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AGRODEALS

AGRODEALS USER MANUAL

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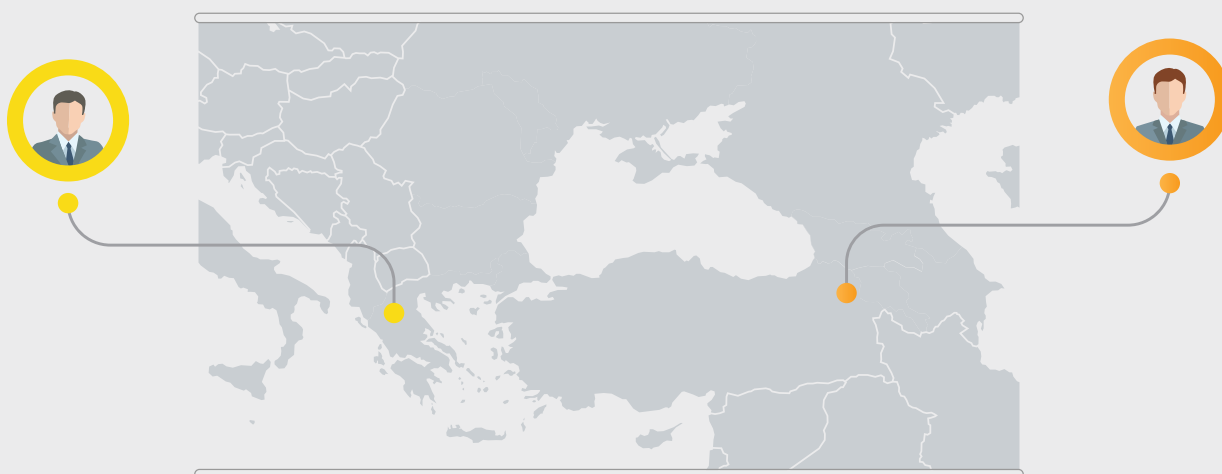
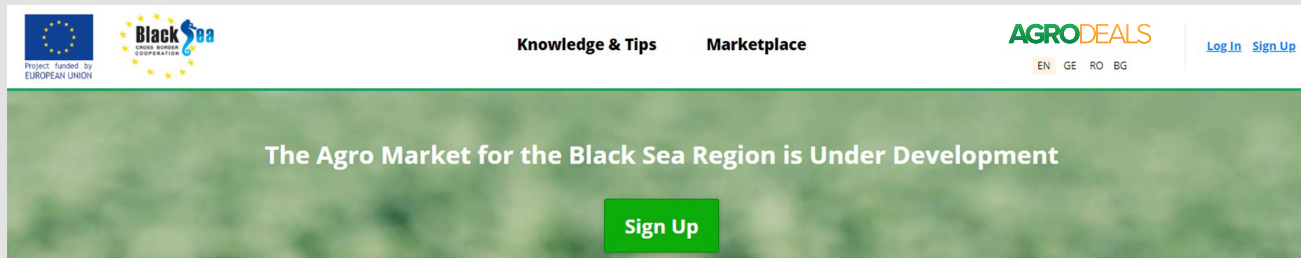
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What is Agrodeals?

www.agrodeals.net is an innovative, online user matching platform aiming to enhance agricultural export-import opportunities and information sharing among the countries of the Black Sea Basin.

The platform helps users to establish agribusiness linkages among the companies and value chain actors producing agricultural products and offering relevant services in the process of trading. An additional benefit offered by the platform includes free access to dozens of informational sources and useful links related to the national legislations, agricultural standards, regulations, trade agreements, publications, including researches, market analysis, guidelines and events, etc. Provided sources will roadmap buyers and sellers of the agricultural products and services with sufficient information addressing the key questions: **What to Sell? Where to Sell? How to Sell?** and vice-versa - **What to Buy? Where to Buy? How to Buy?** Agrodeals platform gives options to navigate in 4 languages: **English, Georgian, Romanian and Bulgarian**. Click to select appropriate language.

EN GE RO BG



For whom is Agrodeals?

This platform will definitely interest you:

If you are an agribusiness actor interested in buying or selling agricultural products among international partners and you have capacity to import or export;

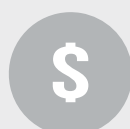
If you are an agribusiness actor interested in buying or selling agricultural products among international partners and you do not comply with sufficient volumes to import or export but looking for cooperation to meet capacity of scale;

If you are a local buyer of primary or secondary agricultural products;

If you are food processor or manufacturer or involved in different agricultural value chain activities;

If you are a service provider operation in the agribusiness sector offering: business consulting, certification and verification, documentation and paper handling, freight forwarding, logistics and warehousing, packaging, etc.;

If you are searching for knowledge and tips on cross-border agriculture trading related information.



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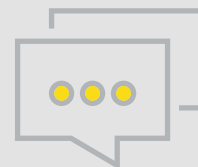
What are the basic functionalities of the Agrodeals website?

There are three main sections you need to pay attention:

1. User Account

Agrodeals.net gives you the following opportunities:

1. Open your user account through the registration process from the website and filling out the profile content
2. Placing your advertisements about the products and services
3. Communicating with users through the messaging system



The screenshot shows the 'My profile' section of the Agrodeals website. At the top, there are logos for the European Union, Black Sea Food Hub Cooperation, Knowledge & Tips, Marketplace, and AGRODEALS. The user's name 'Giorgi' is displayed in the top right corner with a 'Log out' link. The form includes fields for First name (Giorgi), Last name (Chichua), Email (info@agrodeals.net), Phone ((995 32) 249 75 00), Address line 1 (9 letim Gurji St.), Address line 2, and Website. A world map is shown on the right with a 'Select location on the map' prompt. The bottom of the form has an example URL: https://companyname.com.

The section, that is shown above includes the following subsections: My profile, My advertisements and Inbox to be described later.



2. Knowledge & Tips

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Knowledge & Tips
Marketplace
AGRODEALS
 EN GE RO BG
 Giorgi
← Log out

I am interested in from

OPPORTUNITIES

- EU Programme Horizon 2020 - Funding Opportunities**
2019-10-09
- Experts wanted for 2 EIP-AGRI Focus Groups - Deadline: 10 February 2020:59 hrs CET (Brussels time)**
2018-12-31
- ERA-NET ICRAD co-funded Call on infectious animal diseases - Submission deadline: March 31st, 2020, 14:00 h (CET)**
2020-02-07
- Exporting from the EU - what you need to know**
<https://madb.europa.eu/madb/indexPubli.htm>
2020-02-07
- Transport regulations**
2018-12-31

EVENTS

March 2020						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

STANDARDS & LAWS

- Law of Georgia on Food Safety and Quality (GEO)**
2020-01-15

PUBLICATIONS

- Review of Georgia's Export Opportunity of Selected Products to Romania and Bulgaria 2019**
2020-03-17

3. Marketplace

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Knowledge & Tips
Marketplace
AGRODEALS
 EN GE RO BG
 Giorgi
← Log out

Filter

Clear

Products

- ☐ Beverages and related products
 - ☐ Cider and other fruit wines
 - ☐ Distilled alcoholic beverages
 - ☐ Malt beer
 - ☐ Mineral water
 - ☐ Non-distilled fermented beverages - Vermouth
 - ☐ Other
 - ☐ Soft drinks
 - ☐ Specific traditional beverages
 - ☐ Wines
 - ☐ Red wine
- ☐ Cereals, vegetables, fruits and nuts
 - ☐ Cereals
 - ☐ Nuts
 - ☐ Almonds
 - ☐ Chestnuts
 - ☐ Hazelnuts
 - ☐ Other
 - ☐ Kiwi
 - ☐ Mushrooms
 - ☐ Plums

Services

- ☐ Business consulting

Garlic
2020-02-27
Georgia
Georgian High quality product
EUR 1 / Kilogram

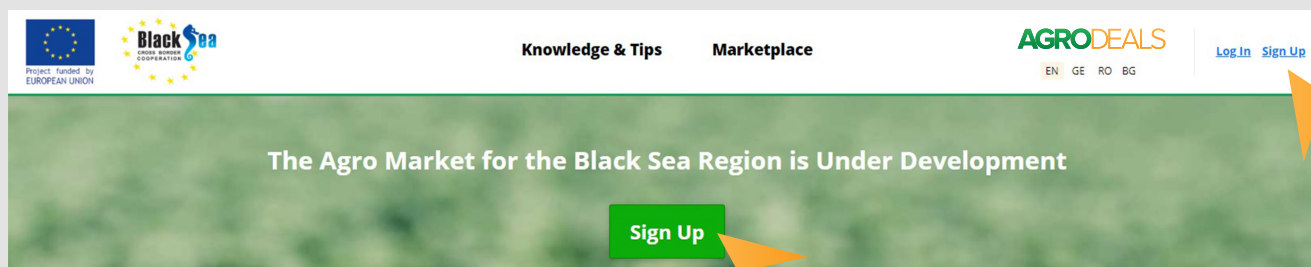
Chacha
2020-02-27
Kakheti, Sighaghi Municipality
Georgian Chacha from Kakheti Region
EUR 3.5 / Millimetre

Red and White Wines from Winery 1895
2020-02-27
Gurjaani Municipality
Traditional, natural red and white qvevri wines from Kakheti sunny region. Please find our FB Page: <https://www.facebook.com/Winery-1895->

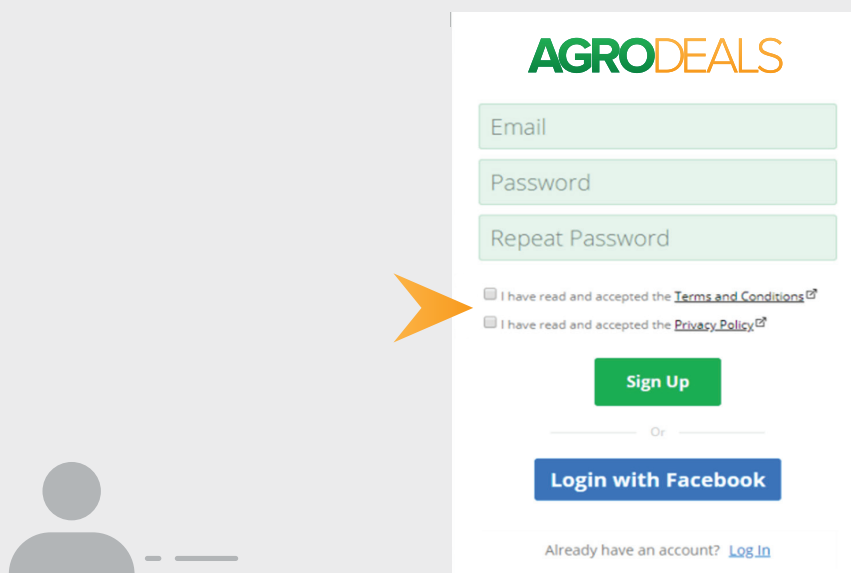
How to get registered?

In order to open a user account you need to get registered (**Sign Up**) first. Access and registration on the website is **free of charge**. Registration is possible via **Email or/and Facebook account**.

Click on the button '**Sign Up**' located (a) on the front page of the Agrodeals website, or on top right of the web page:

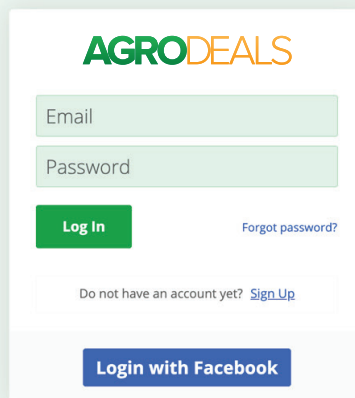


Once you click on any button of “**Sign Up**” you will see a very simple page as shown below:



Do not forget to check sections related to the terms and conditions and privacy policy.

Once you are registered, now you can login. Please press “**Log In**” button and enter your email and password that you have indicated during the registration process.



AGRODEALS

Email

Password

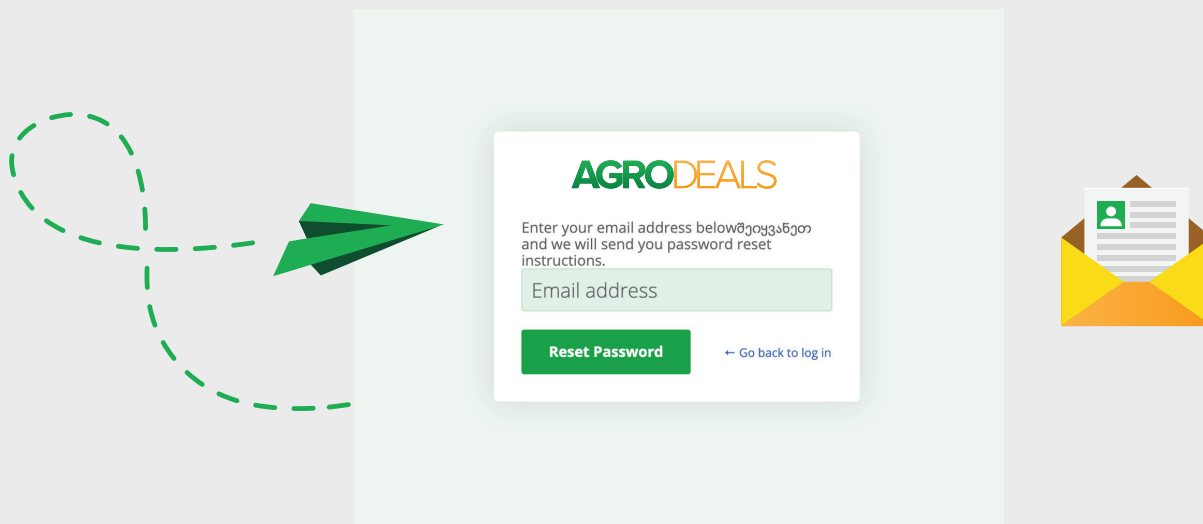
[Log In](#) [Forgot password?](#)

Do not have an account yet? [Sign Up](#)

[Login with Facebook](#)

As you can see from the above picture, you are no longer requested to repeat your password.

Do not worry If you forgot your password. It can be easily reset by clicking on the **“forgot password?”** button. After pressing on this button, you will be requested to enter your email address, where you will receive an automatic email notification.




AGRODEALS

Enter your email address below and we will send you password reset instructions.

Email address

[Reset Password](#) [← Go back to log in](#)

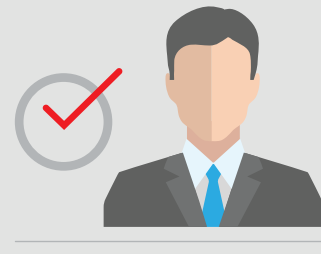


Check your email inbox. You will receive a link to proceed a password change. Click that link and complete the password reset procedure.

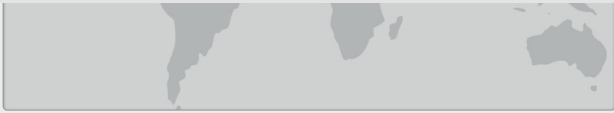
Sometimes email messages are stuck in the spam. If you do not find password recovery notification in your inbox, please have a look inside the spam.

The registration module will ask users to provide the following information:

- First Name * ¹
- Last Name *
- Email address
- Telephone number
- Address line 1
- Address line 2
- Website
- Company name *
- Type of company (select the option that describes you best) *
 - Farmer
 - Agricultural cooperative
 - Wholesaler
 - Exporter
 - Retailer
 - Processor
 - Warehouse
 - Service provider
 - Other



.....



Website

Example: <https://companyname.com>

Company name *

Type of company *

✓ Farmer
 Agricultural cooperative
 Wholesaler
 Exporter
 Retailer
 Processor
 Warehouse
 Other

Country *

Interested in buying

Interested in selling

Interested in countries

[select all](#) [Clear](#)

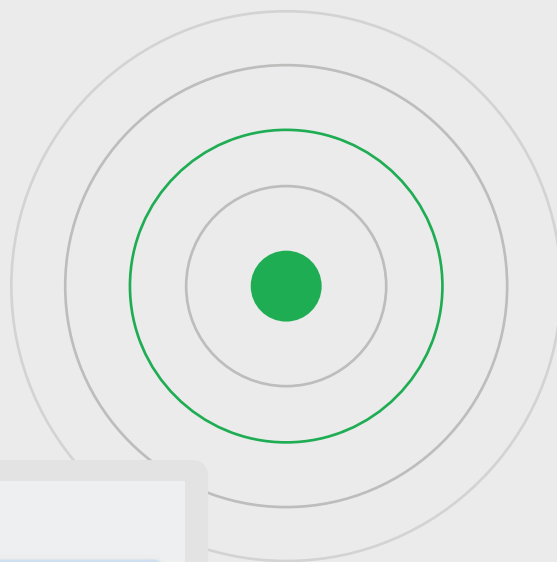
Shipping options

¹ Mandatory fields to fill in

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■ Country*

- Georgia
- Bulgaria
- Romania
- Armenia
- Greece
- Ukraine
- Turkey
- Republic of Moldova
- Other



Country *

Georgia ▼

Ukraine
Turkey
Romania
Republic of Moldova
Greece
Georgia
Bulgaria
Armenia
Other

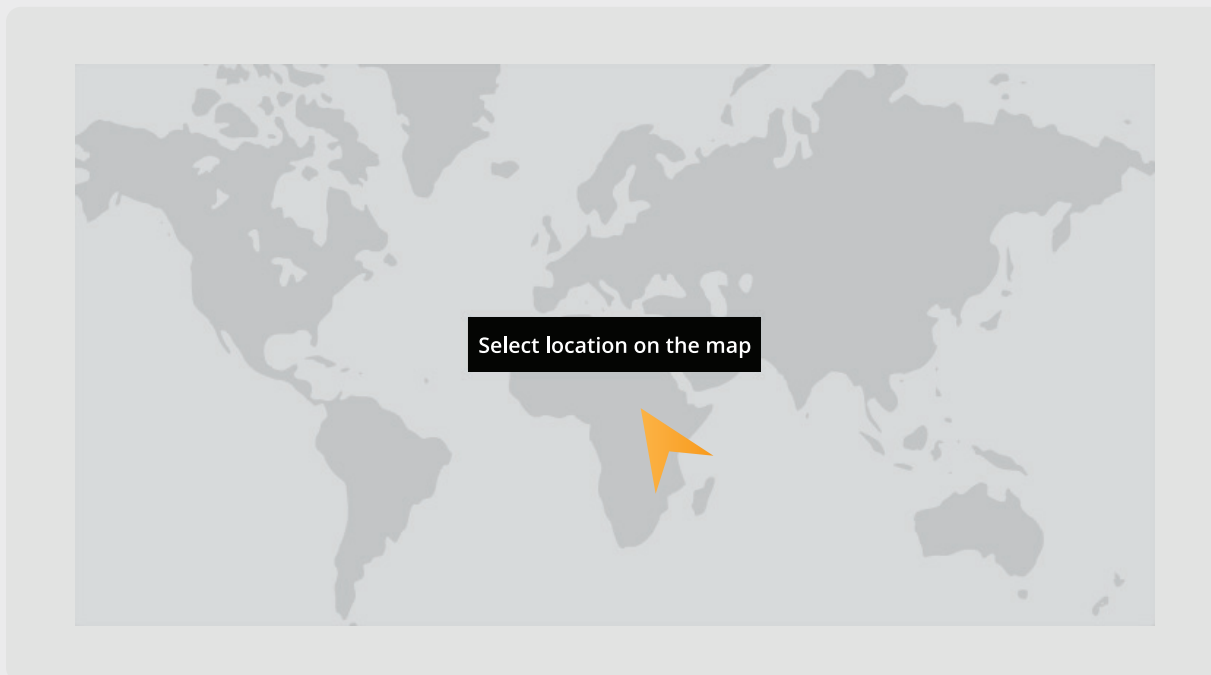
Type in desired country in the box that automatically opens once you choose option “Other”

Country * Country Name *

Other ▼

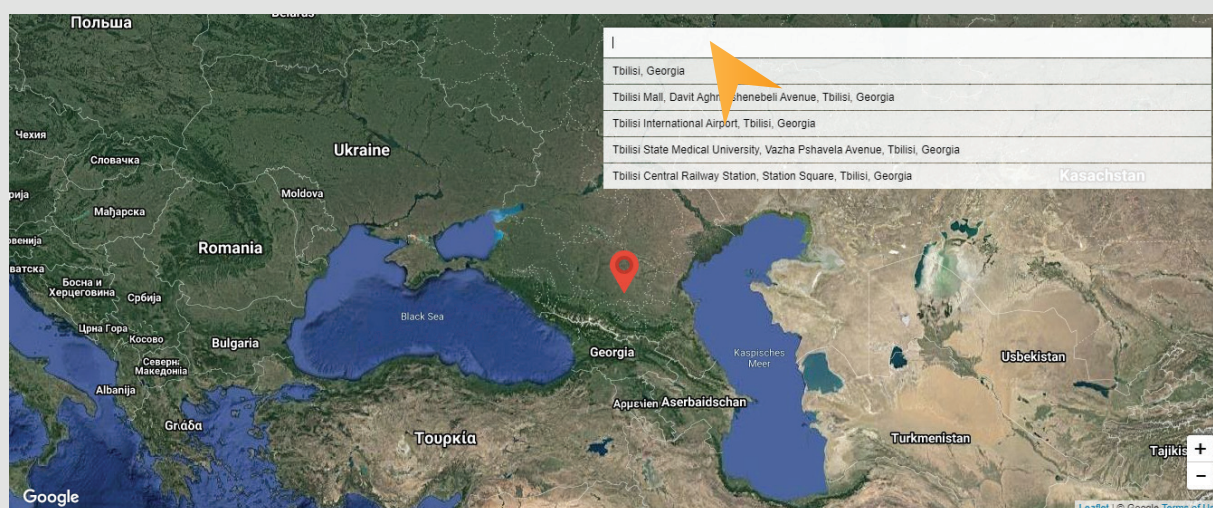
- Interested in buying (select the option that interests you best, multi selection is available)
- Interested in selling (select the option that interests you best, multi selection is available)
- Interested in countries
- Shipping options
- Membership of which trade organizations
- Tax ID
- Location (select on map)

.....



Click on the indicated box in black to move to the map. This is a single-selection tool that can be used to click individual locations;

Type in the city in the box and confirm the one from the list dropped down after typing and click **<Done>** down on the right side of the map. Zoom to selection is used to change the map extent and zoom level to fit the features selected on a map. Zoom to selection cannot be used to select features.

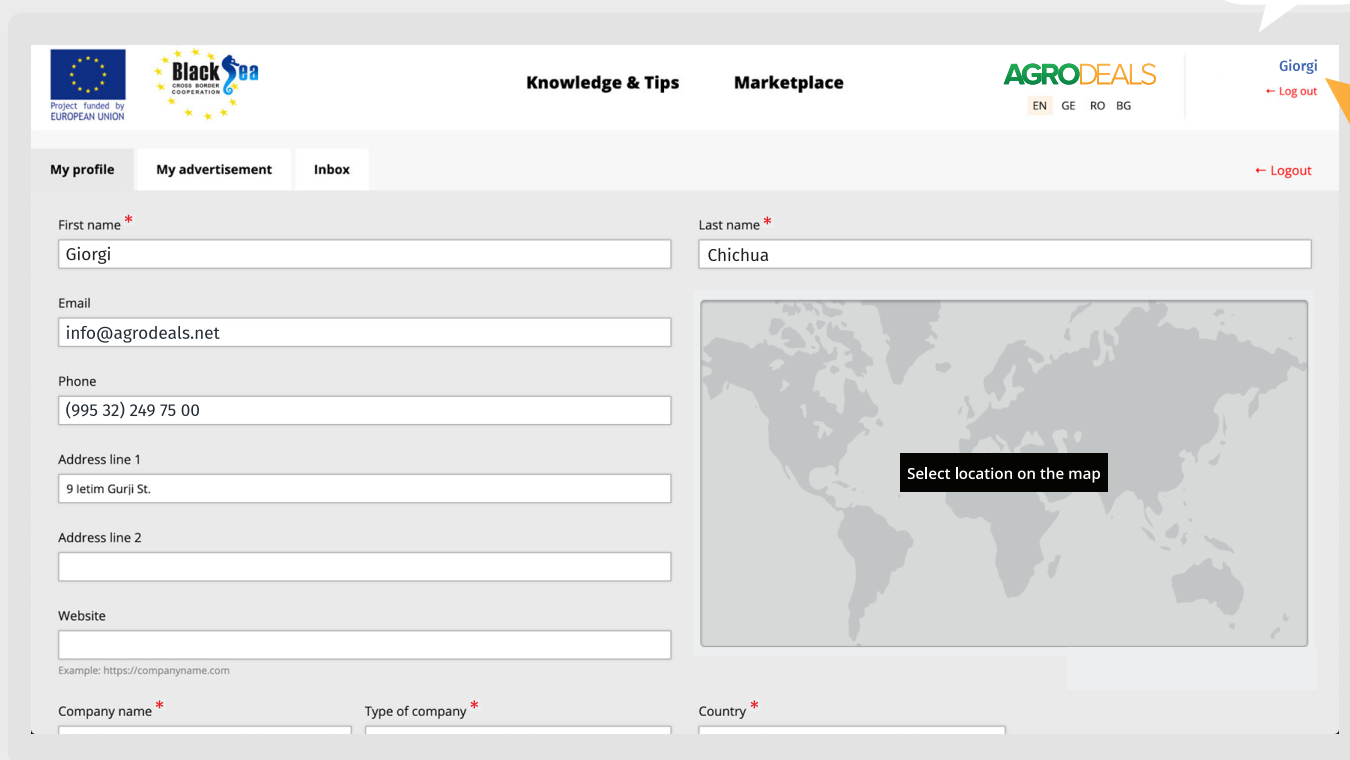


Do not forget to **save changes** once you fill in >

Save changes

Once you have signed up and you have an account, you will see your username on the up right of the web site. Every time you click on your name, you will enter in your User Account page.

Giorgi



The screenshot shows the AGRODEALS user profile page. At the top, there are logos for the European Union, Black Sea Cross Border Cooperation, and AGRODEALS. Navigation links include 'Knowledge & Tips', 'Marketplace', and language options 'EN', 'GE', 'RO', 'BG'. The user's name 'Giorgi' is displayed in the top right corner with a 'Log out' link. Below the navigation bar, there are tabs for 'My profile', 'My advertisement', and 'Inbox'. The 'My profile' tab is active, showing a form with the following fields: First name (Giorgi), Last name (Chichua), Email (info@agrodeals.net), Phone ((995 32) 249 75 00), Address line 1 (9 Ietim Gurji St.), Address line 2, Website, Company name, Type of company, and Country. A map is displayed on the right side of the form with the text 'Select location on the map'. A 'Log out' link is also present in the bottom right corner of the profile section.

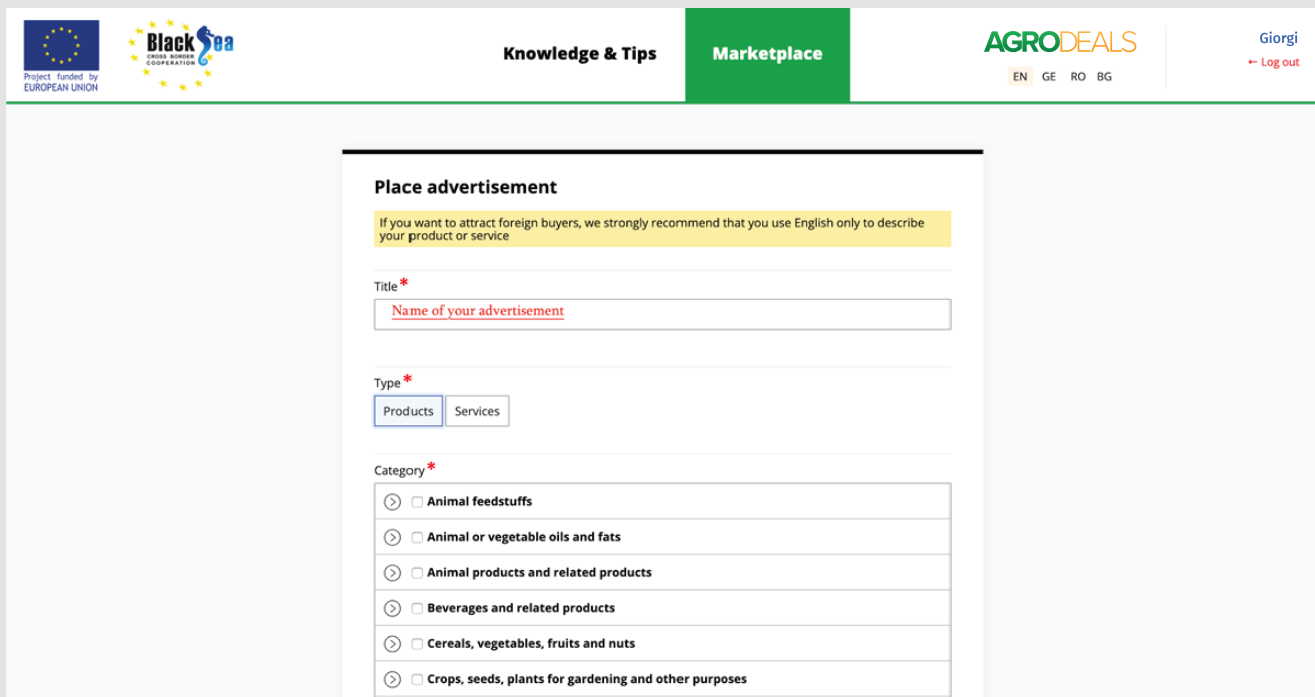
Once you have opened the user account you will be able to place your advertisement about your products and services from the section **“My Advertisements”**.

Click ‘place advertisement’ that will open a new box to fill in:



Filling up the content of the advertisement in English language is highly recommended.

1. Name the advertisement so that it can be easily found. Fill in the following section: ;
“Title” *



The screenshot shows the 'Place advertisement' form on the AGRODEALS website. The form includes a header with the European Union and Black Sea logos, and a navigation bar with 'Knowledge & Tips' and 'Marketplace' tabs. The form itself has a title field, a type selector (Products/Services), and a category list. A yellow banner at the top of the form states: 'If you want to attract foreign buyers, we strongly recommend that you use English only to describe your product or service'.

Place advertisement

If you want to attract foreign buyers, we strongly recommend that you use English only to describe your product or service

Title*

Name of your advertisement

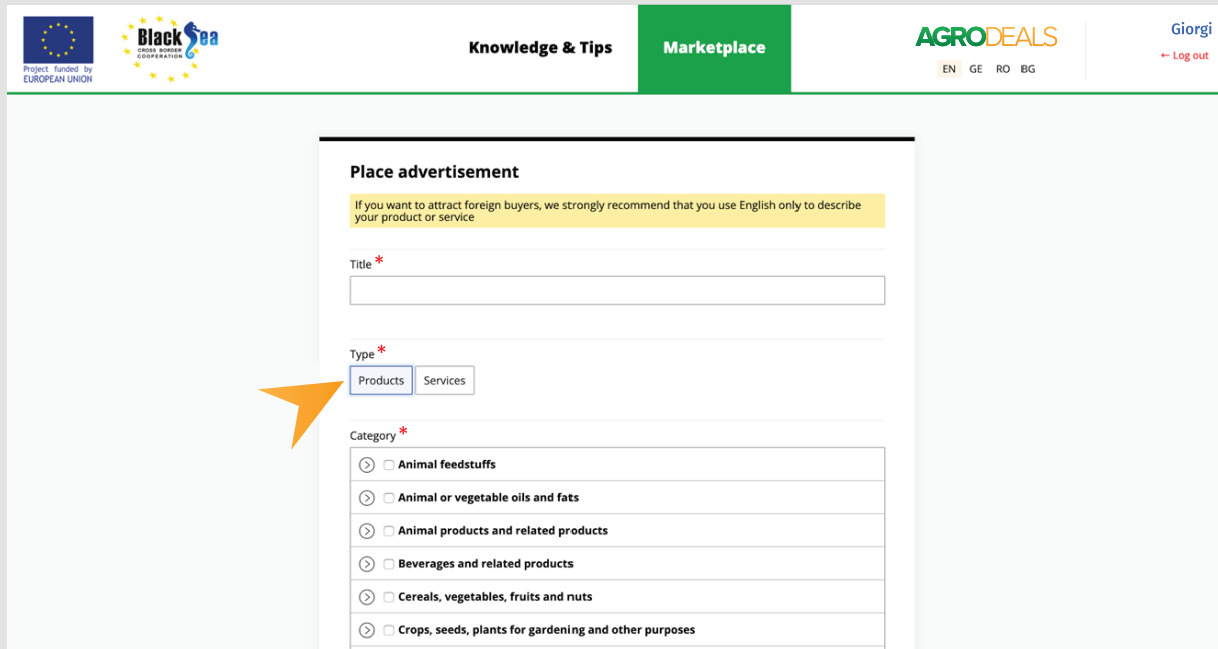
Type*

Products Services

Category*

- ☐ Animal feedstuffs
- ☐ Animal or vegetable oils and fats
- ☐ Animal products and related products
- ☐ Beverages and related products
- ☐ Cereals, vegetables, fruits and nuts
- ☐ Crops, seeds, plants for gardening and other purposes

2. Select the “Type”*, whether it is a product or service;



Place advertisement

If you want to attract foreign buyers, we strongly recommend that you use English only to describe your product or service

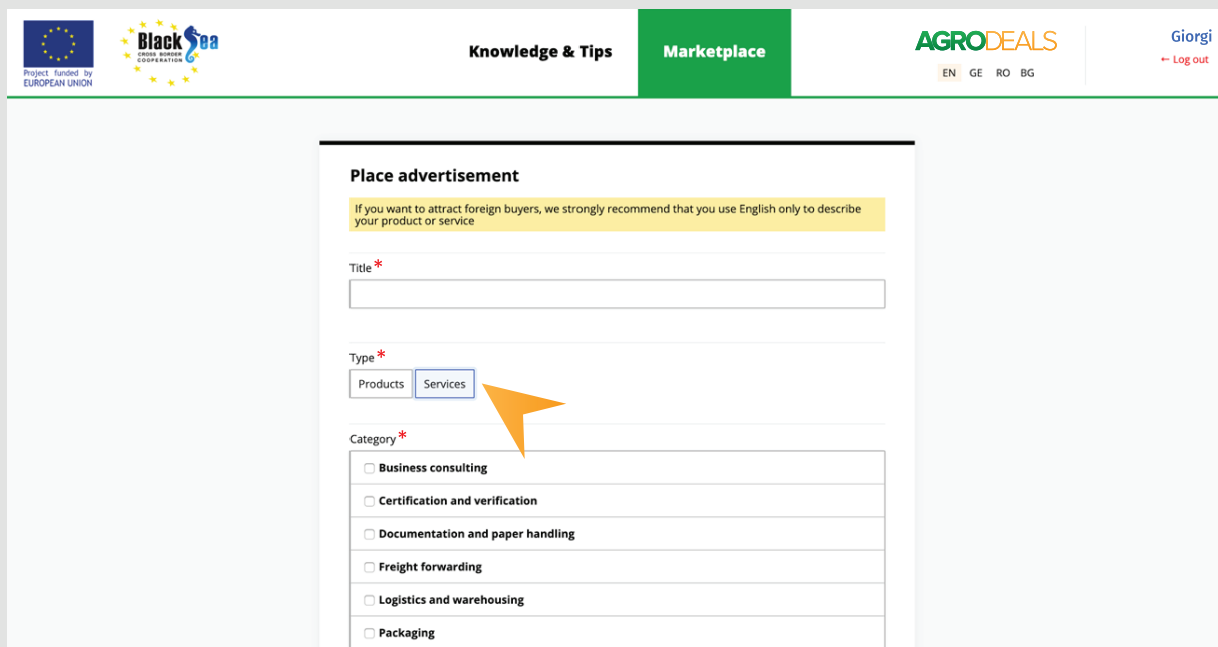
Title *

Type *

Products Services

Category *

- ☐ Animal feedstuffs
- ☐ Animal or vegetable oils and fats
- ☐ Animal products and related products
- ☐ Beverages and related products
- ☐ Cereals, vegetables, fruits and nuts
- ☐ Crops, seeds, plants for gardening and other purposes



Place advertisement

If you want to attract foreign buyers, we strongly recommend that you use English only to describe your product or service

Title *

Type *

Products Services

Category *

- ☐ Business consulting
- ☐ Certification and verification
- ☐ Documentation and paper handling
- ☐ Freight forwarding
- ☐ Logistics and warehousing
- ☐ Packaging

3. Select appropriate categories, subcategories and sub-subcategories. The list has categories and subcategories that eases to choose the right one. **It is important to check all relevant boxes of categories and sub-categories.** Let's take an example from the products:

- Check the main "Category" * from the list, for instance "Beverages and related products" ;
- Click the scroll down tab and you will see subcategories;
- Check the box "Wine" that means you have selected wine;
- Click the scroll down tab next to the "Wine" sub-category and you will see sub-subcategories;
- Check the box "Rose" that means you have selected a rose wine.

The screenshot shows a form with the following elements:

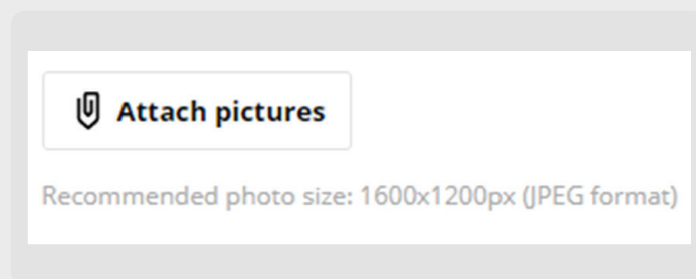
- Title ***: A text input field.
- Type ***: Two buttons, "Products" (selected) and "Services".
- Category ***: A list of categories with expandable arrows and checkboxes.
 - ☐ Animal feedstuffs
 - ☐ Animal or vegetable oils and fats
 - ☐ Animal products and related products
 - ☒ Beverages and related products (annotated with 'a')
 - ☐ Cider and other fruit wines
 - ☐ Distilled alcoholic beverages
 - ☐ Malt beer
 - ☐ Mineral water
 - ☐ Non-distilled fermented beverages - Vermouth
 - ☐ Other
 - ☐ Soft drinks
 - ☐ Specific traditional beverages
 - ☒ Wines (annotated with 'c')
 - ☐ Red wine
 - ☒ Rose (annotated with 'e')
 - ☐ White wine
 - ☐ Cereals, vegetables, fruits and nuts

Annotations 'b' and 'd' point to the expandable arrows next to "Beverages and related products" and "Wines" respectively. An illustration of a red wine bottle and a glass is shown to the right.

The screenshot shows a form with the following elements:

- Unit**: A dropdown menu currently showing "Milligram".
- Measurement ***: A section containing three input fields labeled "Length", "Width", and "Height".
- Packaging**: A single-line text input field.

4. Write available quantity **(Quantity) ***
5. Write price per selected measurement tool **(Price)**
6. Select appropriate unit measurement **(Unit)***
7. Write measurements such as Length x Width x Height inside the drop-down list is appropriate; **(Measurement) ***
8. Describe the packaging of your product if appropriate **(Packaging)***
9. Pickup location **(Pickup location)**
10. Choose the country where shipping your products is available **(I can ship this product to)**
11. Choose origin of the product from the list **(Origin) ***
12. Write description and place important information related to the product or service. It is vital that you have provided all the details that well describe your product or service. Please learn some tips how to place an information online and make you advertisement attractive for buyers **(Description) ***
13. Select certificates and Programs per each product from the list if appropriate **(Certificates and Programs)**
14. If appropriate, indicate what shipping options are available for each product you have advertised **(Shipping options)**
15. Provide the actual photos of your products if available. You can upload a single or multiple photos. Multiple selection is also available. The dimensions of the original image you upload to your site can have a big impact on how it displays. We recommend using images that are between 1500 and 2500 pixels wide. **(Attach pictures)**
16. Provide supportive documents if appropriate. You can upload a single or multiple photos. Multiple selection is also available. We recommend uploading PDF file formats.



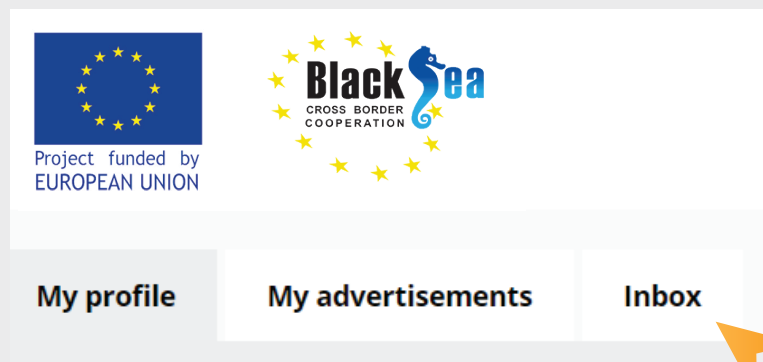
17. Do not forget to click 'Save' to finalize the process.

Be noted that if you are not from the following countries of Black Sea Basin Region: Georgia, Bulgaria, Romania, Armenia, Greece, Ukraine, Turkey, Republic of Moldova, you will not be able to place advertisements.

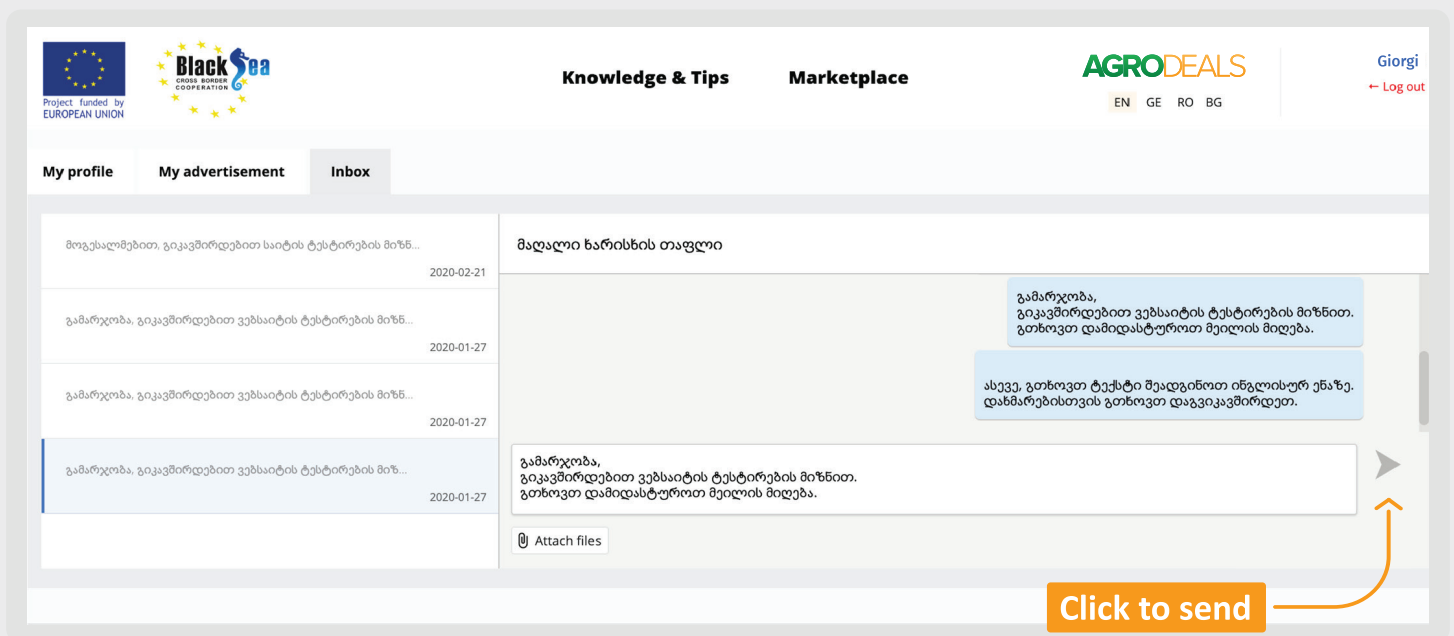
Checking and responding to messages

In order to see incoming messages you need to open an inbox. Click your email button on the top corner on the right to go to your profile.

You will enter your user account, where you find the **"Inbox"** section. Click 'inbox' to check received notifications:



'Inbox' collects all the history of incoming and outgoing messages. Click the one that interests you and respond easily by entering appropriate text and clicking on the 'send' arrow.



The Knowledge and Tips section provides access to a variety of resources. It automatically opens all information covering all countries.

Information is sorted in the following sections:

1. **Opportunities** - Calls for proposals, grants, training, conferences etc.
2. **Standards and Laws** - *Product specific regulations including food safety, labeling etc., Import, Export and many more.*
3. **Finances** - *Various funding opportunities*
4. **Events** - *Calendar of different events in BSB countries: training, seminars, exhibitions, fairs, etc.*
5. **Publications** - *Research publications, research analysis, Export and import feasibility studies of fifteen selected agricultural products/services for the three program countries.*
6. **Useful Links** - *to third party websites.*



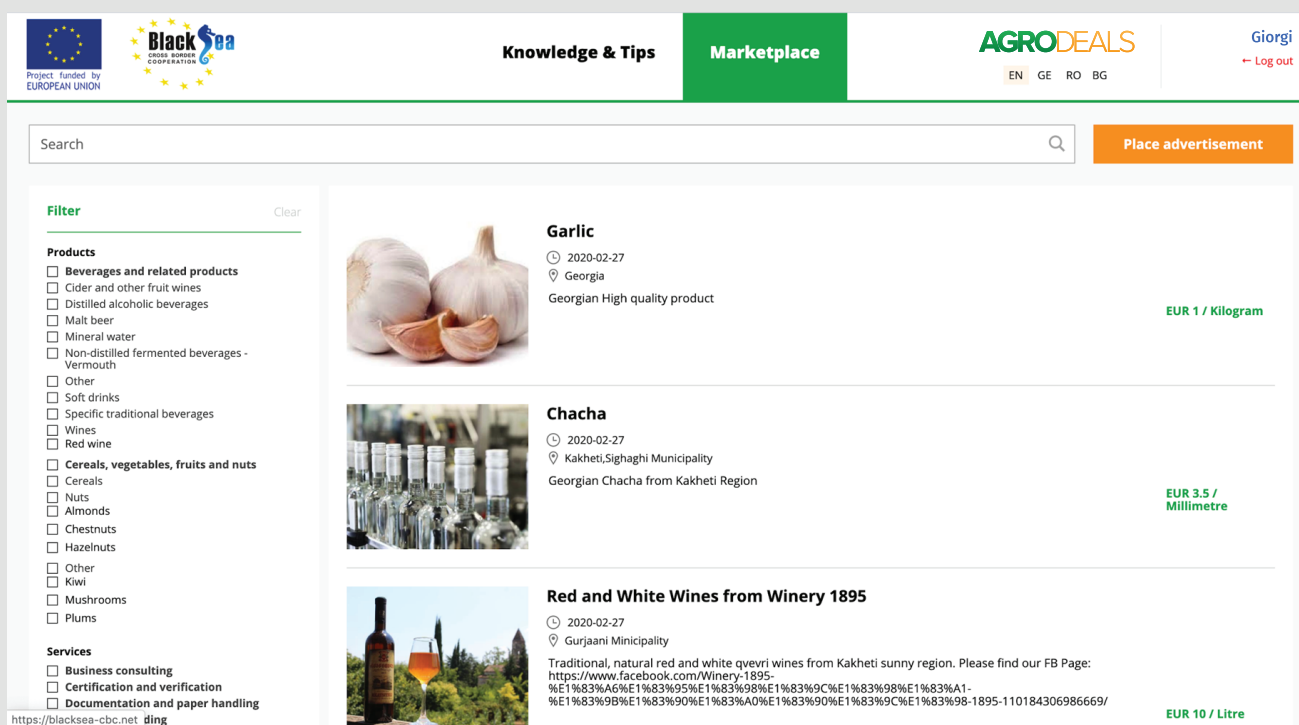
Click each section that interests you to see more.

Search bar can filter your searches by typing keywords of specific products, countries or other information. . The bar provides a list of products and countries available on the platform. Users can modify this option based on their specific needs and organize the search results by selecting particular countries from the list.

The image shows two screenshots of a web interface. The top screenshot displays the 'Knowledge & Tips' and 'Marketplace' tabs. Below the tabs, there is a search bar with the text 'I am interested in' followed by a dropdown menu showing a list of products: 'Any product', 'Hazelnuts', 'Kiwi', 'Grapes', 'Strawberries', 'Walnuts', 'Tomato', and 'Corn'. To the right of the product dropdown is a search bar with the text 'from' followed by a dropdown menu showing a list of countries: 'Any country', 'Armenia', 'Bulgaria', 'Georgia', 'Greece', 'Republic of Moldov', 'Romania', and 'Turkey'. The bottom screenshot shows the same interface but with the 'Opportunities' section visible in the background.

The information is provided in both Word and PDF. Both links can be downloaded with one click on a button. The Search function allows you to narrow the focus on the services/products you are interested in.

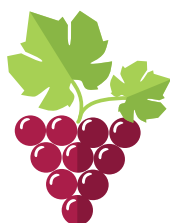
Market place is a section where you can find a lot of agricultural products and relevant services offered by different sellers from the Black Sea Basin Region (Georgia, Bulgaria, Romania, Armenia, Greece, Ukraine, Turkey, Republic of Moldova).



The screenshot shows the 'Marketplace' section of the Black Sea Cross Border Cooperation website. The header includes the European Union logo, the Black Sea logo, and navigation links for 'Knowledge & Tips', 'Marketplace', and 'AGRODEALS'. A search bar is present with a magnifying glass icon and a 'Place advertisement' button. On the left, there is a 'Filter' section with checkboxes for 'Products' (Beverages and related products, Cider and other fruit wines, Distilled alcoholic beverages, Malt beer, Mineral water, Non-distilled fermented beverages - Vermouth, Other, Soft drinks, Specific traditional beverages, Wines, Red wine, Cereals, vegetables, fruits and nuts, Cereals, Nuts, Almonds, Chestnuts, Hazelnuts, Other, Kiwi, Mushrooms, Plums) and 'Services' (Business consulting, Certification and verification, Documentation and paper handling). The main content area displays three product listings:

- Garlic**: 2020-02-27, Georgia, Georgian High quality product. Price: EUR 1 / Kilogram. Image shows garlic bulbs and cloves.
- Chacha**: 2020-02-27, Kakheti, Sighaghi Municipality, Georgian Chacha from Kakheti Region. Price: EUR 3.5 / Millimetre. Image shows several bottles of chacha.
- Red and White Wines from Winery 1895**: 2020-02-27, Gurjaani Municipality. Price: EUR 10 / Litre. Image shows a bottle of wine and a glass. Text description: 'Traditional, natural red and white qvevri wines from Kakheti sunny region. Please find our FB Page: https://www.facebook.com/Winery-1895-110184306986669/'.

At the bottom left of the screenshot, the URL 'https://blacksea-cbc.net/ding' is visible.



How to find what we need?

Search bar acts as the field for a query input or search term from the user to search and retrieve related information from the database. It is a single-line text with a search command.

Enter the term, product or service in the box and click the search button >



Place advertisement

Agrodeal's **Marketplace** offers users an easy system of searching and/or adding products. On the left side of the platform there are filters for:

- Products - *Multiple selection*
- Services - *Multiple selection*
- Price range - *Free selection*
- Origin country - *Country multiple selection*
- Ships to - *Country multiple selection*





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Filter Clear

Products

- ☐ Animal feedstuffs
- ☐ Dry fodder
- ☐ Fish food
- ☐ Other
- ☐ Pet food
- ☐ Animal or vegetable oils and fats
- ☐ Crude animal or vegetable oils and fats
- ☐ Edible fats - Margarine and similar preparations
- ☐ Other
- ☐ Refined oils and fats
- ☐ Animal products and related products
- ☐ Edible products of animal origin
- ☐ Eggs
- ☐ Natural honey
- ☐ Other
- ☐ Products of mixed farming
- ☐ Snails
- ☐ Waxes

Price

From To

Services

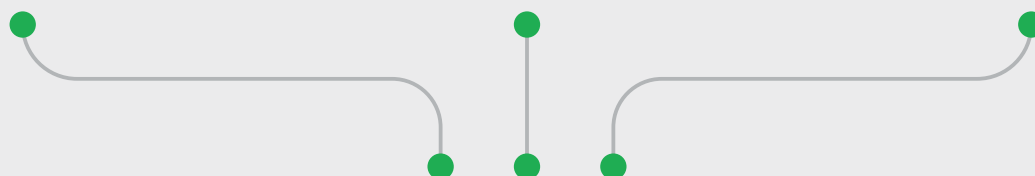
- ☐ Business consulting
- ☐ Certification and verification
- ☐ Documentation and paper handling
- ☐ Freight forwarding
- ☐ Logistics and warehousing

Origin country

- ☐ Armenia
- ☐ Bulgaria
- ☐ Georgia
- ☐ Greece
- ☐ Republic of Moldova
- ☐ Romania
- ☐ Turkey
- ☐ Ukraine

Ships to

- ☐ Armenia
- ☐ Bulgaria
- ☐ Georgia
- ☐ Greece
- ☐ Republic of Moldova
- ☐ Romania
- ☐ Turkey
- ☐ Ukraine



Once you filter the information, open the desired column. Each advertisement consists of the following data:

- **Price** - sometimes it is not specified, contact seller for more details;
- **Total supply**
- **Box sizes**
- **Pickup location**
- **Seller information** (*Name, location, obtained certificates*)
- **Email**
- **Location**
- **Shipping options**
- **And most importantly - Contact seller.**
- **Publication date**
- **Number of views**



Contacting sellers

Click **'Contact'** that opens 3 (three) columns: **Email address, Your phone and Message**. Message columns are not limited to letters' amount so the interested party can send and receive detailed information about products. Click **'Send'** and wait for an answer. The seller will receive email notification once you send a message so you will receive an answer soon.

Contact to seller

Your email *

Your phone

Message *

Close
Send

For marketing purposes, a user can share the product info on Facebook as well by clicking the



'share' button on the right side on top.

If a user is interested to see more items from the particular seller, click **"Seller's other items"** right under the seller name.

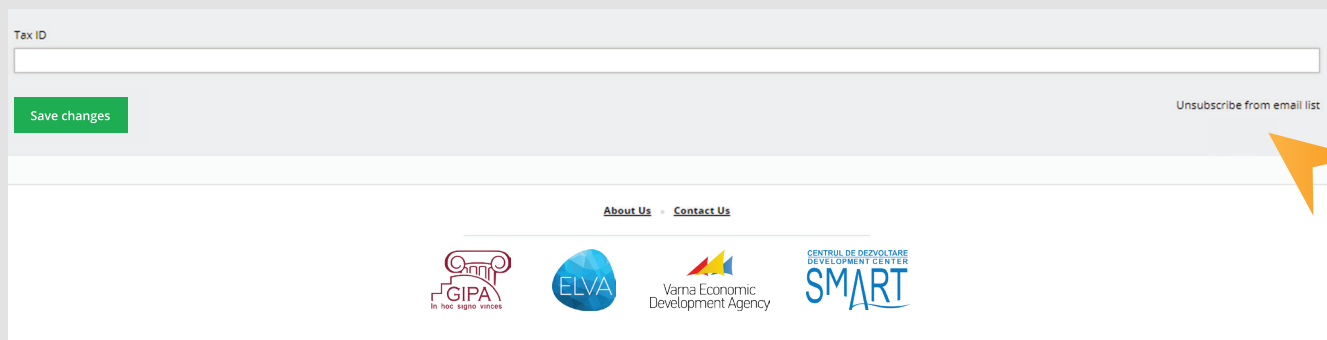
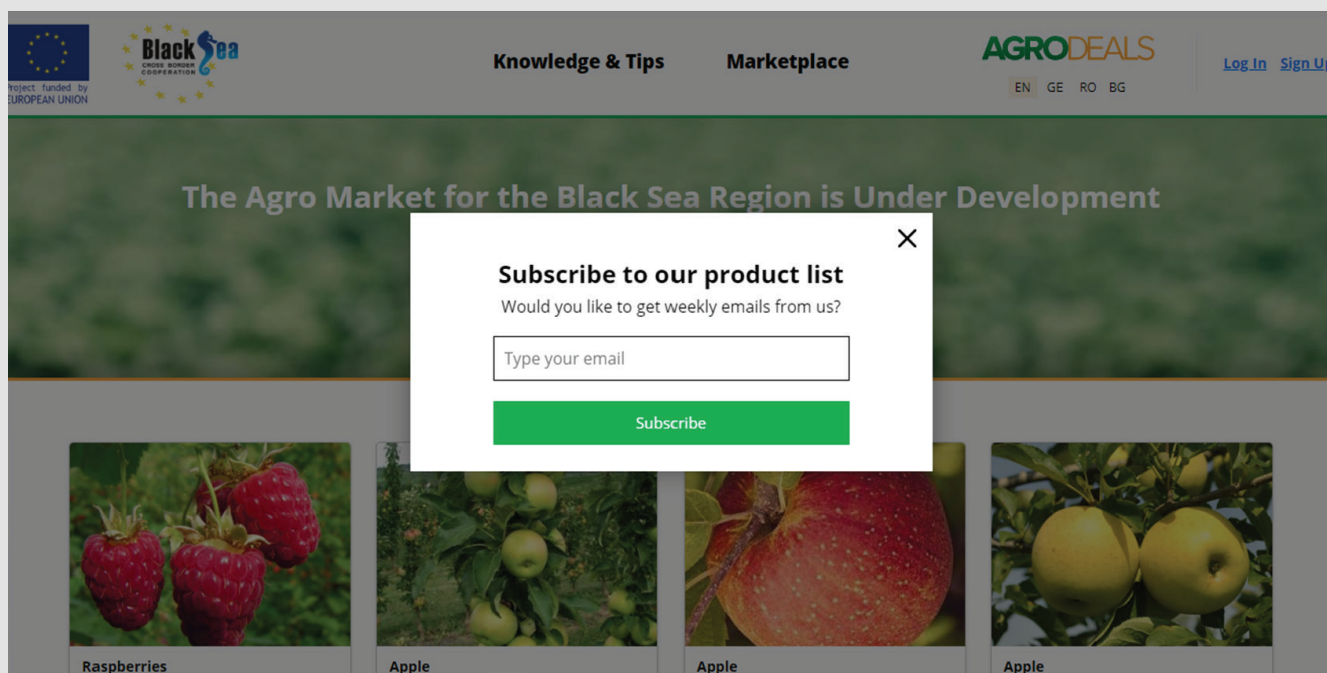


Each seller has the opportunity to put additional information below the advertisement, such as their website or Facebook address.

The platform allows customers to subscribe to weekly based Newsletter by sending new add-on product and service lists to its members via email. Auto-renewable subscriptions give users access to newly uploaded advertisements on an ongoing basis.

The **Subscribe/Unsubscribe** button is presented on the right side of the “**My profile**” section below.

Type in your email address to keep up with the news!



Where can you find us for more questions?

On the bottom of each page there is a button “**Contact us**” that gives you all the basic information about the admin. Send an email in case you have any questions or remarks.

[About Us](#) • [Contact Us](#)



Contact Us

9 letim Gurji Str.,
0105 Tbilisi, Georgia
Tel: (995 32) 249 75 00
e-mail: info@agrodeals.net



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