



24 March, 2008

**Subject: Announcement of “E-Commerce in Agriculture” Study**

Agriculturehealth.com, in conjunction with the Mid-Atlantic Direct Marketing Conference (MADMC) and WebIXI Inc., is sponsoring an “E-Commerce in Agriculture” study.

E-commerce sites will be designed, developed and hosted for 10 study participants. The objective of the study is to allow participants to enter the e-commerce world at a reduced rate, while creating real-world case studies for evaluation and analysis of e-commerce strategies in agriculture businesses.

Site development for the project participants will begin May 1, 2008 with projected “go live” dates of July 1, 2008. Analysis will be conducted over the first year that the sites are live to measure site traffic, search engine performance and e-commerce system performance.

The project includes domain registration, website design, shopping cart buildout, integration and population, merchant account setup, search engine optimization and analysis, and website hosting. A Website Maintenance Training Seminar will be scheduled to teach study participants how to keep their website and shopping carts updated. The seminar will also provide study participants a chance to interact, so, as the study progresses, they can share their learned experiences. Participants will be able to communicate advice and experiences on a special message forum section that will be built for them on Agriculturehealth.com. Additionally, banner ads will be created for study participants and placed on the Agriculturehealth.com website, linking web consumers to the new e-commerce websites.

The regular price for the included services is \$12,000. However, study participants will be provided these services for the rate of \$6,000 (See the Table 1). At the end of the study, participants will retain ownership of the E-Commerce system that they have purchased.

**As only 10 participants will be accepted into the study, agricultural businesses interested in participating should reply by April 21, 2008 via email to:**

Carl German, University of Delaware: [clgerman@udel.edu](mailto:clgerman@udel.edu)

or

Pat Chambers, WebIXI: [pat@webixi.com](mailto:pat@webixi.com)

Participant selections will be made on Wednesday, April 23, 2008; chosen participants will be notified prior to April 25, 2008.

We look forward to your participation in this study!

Sincerely,

Patrick J. Chambers  
President,  
WebIXI

**Table 1. "E-Commerce in Agriculture" Study Cost Summary**

<b>Project Component</b>	<b>Regular Price</b>	<b>Program Price</b>	
Website Design/Redesign	\$3,500.00	\$3,000.00	One Time
Shopping Cart Procurement, Configuration, Integration	\$2,500.00	\$2,000.00	One Time
Shopping Cart Population (20 items)	\$400.00	\$200.00	One Time
Website Performance and Search Engine Optimization / Analysis	\$1,200.00	\$0.00	Year
Ag Health Banner Ad	\$1,200.00	\$0.00	Year
Website Maintenance Training Seminar	\$800.00	\$300.00	One Time
Merchant Account Setup	\$800.00	\$500.00	One Time
Website Hosting	\$300.00	\$0.00	Year
New Domain Registration	\$100.00	\$0.00	Four Years
E-Commerce System Study (One Year, 10 Sites / Hours Divided by 10)	\$1,200.00	\$0.00	One Time
	<b>\$12,000.00</b>	<b>\$6,000.00</b>	
<b>Payment Schedule</b>	1 May 2008	\$2,000	
	1 June 2008	\$2,000	
	1 July 2008	\$2,000	

## **Program Detail / Explanation of Costs**

### **Website Design/Redesign**

To launch the project, IXI will meet with the client to complete the Website Development Worksheet, to more fully comprehend the desired direction and site goals, map out the navigational structure, and to set milestones and due dates. This process helps create the roadmap that defines the site with a logical progression:

#### **DEFINE THE WEBSITE'S PURPOSE**

The most critical step in the design of a website is to define its purpose. IXI will discuss with you your online objectives and map out a design that will address those objectives.

#### **DETERMINE RELEVANT CONTENT; NAVIGATIONAL STRUCTURE**

Upon establishing site objectives, IXI will help determine content that is relevant to meeting those objectives and the navigational structure that best presents the content in a clear, concise and logical fashion.

#### **CREATE FUNCTIONAL DESIGN**

The objectives and navigational structure are then folded into a “look and feel” that will highlight the most important areas visually as well as capture the spirit of the organization. The site will not only look good – it will be tailored to channel Internet users to the areas of your site that will fulfill those objectives. A “mockup”, or a graphical representation of the main template will be created and put online at [http://www.webixi.com/\(yourcompany\)](http://www.webixi.com/(yourcompany)) for client review.

#### **ATTENTION TO DETAIL WITH WEB PAGE ELEMENTS**

Once the designs are approved, the “mockup” images are split into smaller graphic elements, with each individual element optimized for appropriate size and download speeds. Template pages are created from the HTML output. When the templates are created, page elements such as META tags, ALT tags, descriptive titles, etc., will be folded in that will optimize the pages for search engines. Consistency with fonts, font sizes, graphics, tables, and site architectural layout will ensure a professional look and feel. Pages are created from templates, and are published to [http://www.webixi.com/\(yourcompany\)](http://www.webixi.com/(yourcompany)) replacing the mockup, and are available for review and comment as they progress.

#### **SITE TEST & EVALUATION**

Completed web pages are tested and evaluated using different browsers and screen resolutions. Sample pages will be created from each and tested for functionality of template elements, content area restrictions, updating capability, and link verification.

IXI is uniquely capable in the test & evaluation arena – lead designer, Pat Chambers, has 21 years of experience in the Test & Evaluation field, which included a three year DoD stint as the Test Director for Defense Data Network (DDN) Baseline Assessment; an effort conducted from bases worldwide, including all four branches of the U.S. military. (The DDN is the military’s subnet of the Internet).

The client is welcome to test with us, again going to [http://www.webixi.com/\(yourcompany\)](http://www.webixi.com/(yourcompany)) and experimenting with it. Upon completion of template testing, the site will be ready for the integration of page

content. Page content will follow the guidelines specified for fonts, font sizes, graphics, graphic sizes, table specifications, etc.

### **Shopping Cart Procurement, Configuration, Integration**

IXI will build an E-Commerce Shopping Cart Module that will allow the client to take payment for merchandise, tickets and online donations. The shopping cart will require secure hosting which IXI will arrange for within the scope of this program. The Shopping Cart Module will use X-Card as it's foundation, customized for the look and feel of your website. The cart is database driven with an administrative interface to allow the administrator to add, delete, and modify items in a web browser-based interface. Credit cards will be accepted through your new merchant account.

IXI will also conduct Test & Evaluation on the shopping cart to ensure that it is operating correctly.

Features included in your shopping cart are identified in Attachment 1.

### **Shopping Cart Population**

IXI will enter your first 20 items into the shopping cart for test purposes, and in order to get your e-commerce site started. This includes creating categories, configuring shipping options, and inputting product descriptions, images and prices. (The client will provide product images, descriptions and prices; as well as information on desired shipping methods. The Website Maintenance Training Seminar will be used to educate you on how to update and manage your shopping cart.

### **Website Performance and Search Engine Optimization / Analysis**

IXI's Website Performance Analysis Program is designed to ensure that your website becomes an effective tool for your business. Included in this project is conducting this QUARTERLY program four times. The client may elect to renew the optional Website Performance and Search Engine Optimization / Analysis Program after the first year, directly with IXI. This program includes:

- Analysis of the natural and PPC keyword/keyphrase performance of your site and the site of a chosen competitor at Google, Ask.com and Yahoo. (Analysis of additional competitors included for an additional fee)
- Analysis of keyword/keyphrase location and density within the body text of your home page as well as within your Description META tags.
- Identification of keyword/keyphrases actually used to find the site during the quarter
- Recommended adjustments in keywords/keyphrases
- Analysis of individual page META tags and ALT tags
- Analysis of Domain Names, Hypertext Links, File Names and Headers.

- Analysis of Traffic Performance trends including number of visitors, actual pages visited, referring sites and linking sites
- Web Page Copy review and analysis
- Minor Modifications for Search Engine Optimization to include minor changes in text, meta tags and other elements deemed necessary to improve website ranking
- Recommendations for any further modifications to aggressively improve your web site presence
- Resubmittal to Search Engines
- Detailed report of findings

### **Ag Health Banner Ad**

The program includes a banner ad on the Agriculturehealth.com website:  
<http://www.agriculturehealth.com/> .

If the client does not already have an entry in the Agriculturehealth.com database, IXI will create an account for them.

Agri-CultureHealth.com was designed to connect Growers with Farm Markets and Farm Markets with Consumers -- connecting people and information for a healthier future.

Today's educated consumer demands a "back-to-basics" approach to food and nutrition. Health-conscious Americans look toward locally grown produce, and will search far and wide for markets that provide freshness and quality. This website provides consumers with a clearinghouse of information on the health benefits of consuming fresh produce, as well as a quick way to find out what's growing in your area, and who sells it. With its searchable, cross-referenced database of local producers and crops, and informational resources for farm market retailers, growers and consumers, making healthy choices is now easier than ever.

The client may elect to renew the optional Ag Health Banner Ad, after the first year, directly with Agriculturehealth.com.

### **Maintenance Training**

A one day Website Maintenance Training Seminar will be conducted to assist participants in maintaining their websites. Date and location is TBD.

### **Merchant Account Setup**

Your new merchant account will be set up through KHA Processing.

KHA Processing is committed to providing cost-effective, user friendly integrated payment processing solutions for our merchant clients nationwide. With their United States processing platforms, they are a single source provider for all merchant

processing and reporting needs for non-cash payment programs including Credit Cards, Debit Cards, Check and Gift Cards.

KHA Processing combines the aggregate experience and resources of several companies that provide you complete payment processing, ecommerce & reporting solutions.

KHA Processing has been a leader in providing merchant credit card processing solutions since 1999. They provide you protection, expediency, value you deserve along with the combined experience & support of our partners you can trust.

KHA Processing is a licensed agent of MBS a Registered MSP/ISO of Chase Paymentech Solutions, LLC

### **Domain Registration**

Included in the cost of this project is the cost of a new domain registration. If you currently have a domain that you would like to use (instead of getting a new domain), IXI will assist you in transferring your domain to the new hosting company.

The domain will be registered for a period of four years and will be the property of the client. Renewal fee of the domain, after the four year period will be the responsibility of the client.

### **Website Hosting**

In order to make analysis of the 10 E-Commerce systems consistent, all sites will be hosted on the same platform. Hosting cost for the first year is included in this project. If you currently have a website, and you will be transferring the domain name for use with the new site (instead of getting a new domain) it is possible that you will no longer be incurring the cost of your existing website hosting. E-Mail addresses at your new domain will also be configured.

#### **QIS.net Web/E-mail Hosting**

- 5GB Space; 1GB/Month Transfer (Higher capacities available if requirements dictate)
- Your website is hosted on multiple high speed connections - NO slowdowns due to traffic and redundancy ensures site availability
- Up to 150 E-mail addresses
- Server side scripting - PHP, Perl/CGI
- Database access - MySQL, PgSQL, Microsoft SQL
- Webalizer Statistics - See who is visiting your site, and how often
- Web management interface - Manage your site and e-mail from one web interface
- Unlimited Email Forwarding, Autoresponders
- Discussion Lists
- Basic Spam Filtering and E-Mail Virus Scanning

The client may elect to continue to host the website at QIS.net, after the first year, or move the website to another hosting company. Hosting cost will be assumed by the client after the first year.

## **E-Commerce System Study**

For a period of one year, after the launch of the e-commerce sites, analysis will be conducted to measure site traffic, search engine performance and e-commerce system performance. Particular attention will be paid to examine the ROI to the client and to ascertain profitability

## **Vendor Background**

IXI has been designing and developing websites since 1995. Although they are the 5<sup>th</sup> most active website design firm in the Baltimore area (Baltimore Business Journal Book of Lists – over 100 design companies polled), they were listed 24<sup>th</sup> in revenues – indicative of our penchant for designing high quality small business websites at reasonable rates. IXI also provides graphics and logo design, Internet application development, website performance analysis and optimization, and computer training.

IXI has developed literally hundreds of websites over the past 10 years. Please visit <http://www.webixi.com/portfolio.html> to view some examples of their work.

Attachment 1  
Shopping Cart Features

<p><b>Product Catalog</b></p> <ul style="list-style-type: none"> <li>• Unlimited number of products</li> <li>• Unlimited number of categories</li> <li>• Unlimited category nesting</li> <li>• Products can be assigned to unlimited number of categories</li> <li>• Ability to modify multiple products simultaneously</li> <li>• Members-only categories</li> <li>• "Featured Products" box</li> <li>• Automated display of bestsellers</li> <li>• Related products, up selling and cross selling</li> <li>• 1-click enable/disable switch for products and categories</li> <li>• Configurable search by title, description, category, SKU, price and weight</li> </ul> <p><b>Merchandising and Inventory</b></p> <ul style="list-style-type: none"> <li>• Discount coupon codes and gift certificates</li> <li>• Full inventory control</li> <li>• "Out of Stock" Messages</li> <li>• Quantity discounts</li> <li>• Retail and wholesale price</li> <li>• Limit minimal order amount</li> </ul>	<p><b>Customer Care</b></p> <ul style="list-style-type: none"> <li>• All orders stored in MySQL database</li> <li>• Customers can search &amp; browse personal order history</li> <li>• Integrated configurable store product search</li> <li>• Real time order tracking</li> <li>• Customer can choose between account registration and express checkout</li> <li>• Fast Lane Checkout module for quick and intuitive checkout</li> <li>• The possibility to disable checkout without registering</li> <li>• Password reminder for customers</li> <li>• Customizable e-mail notifications/invoices</li> <li>• Wish list</li> <li>• "Send to friend" section</li> <li>• Ability to save the customer's cart</li> <li>• Newsletter management for multiple lists, edit/import/export of subscribers, news archive for customers</li> <li>• Printable versions of pages</li> <li>• Multiple customer types w/unique pricing for every customer type</li> <li>• Memberships and special pricing</li> <li>• "Clear cart" button</li> <li>• Edit product options in cart/wishlist/Gift registry wishlist</li> <li>• Printable invoices</li> <li>• Configurable contact form</li> <li>• Second address line for user profiles</li> <li>• Ability to change the order of products on the customer side</li> </ul>
<p><b>Product Details</b></p> <ul style="list-style-type: none"> <li>• Unlimited product options/variants/properties w/optional price modifiers</li> <li>• Unlimited custom input fields for products</li> <li>• Customer-defined prices</li> <li>• HTML-enriched product descriptions</li> <li>• Unlimited number of product images</li> <li>• Storing images in DB or on a file system</li> <li>• List a product in several categories</li> <li>• Manufacturers module</li> <li>• Ability to display product detailed images in popup windows</li> </ul> <p><b>Repeat Customer Accommodation</b></p> <ul style="list-style-type: none"> <li>• All customer's data is stored in database</li> <li>• Greet regular visitors</li> <li>• Registered customers can be offered discounts</li> </ul>	<p><b>Shipping and Tax</b></p> <ul style="list-style-type: none"> <li>• Real-time USPS, FedEx and UPS shipping calculation from one location</li> <li>• Unlimited number of custom-defined delivery methods</li> <li>• Flat rate, weight, order total and per-item based shipping</li> <li>• Different weight limits for different delivery methods</li> <li>• Markups for realtime shipping</li> <li>• Mark your products as "free shipping" products</li> <li>• Promotional "free shipping" coupons to your customers</li> <li>• Add handling/freight charges</li> <li>• Handle international, domestic and local shipping</li> <li>• Ability to clone a zone and all zone information</li> <li>• Restrict shipping by location</li> <li>• Allow your customers to choose delivery methods</li> </ul>

<ul style="list-style-type: none"> <li>• Registered customers do not have to enter their data again</li> <li>• Registered customers can edit their profile</li> <li>• Registered customers can access history of their orders</li> <li>• Built-in newsletter engine</li> <li>• Real-time order tracking for registered customers</li> <li>• Moderated product reviews and ratings</li> <li>• Return Merchandise Authorization add-on to return customers' payments.</li> </ul>	<ul style="list-style-type: none"> <li>• Support for downloadable goods (e-goods)</li> <li>• Customizable tax calculation</li> <li>• Product-specific taxes</li> <li>• Taxes &amp; shipping fees depending on client's location</li> <li>• "Tax exempt" feature</li> <li>• DHL (Airborne) Shiplt API support</li> <li>• Shipping Label Generator for USPS and UPS</li> </ul>
<p><b>Sales Analysis &amp; Tracking</b></p> <ul style="list-style-type: none"> <li>• Comprehensive statistics: <ul style="list-style-type: none"> <li>- Number of orders</li> <li>- Number of customers</li> <li>- Product views</li> <li>- Category views</li> <li>- Products removed from cart by customers</li> <li>- Sales by product / best sellers</li> <li>- Total sales</li> <li>- Client environment settings</li> <li>- Statistics on search patterns customers use when searching products</li> </ul> </li> <li>• Searchable order data</li> <li>• Order data is easy to print</li> <li>• Printable shipping labels</li> <li>• Automatic creation of shipping labels for orders intended to be shipped by USPS and UPS</li> <li>• Search engine &amp; incoming traffic tracker: the cart keeps referrer data for all customers</li> <li>• Shipment/fulfillment interface</li> <li>• Export sales &amp; customer data for use in a spreadsheet</li> <li>• Export orders to QuickBooks format</li> </ul>	<p><b>Web-Based Control Panel</b></p> <ul style="list-style-type: none"> <li>• Password-protected administrative access</li> <li>• All changes are real-time</li> <li>• Control the cart from anywhere in the world using your web browser</li> <li>• Unlimited number of admin accounts</li> <li>• Support for restricted "shipping/fulfillment" admin accounts</li> <li>• User-defined date/time format</li> <li>• Ability for administrator to act on behalf of other users (e.g. to place phone orders for customers and use shopping cart as web based point of sale system)</li> </ul>