Help Desk by phone at 877-328-0995 or by email at KeystoneLoginSupport@randstadusa.com.

*Keystone Login is an account management system for Commonwealth of Pennsylvania online services and uses modern security and authentication methods to ensure that your information is protected from unauthorized access or use.
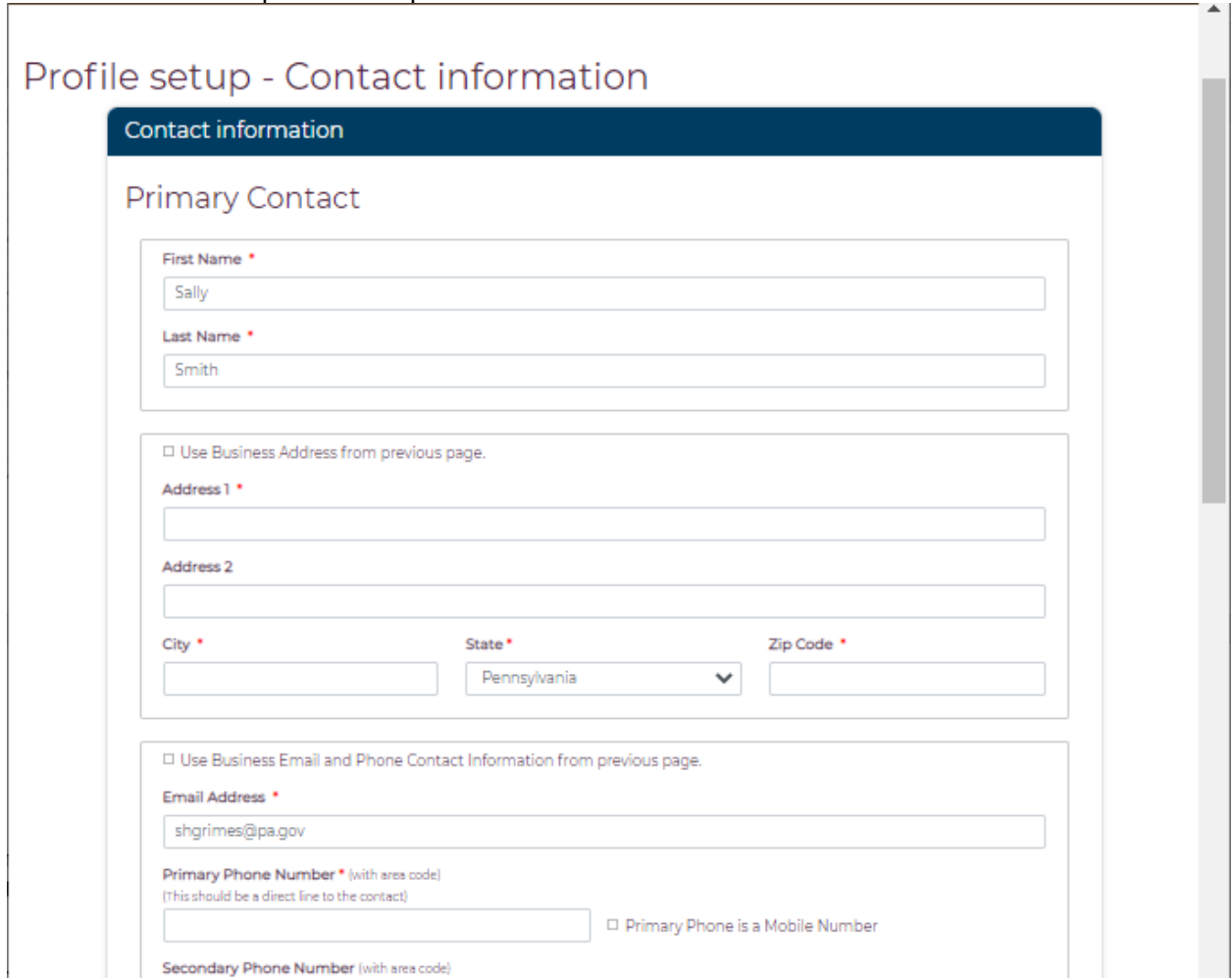
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1. Once you have your Keystone Login Account, sign into the PA Preferred system by using this link Sign in - PA Preferred or https://www.papreferred.com/Dashboard.

2. From your Dashboard, you will see a note indicating "**Your profile is ready to be configured**." Click your company's **Profile Setup** button.

3. The **Profile setup – Company information** page will display prepopulated with your company's information that you provided when you applied for the program. Make any necessary changes or confirm the information on the page. Click **Next** to save your information and move to the next section of the profile setup.

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4. The **Profile setup – Contact Information** page will display prepopulated with **some** of your contact information. Please confirm the information on this page and make any necessary changes or additions. Click **Next** to save your information and move to the next section of the profile setup.

5. The next section of the Profile setup is **Product Information**. This section will be where your business will add products, menu items, producers, etc. to your profile based on what business type your business has been approved for – Farmer/Producer, Processor, Restaurant, Farmers' Market/Retail Business, or Supporting Organization.

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a. Farmers/Producers will see the following page:

b. Processors will see the following page:

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c. Farmer's Markets & Retail Businesses will see the following page:

d. Dining Establishments/Restaurants will see the following page:

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e. Supporting Organizations (Trade, Industry, or Commodity Group) will see the following page:

Please Note: This next section uses Farmer/Producer as an example of how to complete the next few pages of the Member Profile. If your business did not apply to the program as a Farmer/Producer, you'll see a different screen specific to your business type Farmer/Producer, Processor, Restaurant, Farmers' Market/Retail Business, or Supporting Organization.

6. The **Profile setup – Product information for Farmer/Producer** will be displayed if you are approved as a Farmer/Producer**.** In this section, add the agricultural commodities that you grow or harvest on your farm. Click **Add Product** to add products to the **Your Products** list. Add as many products you harvest or grow so that custmoers can locate your PA Preferred products. Click **Next** to save your information and move to the next section of the profile setup.

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Profile setup - Product information

Farmer/Producer Product Information

Please enter the Pennsylvania-produced agricultural products that you grow or produce for at least 75 percent of its production cycle. Include the Pennsylvania county or counties where the products are harvested or grown.

The application will make suggestions based on common products for you to select as you type. You can select one of these suggestions or enter your own.

Click the "Add Product" button below to begin.

Your Products

#	Product	County	Pick-Your-Own	Status
-	-	-	-	-

ADD PRODUCT

BACK   NEXT

7. The **Profile setup – Licenses and Certifications** page will display.

Profile setup - Licenses and Certifications

Licenses and Certifications

Tell us about your licenses and certifications

Bureau of Food Safety Facility ID 🛈

Feed Manufacturers PAPlants ID 🛈

Farmer Veteran Coalition Homegrown By Heroes Certification Number 🛈

USDA Organic Integrity Database National Organic Program (NOP) ID 🛈

BACK   SAVE AND RETURN LATER   NEXT

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8. Click the 🛈 icon to view additional information about the specific license or certification. Click the **Close** button to close the window and return to the **Profile setup – Licenses and Certifications** page.

Profile setup - Licenses and Certifications

USDA Organic Integrity Database National Organic Program (NOP) ID

The USDA Organic Integrity Database lists certified organic farms or businesses which can sell, label, or represent products as organic, unless exempt or excluded from certification. For more information, or to find your National Organic Program (NOP) ID, please visit USDA Organic Integrity Database.

CLOSE

USDA Organic Integrity Database National Organic Program (NOP) ID 🛈

BACK   NEXT

9. Please add any licenses or certification numbers for your business on this page. Click **Next** to save your information and move to the next section.

Profile setup - Licenses and Certifications

Licenses and Certifications

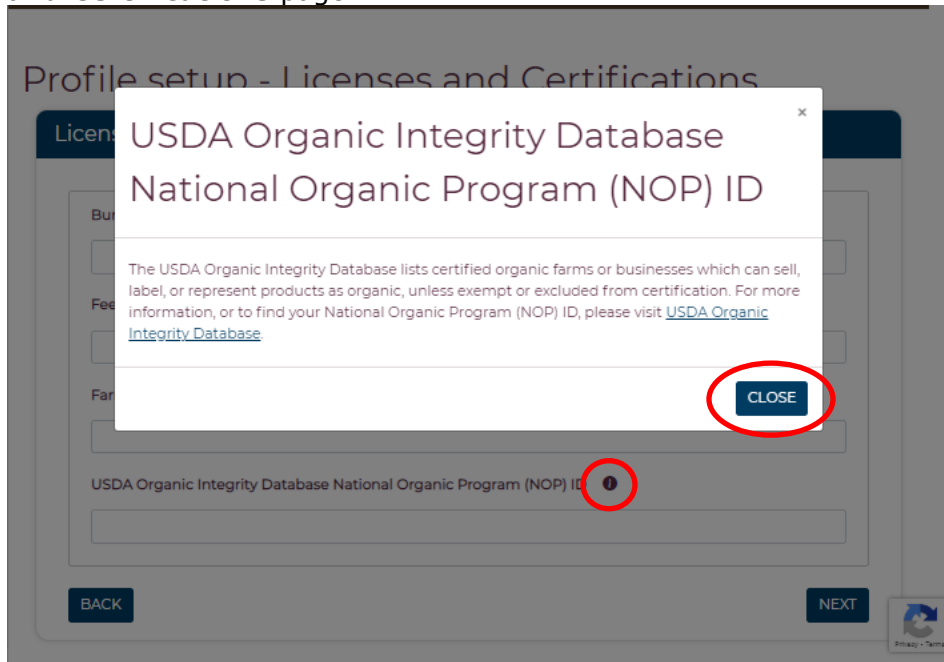Tell us about your licenses and certifications

Bureau of Food Safety Facility ID 🛈
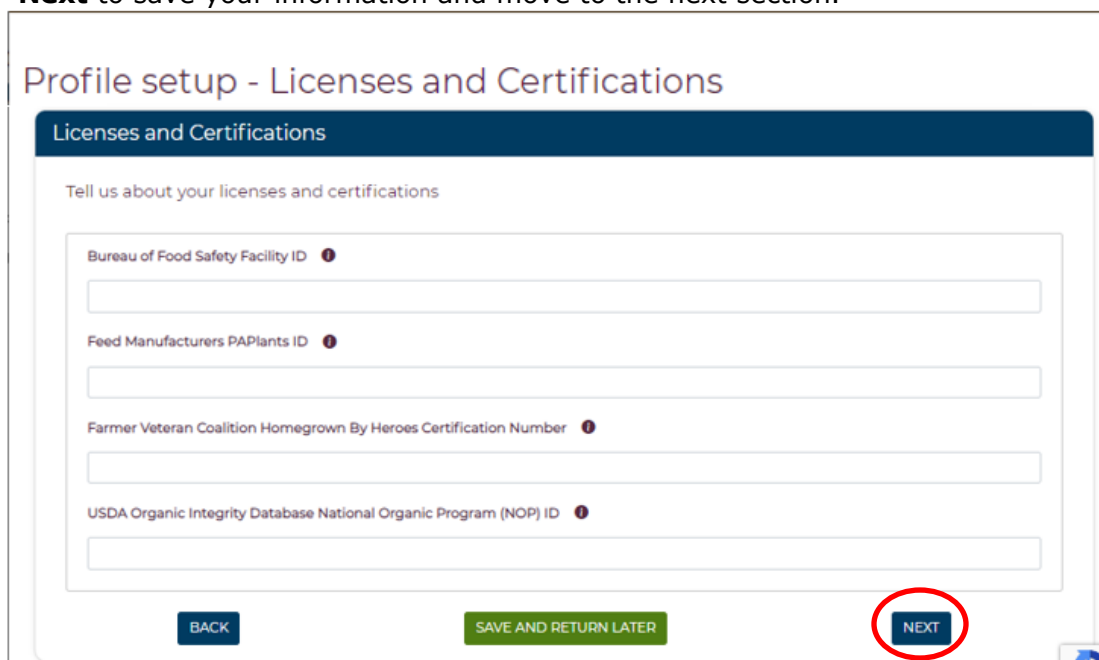
Feed Manufacturers PAPlants ID 🛈

Farmer Veteran Coalition Homegrown By Heroes Certification Number 🛈

USDA Organic Integrity Database National Organic Program (NOP) ID 🛈

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10. The **Profile setup - Profile information** page will display. These next few pages will walk you through setting up your Public Profile page that will appear on the PA Preferred website.

    a. Profile Visibility – choose how you'd like your business's profile shared. Choose "Public" to have your information shared on the PA Preferred website. If you'd only like your information shared with Program Staff, choose "Program Administrators Only". option. Another option is for you to only display your information to other PA Preferred members.

    b. General Information:

        i. My Story - include a short overview of your business that gives readers a glimpse of who you are, making them feel connected and more interested in buying from you.

        ii. E-commerce and social media channels – include any of these that your business currently uses.

        iii. Visibility Settings for Your Business's Contact Information – choose how you'd like to share your business's **contact** information (address, email, phone, website). You'll need to choose a setting for the different contact methods. Choose "Public" to have your information shared on the PA Preferred website. If you'd only like your information shared with Program Staff, choose "Program Administrators Only". option. Another option is for you to only display your information to other PA Preferred members.

        iv. Services – check the box if your farm hosts Community Supported Agriculture.

        v. Hours: include any days/times your business's retail operations are open to the public.

Click **Next** to save your information and move to the next section of the profile setup.

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Profile setup - Profile information

Profile Information

Profile Visibility

Profile Visibility *

Public

General Info

Business Display Name *

◉ Sally's Sod Farm

My Story

This is a story about my business.

Characters remaining: 1465

Ecommerce Website

www.sallyssod.com

Facebook

facebook.sallyssod.com

Instagram

instagram.sallyssod.com

Twitter

twitter.sallyssod.com

Visibility Settings

Business Address	Business Address Visibility *
400 Market St	Public
Harrisburg, 17101	
Email	Email Visibility *
shgrimes@pa.gov	Public
Primary Phone	Primary Phone Visibility *
(777) 555-5555	Public
Secondary Phone	Secondary Phone Visibility *
	Program Administrators Only
Website	Website Visibility *
http://www.sallyssod.com/	Public
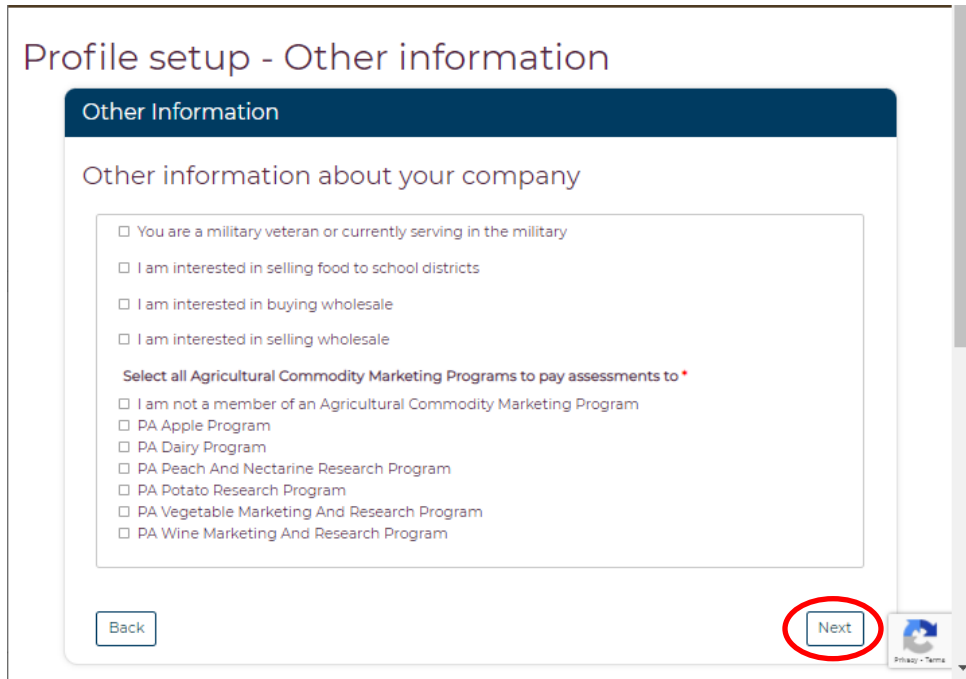
Services

☐ We offer "Community Supported Agriculture" service

Hours of Operation

Sunday	Edit Hours	Monday	Edit Hours	Tuesday	Edit Hours
9:00 AM - 5:00 PM		No Hours		No Hours	
Wednesday	Edit Hours	Thursday	Edit Hours	Friday	Edit Hours
No Hours		No Hours		No Hours	
Saturday	Edit Hours				
9:00 AM - 5:00 PM					

Next

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11. The **Profile setup - Other information** page will display. Please tell us more about your business by checking off the boxes that apply. For more information on the Agricultural Commodity Marketing Programs, visit Agricultural Marketing (pa.gov). Click **Next** to save your information and move to the next section of the profile. If you don't have any information to enter, click **Next**.

12. The **Profile setup – Profile pictures** page will display next. This is where your business may add pictures to your profile. These photos (along with the information you've previously provided) will be displayed on your business's profile page on the PA Preferred website.

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Below is an example of what a Member Profile page could look like.

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a. The Profile Picture is the picture in the circle shown on page 15. To add a Profile Picture, click **Add Profile Picture**. If you have no photos to add, click **Next**.

b. Click the **Choose File** button.

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c. Browse to the location on your computer or phone where you have a photo you want to upload. Click the name of the file of the picture, then click **Open**.
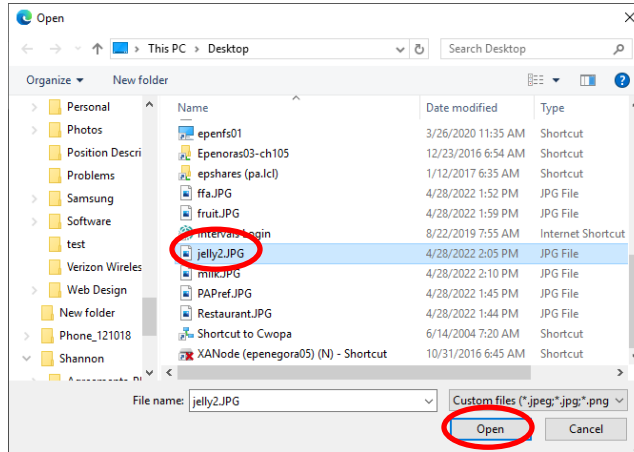
d. The name of the file you selected will be displayed in the **Add Picture** window. You may add a description by typing it in the **Photo Description** box. Click **Upload**.
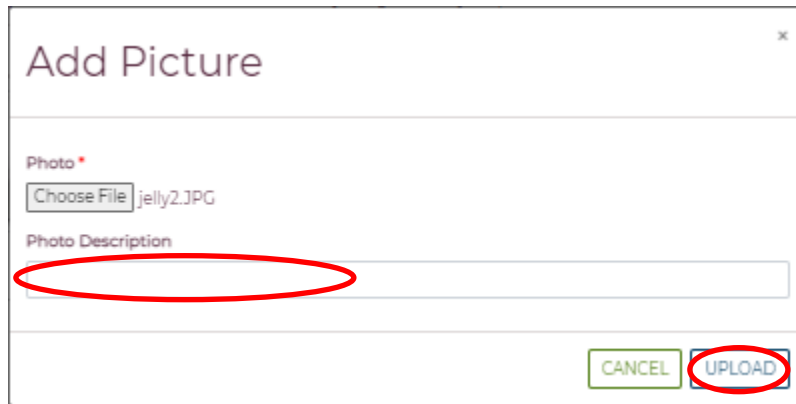
13. Follow steps outlined on pages 16-17 (a through d) to add a **Cover Photo** and any **Additional Profile Pictures**. Click **Next** when finished adding images and move to the next section of the profile.

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14. The **Profile setup – Retailer information** page will display next. If your business has any products that are being sold at a retail location, please add them here. Click **Add Retailer** to add a retailer to your profile.

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15. Next, the **Add Retailer** page will display. Click **Type** and use the drop down menu carrot to to select **Our Retail Location** (your business's on-farm or other retail location) or **Retail Partner** (where your business has your products for sale). Click **Save** to save your information and move to the next section of the profile.

    a. If you selected to add **Our Retail Location**, the following page will display. Complete any information you wish to add for your retail location, and click **Save** when finished.

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b. If you selected to add **Retail Partner**, the following page will display. Complete this information to let potential customers know where they can purchase your products. Click **Save** when finished.

c. The retailer(s) will be added to the **Your Retailers** list. Click **Next** to move to the next screen.

Note: You may include more than one retailer.

Please Note:

All pictures, stories, retailers, and other information will be reviewed by PA Preferred staff before being placed on your business's Member Profile page.

Your business will receive individual emails when items have been approved by staff. Your profile will be made "live" and visible as soon as you set the visibility to Public, Members, or Program Administrators Only.

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Any "unapproved" items will not appear until they are approved. Your business's Member Profile is not "approved" as one large item; each of the items will be approved individually.

16. Next the **Profile setup – Packaging pictures** page will display. Please upload any pictures of your product packaging that **includes the PA Preferred logo**.

17. Click **Add Picture** to begin the process. These pictures will not be displayed on your Member Profile and are for internal use only.

    Note: You may include multiple pictures.

    a. Click the **Choose File** button.

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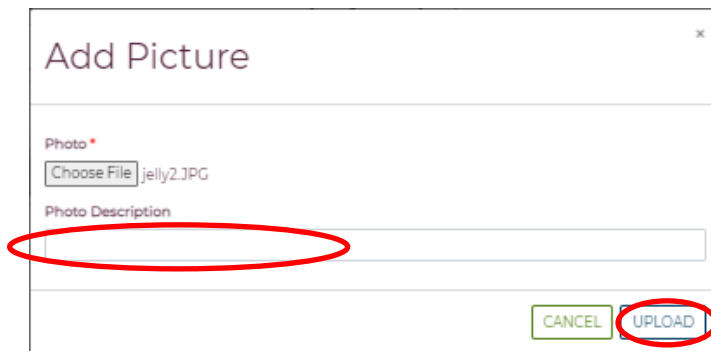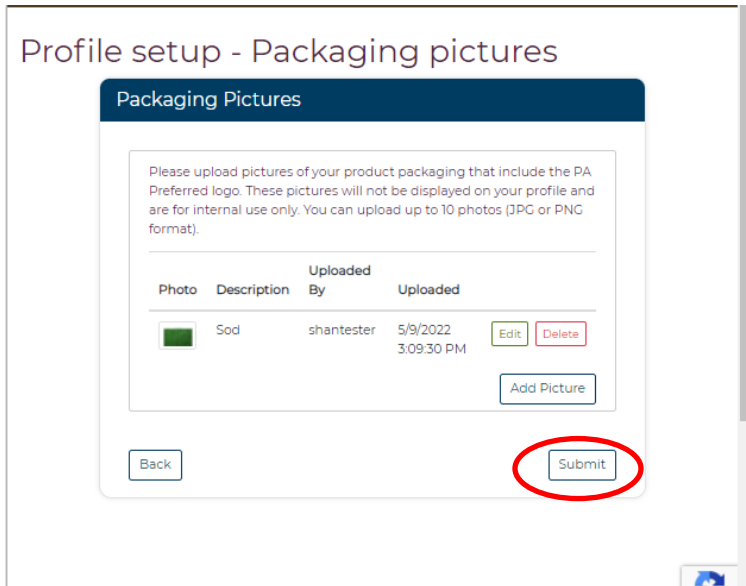
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b. Browse to the location of the file you want to upload. Click the name of the file of the picture, then click **Open**.
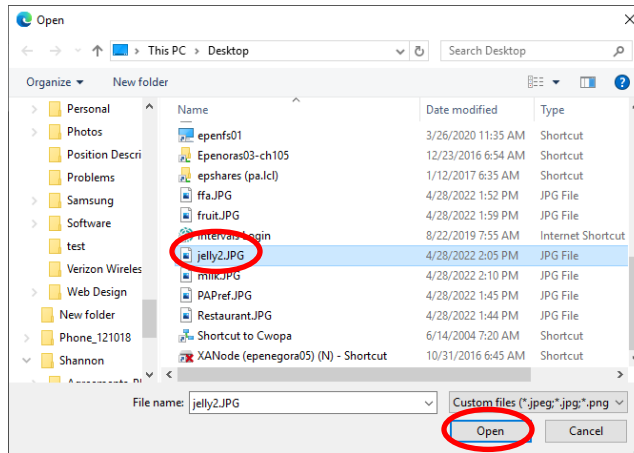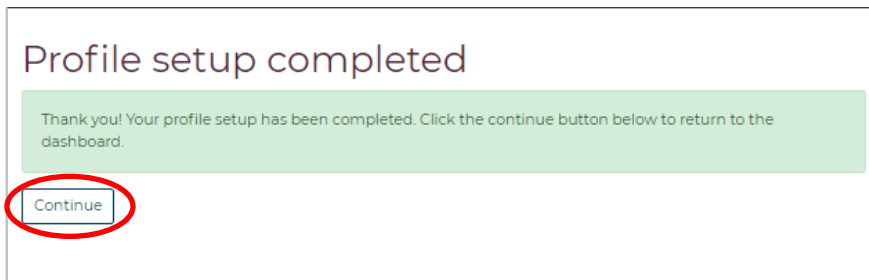

c. The name of the file you selected will be displayed in the **Add Picture** window. You may add a description by typing it in the **Photo Description** box. Click **Upload**.


18. The picture(s) has been added to the Packaging Pictures page. Click **Submit** to save your pictures.

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19. When the pictures have been submitted, you will see a screen that confirms that your business's Member Profile set-up is now complete. Click **Continue** to proceed back to your Dashboard.

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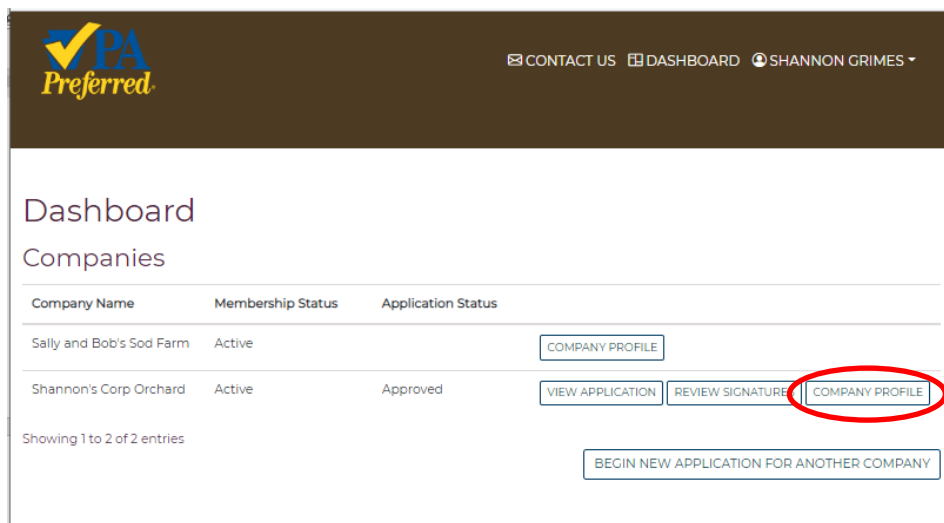**Phone: 717.787.6901 | Fax: 717-787-5643 | Email: RA-AGPAPreferred@pa.gov**

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20. Once the PA Preferred program staff has reviewed your profile and approved your photos and story, you will receive individual emails informing you that your Profile has been approved and is live on your business's Member Profile page (and the PA Preferred website).
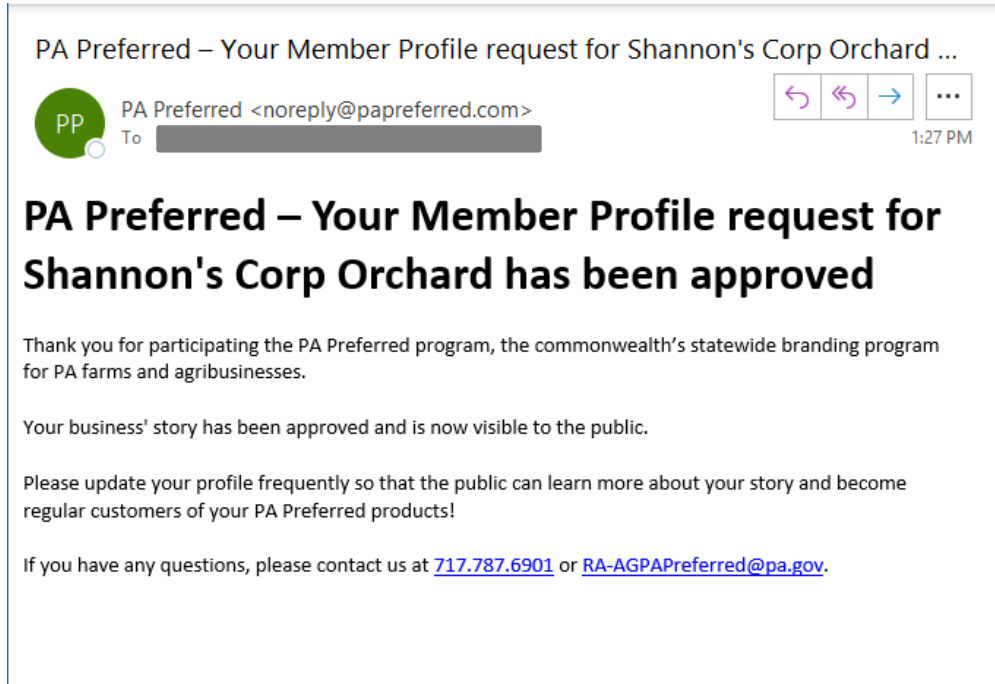
Previewing Your Profile

You will be able to preview your profile after all submitted items (i.e. story, pictures, etc.) have been approved by PA Preferred program staff.

1. From your Dashboard, click the **Company Profile** button.

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2. The Company Profile page is displayed. Click **Preview Profile** in the left-hand navigation list.

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3. Your profile will be displayed in a new tab in your browser window.
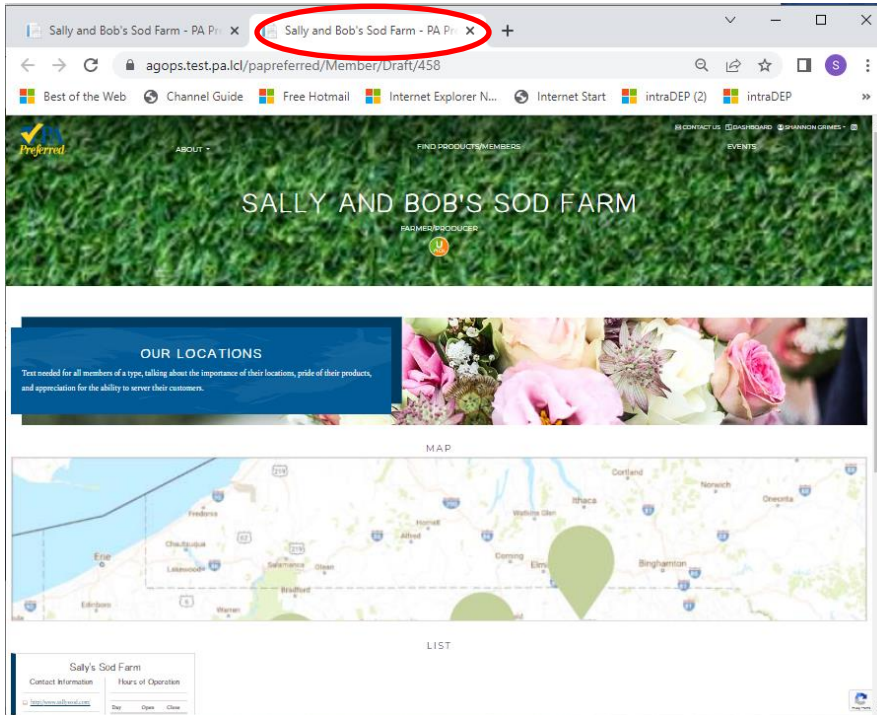
4. If you wish to make any edits to your profile, return to your business's Dashboard and click **Company Profile** to make changes or updates to your story, photos, products, or retail locations.

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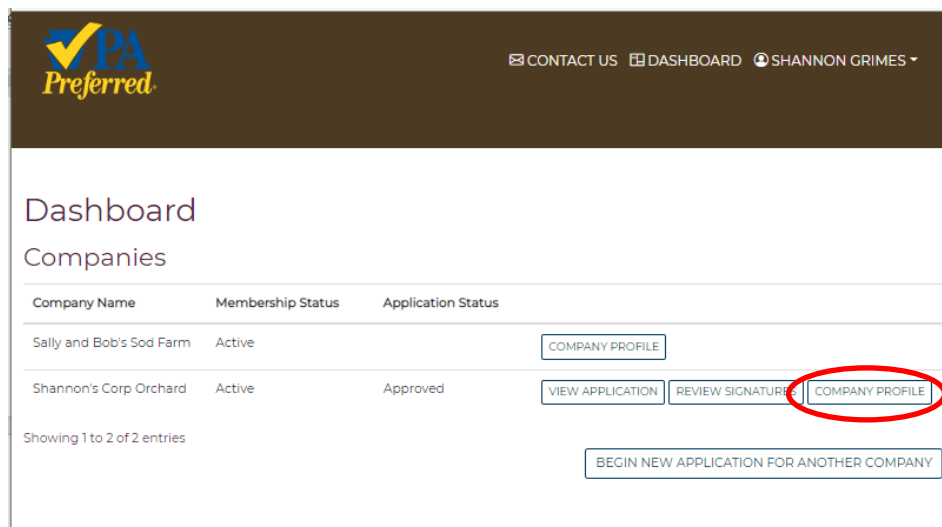
Disclosure Information

The information in this document may not be changed without the express written agreement of the PA Department of Agriculture.

Change History

Version	Date	Revision Description
1.0	July 6, 2022	Final version

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