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FarmVille® FOR DUMMIES®

FarmVille® FOR DUMMIES®

by Angela Morales and Kyle Orland

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Angela started playing FarmVille almost at its inception, in the summer of 2009. Soon after, she launched her site in September 2009 to fill the void of reliable FarmVille resources on the Internet. Since then she has helped keep a large community of farming enthusiasts informed with the latest FarmVille updates, changes, guides, upcoming items, news, and fan art.

Due to the success of the site and its reputation as a trusted source for FarmVille coverage, she is considered one of the foremost experts in all things FarmVille. Her FarmVille articles have been published in *The New York Times*, MSNBC, CNet, AOL's Games.com, and Inside Social Gaming and she has been cited as an expert by CBS Evening News with Katie Couric, Stevie "KillCreek" Case, Gamers Advocating Fiscal Responsibility, and several independent documentaries.

Kyle Orland: Kyle has been playing video games since he was seven and writing about them in one form or another since he started fan site Super Mario Bros. HQ (`www.smbhq.com`) at the tender age of 14.

From that humble beginning, Kyle has gone on to somehow make a full-time freelance career out of game-related writing, with work appearing in *Electronic Gaming Monthly*, *Paste Magazine*, National Public Radio's NPR.org, *The L.A. Times*, Gamespot, The Escapist, Joystiq, and many other outlets. He currently contributes regularly as a news writer for developer-focused game site `Gamasutra.com`, and has been quoted as a video game expert by *The New York Times*, *The Washington Post*, G4TV, and TheStreet.com, among other outlets.

This is Kyle's second *For Dummies* book, after 2008's *Wii For Dummies*. He also co-wrote and published *The Videogame Style Guide and Reference Manual* with coauthors David Thomas and Scott Steinberg in 2007. His favorite game of all time is Super Mario 64.

Dedication

For Sebastian — you will never know how much of a beautiful distraction you were, but you have changed my world forever . . . you are my world.

Mikey, my best friend, my husband, the love of my life — without you I am lost, with you I am free. Since 09.07.01 "we loved with a love that was more than love." I'm hoping we continue to conquer more fields of mushrooms in the rain, even when we're ninety.

Thank you to my family: my pumpkin Mary, Jason, and especially my parents for always supporting me and believing in me even when I didn't. Mom, you are my inspiration. Daddy, you are my strength.

To all the FarmVille Freaks — your love and support continues to overwhelm me. A special thanks to my favorite FarmVille Freaks: Amy "CabbagePatchKid" Costa for keeping me sane; Mike "Guru" Birch for cracking the whip; Dave_NC for your amazing talent; Kayyy my little mod queen; DarkFarmer, the most knowledgeable FarmVille player, Csh01, Link, Eva, and last but not least Dr. Green Thumb; without you this book would not be possible. — *Angela S. Morales*

To my wife, Michelle, one of the strongest women I've ever met.

To my family and friends, old and new, present and far away.

Finally, to everyone who was incredulous that an entire book about FarmVille could exist. The proof is in your hands, doubters! — *Kyle Orland*

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Thanks to Zynga for making a product that gets millions more people to realize that video games aren't just for teenage boys and social recluses. Thanks to Google for making the Chrome browser, which I used for all the Web-related things in this book and was quite pleased with. Thanks to 9gag.com for providing welcome distraction when I felt I just couldn't write another word about the Farmers Market.

Finally, thanks to the thousands of Internet commenters who wrote some variation of "I can't believe this book actually exists" or *"FarmVille For Dummies* . . . isn't that redundant?" I will think of you fondly on the way to the bank. —*Kyle Orland*

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Introduction

If you're already on Facebook, you've probably received dozens of invitations to play FarmVille from some of the game's more than 50 million active players, complete with cryptic messages about sharing carrots; adopting lost, lonely animals; and hatching golden Mystery Eggs. Even if you aren't on Facebook, chances are you've heard about the game that's been making international headlines as the most popular Facebook application created to date. Or maybe you have absolutely no idea what FarmVille is and picked up this book by accident, perhaps thinking it was about hobby farming. If that's the case, you want *Hobby Farming For Dummies,* by Theresa A Husarik (Wiley), instead. But you might want to stick around and try FarmVille anyway, because it's a blast.

About This Book

FarmVille is a strictly virtual farm, and this book tells you everything you need to know about living the life of a virtual farmer, starting with an introduction to what FarmVille is all about.

The wonderful world of FarmVille is an agricultural bliss of perfect weather and animals that never die. Get ready to slap on some overalls, sharpen your pitchfork, and saddle up for your journey into virtual farming — all from the comfort of your climate-controlled home.

Okay, you don't really need overalls or a pitchfork. Your most useful tool for your farming adventure is actually your computer's mouse, but a comfy chair and this book won't hurt, either.

If you're new to FarmVille, you can use this book to find out how to get your farm up and running — and get playing. If you already play FarmVille, this book provides tips and tricks for fine-tuning your current farming skills and maximizing both your profit and enjoyment as you play the game. Either way, we hope you'll have some fun along the way as we provide you with everything you need to know to develop your alternative life as an Internet farmer.

Foolish Assumptions

You do not need to be a computer nerd or a skilled gamer to use this book, but we do assume that you have a computer and an Internet connection, and that you know your way around a Web browser enough to download some simple software applications. We also assume that you're willing to get a Facebook account if you don't have one already, because you can't play FarmVille without one.

Otherwise, you don't need to know much else; in this book, we tell you everything you need to know to play the game. You can get caught up in the technical aspects of gaming if that's your thing — but if it's not, that's fine, too: FarmVille is meant to be an enjoyable experience that anyone can master!

Sometimes, the best way to learn is by doing, and FarmVille is no different. Don't be afraid to try things out and click around your farm to see what different things do. Remember, you have this nifty guide as a resource to help you cross any technology gap you may be facing and overcome any fear of the unknown that virtual agricultural entails.

How This Book Is Organized

This book is designed so that you can read it from cover to cover or use it as a reference for specific situations as they arise. We've organized the material into the following six parts, described next.

Part I: Basic Farming

This first part introduces you to FarmVille, including what the game is, how it fits into the social gaming genre, and why so many people play it. You find out how to set up both a Facebook account and a FarmVille account. You also find out how to navigate through the basic FarmVille menus and start to set up your first farm. Finally in this part you can gain an understanding of why having neighbors is so important to your farming endeavors.

Part II: Seeking Your FarmVille Fortune

Part II is all about the virtual money. We introduce you the various virtual currencies used in FarmVille and tell you how to earn more of them. This part is also where you see how to spend your money (both virtual and real, if you so choose) in the FarmVille Market and the Farmers Market, and how to be a success at your chosen in-game crafting profession.

Part III: Expanding Your Reach

In this part, we explain the levels of FarmVille and ways that you can "level up" as you play. We also tell you about storage facilities, animal housing, and some of the more mysterious aspects about FarmVille, including how to obtain limited-edition items.

Part IV: Embracing FarmVille Fame and Community

Part IV describes the achievements you can earn in FarmVille. You find out how to earn all the rewards of blue-ribbon farming by arriving at specific achievements, obtaining collections of items, gaining crop masteries, and successfully completing co-op farming endeavors.

Part V: Staying Safe and Up-to-Date on FarmVille

The Internet can be a scary thing for many people, but don't worry — we've got you covered. In this part we discuss some ways that you can play FarmVille more safely and make yourself a more informed user. You also find out how to contact Zynga, the game's developer, and make use of Web resources to help you get your farming fix.

Part VI: The Part of Tens

What would a *Dummies* book be without the Part of Tens part? In this part, you find out about ten different types of FarmVille players, the ten most-wanted items, and the ten go-to crops that you can always rely on.

Conventions Used in This Book

In this book we use numbered steps, bulleted lists, and graphics for your reference. Sidebars contain information that's not strictly necessary but may help you understand a topic a little better.

Web addresses appear in a special monotype font that looks like this: `www.dummies.com`. Also, when we provide a series of menu commands to follow, we present those commands in this format: Start➪Programs➪Accessories. This means to click Start, followed by Programs, followed by Accessories.

Icons Used in This Book

We use various icons in the margins to draw your attention to specific information, as follows:

This icon calls points to a tip or trick that you can use to enhance your gameplay.

This icon emphasizes points that can make you a better farmer.

If you see this icon, please read it! Warnings can prevent you from making a big mistake that could be hazardous to your farm (or computer).

This icon, which appears rarely in our book, is the geeky stuff that you can safely skip but may find interesting.

Where to Go from Here

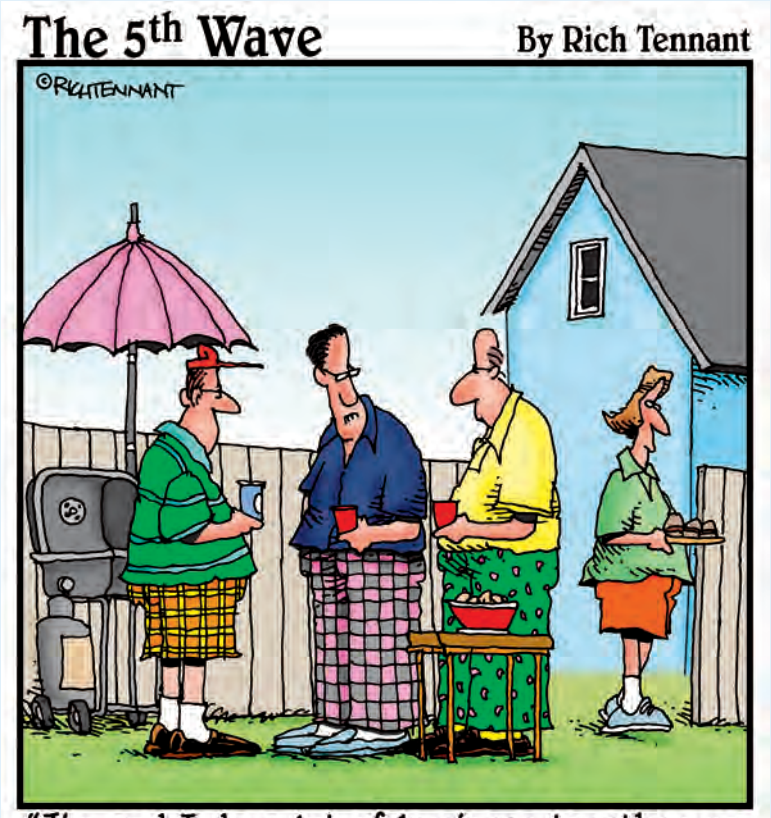
If you have specific questions or comments about this book, or maybe a lingering question that we didn't address, you can contact Angela at farmgoddess@farmvillefreak.com or Kyle at kyle.orland@gmail.com

Thank you for buying our book, and we sincerely hope that it is helpful to you as a FarmVille player.

Note: All the information in this book was accurate to the best of our knowledge at the time of writing: October to November 2010. FarmVille is in a constant state of change. There are sure to be many changes and new content introduced to FarmVille in the future that will obviously not be addressed by this book. (We know a lot about FarmVille, but we're not psychic, after all.)

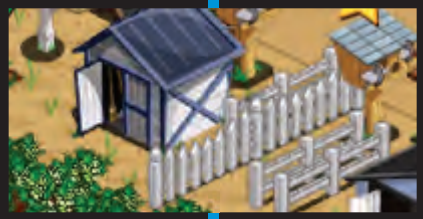
For the most part, what we have written about the fundamentals of farming should not change significantly and will remain useful for you as a reader well into the future. Specific information contained in tables and regarding Market prices and bonuses is more likely to change after the book goes to press. New in-game functions and items are sure to appear that don't exist yet, but then again, that's what future editions are for!

Part I
Basic Farming



"Jim and I do a lot of business together on Facebook. By the way, Jim, did you get the sales spreadsheet and the bushel of soybeans I sent you in FarmVille?"

In this part, we tell you about the basic concepts involved in playing FarmVille. You find out how to create a Facebook account (necessary for playing the game) and install the FarmVille app. We familiarize you with your game's menu controls and take you through the process of starting your first farm. Finally, we discuss the importance of neighbors in FarmVille and give you some tips on where to find more neighbors.



1

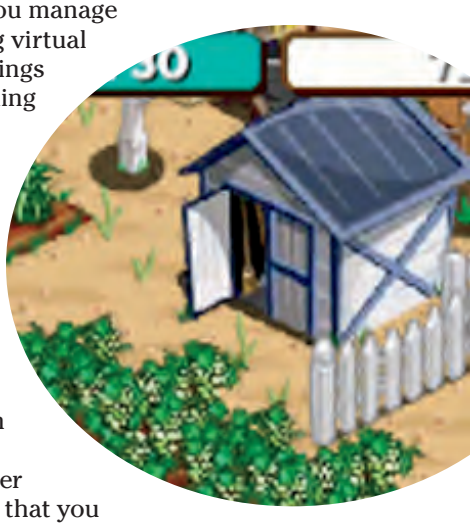
Welcome to FarmVille

In This Chapter

- Understanding the key concepts of playing FarmVille
- Understanding why people play FarmVille
- Watching out for FarmVille addiction!

FarmVille is a Web-based farming simulation game produced by a gaming company called Zynga. In contrast to many computer games that you have to buy on a disc, anyone with an Internet connection and a Facebook account can load FarmVille in his or her Web browser and play for free in an instant. The ease of access is one of the reasons FarmVille has become so popular.

The basic concept of FarmVille is relatively simple. You manage your virtual farm by planting, growing, and harvesting virtual crops; tending livestock and trees; constructing buildings such as barns and chicken coops; and buying and selling goods made on the farm. By completing these tasks, you earn coins that you can spend to expand and upgrade your farm. You also gain experience points, which go toward earning new levels, new items, and new gameplay opportunities on your farm. Through weeks and months of dedicated farming, you can build your initial small, empty farm into a massive, thriving mega-farm bustling with life.



Whereas most games cease to exist when you turn them off, crops and other items on your FarmVille farm continue growing and ripening in real time, even when you're not actively playing. Fully grown crops can wither on the vine if they're not harvested promptly, meaning that you may have to plan your daily schedule around your FarmVille play time to some extent. This time-sensitive gameplay can be a little annoying, but the game doesn't require a heavy time investment — just a half hour to an hour

each day is enough to keep up with most basic farming tasks. Of course, you can play much more than that — the sheer time-sucking amount of stuff to do and collect on your farm helps make FarmVille one of the most addictive games out there (as more than 50 million users, as of this writing, can attest).

This chapter tells you what FarmVille is and the basics of playing the game. It also provides some tips to help you avoid getting too engrossed in the magical world of digital crops. Welcome to green pastures and the simple life — all controlled with the click of your mouse.

Why Millions Play FarmVille (and You Should, Too!)

Surely there has to be some common factor that makes FarmVille appealing to so many millions. Maybe deep down inside, we all want to be farmers. Perhaps we're intrigued by farming's Zen-like simplicity. Or could it be some innate desire to own land and return to days of simple, natural living?

Whatever the case, FarmVille is attracting people from all walks of life. The virtual farmers of FarmVille represent a broad range of backgrounds and professions. Business professionals, stay-at-home moms, doctors, the unemployed, stockbrokers, technology gurus, college students, and retirees are living second lives as diligent Internet farmers. Even if you don't play, chances are good that you know somebody who enjoys virtual farming.

Ease of play

Satisfying gameplay sessions in FarmVille can last as little as a few minutes, and real-world interruptions won't ruin your progress, because the game saves your progress constantly. What's more, playing FarmVille doesn't require your full attention. You can easily play the game while multitasking on a conference call, watching a mindless TV show, or waiting for dinner to cook.

With a laptop or mobile device, FarmVille can even help fill those wasted wait times that can seem to fill up a day. Whether it's a lull in your work schedule, an otherwise boring airport layover, a long delay in a doctor's waiting room, or a ride on the subway, you can make it more tolerable by cashing in on coins from the day's harvest.

Aside from the occasional withered crop, FarmVille has few of the frustrating setbacks that can sour the experience of traditional games, such as impassably tough challenges, frustratingly obtuse puzzles, or "game over" screens.

Additionally, in contrast to some games that require hours of focused attention just to get up to speed, FarmVille is designed to be easy to grasp almost immediately. Of course, every game has experts who make it to higher levels than some, and FarmVille is no different, but anyone — including you! — can become a farming veteran if he or she just keeps playing.

The challenge of self-improvement and competition

How do you beat FarmVille? Easy answer: You don't. Rather than display a final challenge and a "Congratulations, you win!" screen signaling the end of the game, FarmVille features a never-ending cycle of farm-tending for its own sake.

That doesn't mean the game doesn't have any goals, though. The possibilities for self-improvement are nearly endless, depending on what aspects of the game are most important to you. Some farmers might want to gain experience points and reach higher levels as quickly as possible. Others may focus on amassing as many items as they can. Still others may focus on growing and mastering all the crops, or amassing a fortune in Farm Coins, or earning every possible ribbon. What you do with your FarmVille experience is largely up to you. Improving your statistics for their own sake is all well and good, but many farmers also turn FarmVille into a competition with their friends, battling to reach ever-higher accomplishments before their neighbors do. Keeping up with the Joneses applies just as much in the virtual realm as the real world, and many FarmVille players take beating their neighbors to that next goal incredibly seriously.

Social gaming and FarmVille

Although FarmVille can technically be played as a single-player game, it takes advantage of Facebook's social networking framework to encourage interaction with other players. Socializing with other players by visiting their farms, sharing gifts, and participating in cooperative jobs is one of the keys to getting the most out of the game. This focus on social interaction puts FarmVille at the forefront of a new trend called social gaming.

Simply defined, a social game is any game with social interaction. Although social gaming isn't an entirely new concept, it has recently become one of the hottest sectors of the video game industry. Because of the success of games such as FarmVille, many game developers are eager to get a piece of the social gaming pie. And it's not a small pie by any means. Whereas tens of millions of people play traditional video games on consoles and personal computers, simple social games have attracted hundreds of millions of players, many of whom never bothered to keep up with the reflex-heavy and technically complex world of traditional video games.

Creativity

The virtual world of FarmVille isn't just a place to live out your rural fantasies; it can also be a canvas to express your artistic sensibilities. By carefully setting items down in specific arrangements, you can create anything from re-creations of famous paintings and cartoon characters to FarmVille-ized versions of real-world architecture and three-dimensional visual effects. True, these creations don't serve any larger economic purpose on your farm, but as any artist can tell you, sometimes creation is its own reward.

One of the most common methods for creating FarmVille art is by stacking multicolored hay bales next to each other in a massive grid. By treating each hay bale like a pixel in a digital image, you can make these grids form any image you can think of. With each hay bale costing 100 to 600 Farm Coins (see Chapter 5 for more about amassing Farm Coins), it's definitely a pricey hobby, but one that can generate amazing results, as you can see in Figure 1-1.

Figure 1-1: An abstract design made using FarmVille hay bales.

Entertainment and escape

Of course, the primary purpose of any game is entertainment, and FarmVille is no different. Most virtual farmers would probably cite entertainment or escape as the main reason they love playing FarmVille, and in today's fast-paced world, who can blame them? For many people, escaping to the virtual world of FarmVille is the next best thing to a real vacation that may be impossible for any number of reasons. The game provides an easy, cheap way to relieve stress, relax, and unwind. There's something about the familiar rhythm of the plowing, seeding, and harvesting cycle that helps make the stresses of everyday life seem just a little less stressful. The camaraderie and companionship generated by interacting with FarmVille neighbors can also provide a sense of community.

Understanding the Key Concepts of FarmVille

Throughout this book, we cover the various facets of FarmVille in great detail, of course, but the following sections give you the basics of how FarmVille works and what you'll actually be doing in the game.

You get your own farm

After you install the FarmVille app on your Facebook account (see how in Chapter 2), you start with a small, mostly empty farm, which we call the *play area*. This farm, and the game itself, aren't actually stored permanently on your computer, but exist on "the cloud" of FarmVille servers maintained by developer Zynga.

Your virtual farmer begins the game owning a few plots of plowed land and a bit of money, denominated in FarmVille's two in-game currencies: *Farm Cash* and *Farm Coins* (discussed in detail in Chapter 5). You can purchase more of this currency using real money, but you can also earn it simply by playing the game, as discussed in the next section.

You can easily customize the look of your farmer (see Chapter 3), but customizing and growing your farm to your desired specifications is a bit more complicated and forms the bulk of the game.

You grow crops, plant trees, and tend animals

That little bit of money you start with won't last very long if you don't invest it in profitable items. Using the mouse, you click around your farm using in-game tools (as discussed in Chapter 3) to plow plots of land, plant crops, and, eventually, harvest those crops for more money than you put in.

These crops grow, ripen, and eventually wither even when you're not actively playing the game, meaning that you have to check in and harvest them on a real-time schedule. You can also purchase trees and animals, and periodically collect coins from them without worrying as much about keeping to a strict play schedule. We tell you about these money-generating items in more detail in Chapter 3 and Chapter 6.

You decorate your farm

FarmVille currency isn't just good for generating more FarmVille currency — it's also good for buying decorations that make your farm uniquely yours. These decorations don't serve any functional gameplay purpose, but many farmers lose hours of their lives choosing and arranging the game's hundreds of in-game decorating options to their particular tastes. Think of this portion of the game as a virtual, farm-themed doll house, with an ever-expanding selection of accessories waiting to fill it up.

You help your neighbors (and they help you)

As a social game, FarmVille is partially focused on helping fellow players, known in the game as neighbors. FarmVille neighbors are a subset of your Facebook friends, so although all your FarmVille neighbors are Facebook friends, not all your Facebook friends are necessarily FarmVille neighbors.

You can help your neighbors by sending them free gifts or by visiting their farms and performing some basic farming tasks daily. After you've been playing for a while, you'll also be qualified to work with neighbors on co-op missions (as discussed in Chapter 12) and buy crafted goods from the Farmers Market (as discussed in Chapter 7). Of course, your neighbors can do all these things for you as well, forming a big, reciprocal cycle of good will.

It's not all sunshine and happiness, though — some players can get pretty competitive about FarmVille, working hard to make their farms that much more spectacular than those of their neighbors. Chapter 4 discusses interacting with neighbors in much more detail.

You upgrade your farm (and yourself)

As you perform various actions and buy various in-game items in FarmVille, you earn *experience points* (XP) to denote your progress. Earning enough experience points grants you a new *level*, which often comes with the ability to buy new items or access new purchasable items, as discussed in Chapter 8.

Avoiding FarmVille "addiction"

In a January 2010 episode of his syndicated talk show, television psychologist Dr. Phil confronted a mother whose love of FarmVille had probably gone too far. She admitted that the game was stopping her from returning phone calls or talking to her family, and generally causing her to neglect her responsibilities. Using his trademark "get real" approach, Dr. Phil pleaded with this woman to end her "ridiculous addiction" and "get out of FarmVille! . . . Reintroduce yourself to your family. Cook a meal. Go on a date. Go to a movie. Go jog. Go sit out in the backyard and watch the grass grow. Do something. Actually, maybe start a garden for real."

Certainly there are many worse things to be addicted to than video games, but getting a bit too engrossed in the virtual world is a very real risk for some people. FarmVille players can be especially susceptible to the effects of addiction for several reasons. The game's time-sensitive crops encourage players to check in frequently to avoid withered crops. A built-in community of fellow players can draw people away from their friends and family in the real world. Weekly updates and limited-edition items keep players coming back to see what's coming next. Random gifts and hidden items have a slot-machine–like effect on some players, keeping them clicking for that next random reward.

If you ever get to the point where you start thinking, "I can't stop watching my crops!" you're not alone. Many people engage in virtual farm life not just for an occasional escape but also as a constant way to avoid real-world problems and responsibilities. It can happen to anyone: Dimitar Kerin, a Bulgarian politician, made international headlines for tending his virtual crops during budget meetings, even after he was asked to stop by fellow city council members.

Don't let the risk of addiction threaten to ruin the fun you can have farming. Instead, follow these tips for avoiding addiction — not just in FarmVille, but with any video or computer game.

- **Limit the time you spend playing.** Set a strict time limit for how much you'll allow yourself to play each day — a half hour or an hour, perhaps — and stick to it religiously. Use a stopwatch or a kitchen timer to help remind yourself to stop playing when your time is up.
- **Schedule your gameplay.** Set aside a specific time every day to play the game, and don't let yourself log in before or after that time. Use the scheduled play time as something to look forward to throughout the day rather than allow the game to kill productive time.
- **Make a list of your real-world obligations for the day.** Reward yourself with a quick visit to FarmVille after you've completed everything on your list — but not before.
- **Plant crops that fit your lifestyle.** Crops that sprout every four hours demand constant attention and frequent logins to harvest. Planting crops with longer growing times requires less frequent play time to get them harvested; it also gives you a longer margin of error for avoiding withered crops. For more on farming on your own schedule, see Chapter 6.

As you *level up*, as the process of earning new levels is known, you earn the ability to purchase storage buildings (discussed in Chapter 9) and farm expansions (discussed in Chapter 6) to help your farm hold even more items. You also earn access to more advanced features of the game, such as vehicles that help you perform farming tasks more quickly (as discussed in Chapter 6) and the Farmers Market, which lets you craft goods and sell them to neighbors (as discussed in Chapter 7).

Besides experience points and levels, you can also earn more specific *achievements* for certain in-game actions. These include ribbons for performing certain actions a set number of times, collections for finding certain hidden items, and crop mastery levels for harvesting certain crops frequently. These achievements are discussed in more detail in Chapter 11.

As mentioned earlier in the chapter, this continuous process of farming and improvement has no end point. Developer Zynga is constantly adding new features and new items to keep long-time players interested (as discussed in Chapter 10), and players often change which aspect of the game they want to focus on as they continue to play (as discussed in Chapter 15).

2

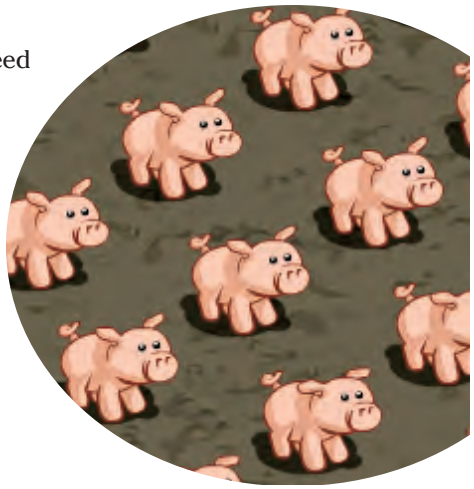
Getting Set Up to Play

In This Chapter

- Getting what you need to get started with FarmVille
- Creating a Facebook account
- Installing and playing FarmVille
- Playing FarmVille on FarmVille.com and mobile devices

So you're ready to become a virtual farmer, eh? Well, we're happy to help you do that, but first things first: You have to make sure you have what you need to get started. Using a computer with Internet access is the easiest way to play FarmVille, and practically any computer that can handle a graphical Web browser can handle the game. You might need to download a few extra programs and adjust some settings, though, and this chapter tells you how to do that.

After your computer is all set up for FarmVille, you need to get connected to Facebook before you start farming. This chapter tells you how to set up a Facebook account or, if you already have one, how to install the FarmVille app to make it playable from your existing Facebook account.



Don't have a computer? That's okay; you can now play FarmVille on Apple iOS devices, including the iPhone. In this chapter, you also discover how to find and install the mobile version of the game, and you find out how the mobile version differs from the versions on a traditional computer.

Getting Your Computer's Ducks in a Row

In contrast to most games on traditional gaming consoles such as the Nintendo Wii or Sony PlayStation 3, FarmVille is a Web-based game that you can play without inserting a disc or installing any programs to your hard drive. Your farm and the game program required to maintain it exist as part of a series of online data centers maintained by FarmVille's publisher, Zynga.

This means that a user can employ practically any computer with an Internet connection and a graphical Web browser to play FarmVille. We say "practically any computer" because the one you use does need to meet a few basic requirements for you to play FarmVille on it. We describe those requirements in the next few sections.

Getting on the Internet

This book assumes that your computer can connect to the Internet and that you've obtained a connection from an Internet service provider (ISP). If you need help getting set up with an Internet connection and making your way around the Web, check out *The Internet For Dummies*, 12th Edition, by John R. Levine and Margaret Levine Young (Wiley).

TIP

Although FarmVille is playable on a dial-up Internet connection, a broadband Internet connection greatly improves the speed and smoothness of your farming experience. Similarly, although you don't need the latest graphics card or expensive hardware to run FarmVille, the game may look smoother and run its animations more quickly on a more powerful machine.

Choosing a compatible Web browser

Because FarmVille is a Web-based game, you obviously need a Web browser to access it. Zynga suggests the following FarmVille-compatible Internet browsers, all of which can be downloaded for free from their associated Web sites.

- **Google Chrome:** `http://www.google.com/chrome`
- **Mozilla Firefox:** `http://www.mozilla.com/ firefox/`
- **Apple Safari:** `http://www.apple.com/safari/download/`
- **Microsoft Internet Explorer:** `http://www.microsoft.com/windows/internet-explorer/`

Make sure that your browser has been updated to the latest version before going forward.

The Internet browser you're using may affect your FarmVille farming! If you experience lags during game play, try switching browsers. If you're a regular Internet Explorer user, for example, try Google Chrome or another browser and see whether performance improves.

Getting the Adobe Flash Player

In addition to a Web browser, your computer needs the Adobe Flash Player add-on for you to play FarmVille. Adobe Flash is a multimedia platform that allows Web sites to include interactive and animated content, including games and videos.

You may already have the Adobe Flash Player installed on your computer; it comes that way with many systems. Either way, go get the latest version of the player by visiting and following the directions on the official Adobe Flash Player site at `http://get.adobe.com/flashplayer/`.

Adobe offers a certified, virus-free version of its Flash Player for free at the aforementioned Web site. Be wary of downloading the player from other sites that might request payment or include malicious software with your download. Also note that the free Flash Player is different from professional development tools such as Adobe Flash Builder and Flash Professional, which do cost money but aren't required for playing FarmVille.

Enabling JavaScript

To play FarmVille, you need to make sure that your browser has JavaScript enabled. JavaScript lets your browser talk to the FarmVille servers and keep the farm that you see on your screen synced with the version stored in the Internet "cloud" of online servers.

The following sections describe how to enable JavaScript on the various Web browsers that Zynga recommends for the game. You need to follow the directions we provide here only if you've installed Abode Flash Player and the game doesn't load after you install it. In each case, the game should load properly after you complete the steps and reload the page.

Apple Safari

Enable JavaScript in Safari by following these steps:

1. **Click the Gears icon.**
2. **On the drop-down menu that appears, select Preferences.**
3. **When the Preference menu opens, select the Security tab.**

4. **Select the Enable JavaScript check box.**
5. **Click the red X in the upper-right corner of the menu.**
6. **Click the Refresh button in your browser window.**

Mozilla Firefox

Here's how to enable JavaScript in the Firefox browser:

1. **Choose Tools➪Options.**
2. **On the Options menu that appears, click the Content tab.**
3. **On the menu that appears, select the Enable JavaScript check box.**
4. **Click OK.**
5. **Click the Refresh button in your browser window.**

Internet Explorer

Enable JavaScript in Internet Explorer using these steps:

1. **Choose Tools➪Internet Options.**
2. **On the Internet Options menu that appears, select the Security tab.**
3. **On the Security menu that appears, click the Internet icon (looks like a globe).**
4. **Click Custom Level.**
5. **In the Settings list that appears, scroll down to the Scripting section.**
6. **Select the Enable button under Active Scripting.**
7. **Click OK on the Settings list and then click OK on the Security menu.**
8. **Click the Refresh button in your browser window.**

Chrome

Chrome automatically installs with JavaScript enabled, so you don't have to do anything.

Optimizing your performance

For most users, FarmVille should run just fine after you've installed Flash Player and enabled JavaScript. However, if you're running into loading problems or other performance issues such as lags in play or out-of-sync errors, here are a few things you can try to make your farming experience run more smoothly:

- **Close other programs and browsers while playing FarmVille.** Although having no other applications running isn't strictly necessary, it can definitely improve the stability of your computer and help prevent frequent crashing.
- **Select a lower graphics setting.** Clicking the Eye icon that appears in the top-left corner of the FarmVille game area toggles the game's graphics between high and low quality. Low-quality graphics may look rougher but should also make the game run faster. (For more on using FarmVille's in-game menu, see the section about navigating FarmVille in Chapter 3).
- **Clear your cache.** Clearing your cache improves game play by making your system run faster and more smoothly, as well as by making pages load faster.

Creating a Facebook Account So That You Can Play the Game

If you're not already one of the 500 million (and growing) people with a Facebook account, you need to change that fact before jumping into FarmVille. Luckily, signing up for Facebook is a free and easy process that shouldn't take long. Plus, signing up for Facebook can unlock a social journey. Just be careful of "oversharing."

Although it's tempting to post everything about you and your life on your new Facebook account, sharing too much personal information on the Internet, and especially on social networking sites such as Facebook, can be dangerous. Don't include information such as your physical address or home phone number in your profile unless you have a very compelling reason to do so, and strongly consider using Facebook's privacy controls to allow only your confirmed friends to view any updates you make to your profile.

To set up your Facebook account, follow these steps:

1. **In your preferred Web browser, go to** `http://www.facebook.com`**.**

   The Facebook sign-up/login page appears, as shown in Figure 2-1.

2. **Sign up for your personal account by providing the following information:**
   - **Your first and last names.**
   - **A valid e-mail address:** You need this address to confirm your account. Don't worry; Facebook doesn't share this address with the wider world if you don't want it to.

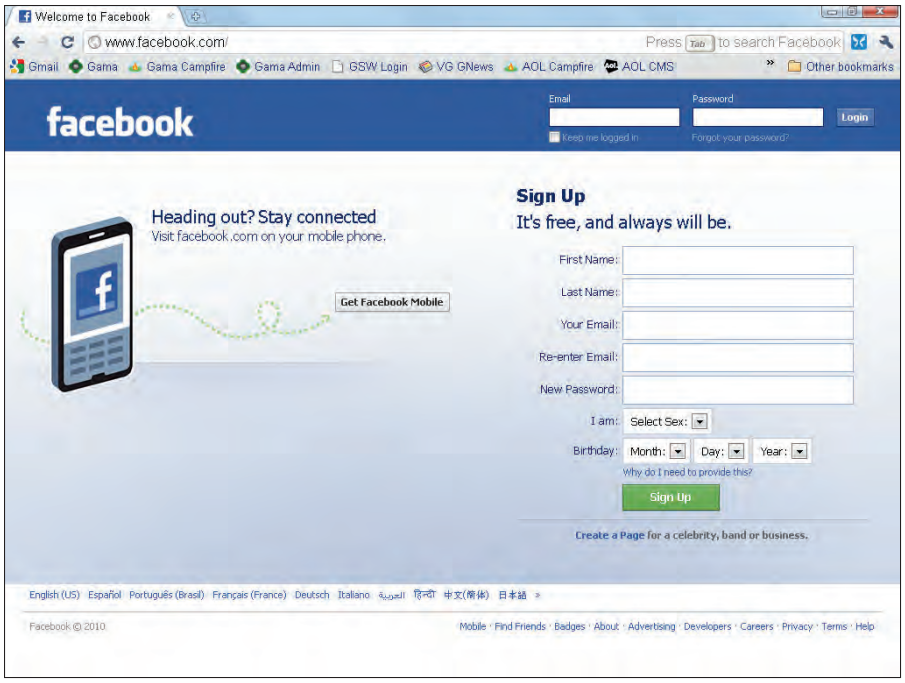


Figure 2-1: The Facebook sign-up/login page.

- **Password:** Choose something memorable but not obvious; "password," for example, is *not* a good choice. Passwords that intersperse capital letters with lowercase ones, as well as with numbers or symbols, are much more secure than a simple series of letters or numbers.
- **Sex:** Fill in your gender here.
- **Your Birthday:** Note that Facebook currently doesn't allow users under 13 years of age.

3. **Click the green Sign Up button.**

   A Security Check page appears, asking you to type in a randomized set of words shown in a security image.

4. **Type the two security words shown in the text box and click the Sign Up button.**

   The Find Friends page appears.

5. **Optional Information:** For each of the options in the following bulleted list, you can enter the requested information or click the Skip button to continue without sharing this information with Facebook.
   - **Find Friends:** Enter your e-mail address and e-mail password; then click Find Friends to have Facebook automatically search for members who are already listed in your e-mail contacts. On the next screen, select the check boxes next to the contacts you want to add as Facebook "friends." Then click Add As Friends.
   - **Profile Information:** Enter the name of your high school, college or university, and employer. As you type, the Facebook network associated with each organization appears in a drop-down list. Select the appropriate network (and your class year, for the schools); then click Save & Continue to move on.
   - **Profile Picture:** Click Upload a Photo and then click Choose File to select a digital photo from your computer, or click Take a Photo and then Save Picture to capture your image via your webcam. Click Save & Continue when you're happy with your digital avatar.
6. **Check your e-mail for a confirmation message from Facebook.** Click the link provided in the e-mail to confirm and validate your e-mail address.

Facebook: A Brief History

Social networking mega-site Facebook.com got its start at Harvard University in 2004. Facebook co-creator Mark Zuckerberg conceived of the site as a MySpace-style social network focused exclusively on letting college students connect and interact (though there's some controversy as to whether he devised the idea on his own or not). Though Harvard students were the first to have access to the site, the network quickly expanded to other colleges and then high schools and employers. Finally, in September 2006, anyone with a valid e-mail address could sign up for the site.

Though the functionality of the site was initially quite basic, features such as tagging, photo-sharing, and the now-ubiquitous wall were introduced at a breakneck pace over the subsequent years. In May 2007, the introduction of the Facebook platform allowed third-party companies to build applications that integrated seamlessly with Facebook's social network, letting users connect with their friends in myriad new ways. This integration included games such as FarmVille, which launched on the network in June 2009.

Although some users may feel that the current incarnation of Facebook has lost sight of the site's initial student-focused purpose, the majority of the 500 million current users would probably disagree. Now worth anywhere from $12 to $100 billion (depending on whose valuation of the private company you believe), the site continues to attract hundreds of thousands of new users daily and doesn't seem poised to stop growing any time soon.

Congratulations! You're now among the newest members of Facebook. The very first thing you should do with your new account is edit your privacy settings. Click the Account button in the upper-right hand corner of the page; then click Privacy settings. From this page, you can control which of your personal details will be viewable by friends, friends of friends, or people on the Internet at large.

For more on protecting your Facebook privacy and getting the most from your new account, we recommend *Facebook For Dummies* by Carolyn Abram and Leah Pearlman (Wiley). For the rest of you, let's get farming!

Installing the FarmVille App

If you've set up your Facebook account (see the preceding section for how to do that), you're almost ready to start enjoying life on your virtual farm! Installing the FarmVille app to your account is the only piece of business left to take care of before you can start the game, and it's an easy one.

Although you can also access the FarmVille app through a Facebook search, an invitation from a Facebook friend, or the game's public-facing Facebook page, here's the most direct way to get the app installed to your Facebook account:

1. **Go to** `http://apps.facebook.com/onthefarm`**.**
2. **Log in to your Facebook account and enter the e-mail address and password you used when signing up for your account; then click Login.**

   If you're already logged in to Facebook, you can skip this step. See the "Creating a Facebook Account So That You Can Play the Game," section, earlier in this chapter, if you haven't yet obtained a Facebook account.

   The Request for Permission page appears, as shown in Figure 2-2.
3. **Click the blue Allow button to give FarmVille access to the basic profile information on your Facebook account.**

   This information includes your name, profile picture, gender, networks, user ID, list of friends, and any other information you've shared with everyone via Facebook. FarmVille uses this information primarily to display your name and profile picture to your FarmVille friends, and to tailor advertising opportunities to your expected interests.

   After you click Allow, another Request for Permission page appears, asking for permission to send you e-mail.

Figure 2-2: The Request for Permission page.

4. **(Optional) Click the blue Allow button to let FarmVille send you e-mail regarding the game.**

   By clicking Allow here, you give FarmVille permission to e-mail you directly with reminders to harvest your crops as well as notifications about gifts and special events. If you don't want to receive e-mail from FarmVille, click Don't Allow.

   The FarmVille loading page appears after you complete this step.

5. **(Optional) Click Install to download and install the FarmVille Game Bar onto your Web browser.**

   If you choose this option, the FarmVille game bar will appear at the top of your Web browser the next time you restart the browser. This Game Bar will offer reminders about the status of your crops, your pending gift requests, and more. If you want to install the Game Bar later, see the instructions listed in Chapter 5. Note that you need either Internet Explorer 7 or Firefox 3.6 (or higher versions of those) to install the Game Bar. If you use an unsupported browser to install the FarmVille app, you will be prompted to use a different browser to install the Game Bar.

After you complete the preceding steps, FarmVille should load automatically. If it doesn't, make sure that you've both installed the Adobe Flash Player and enabled JavaScript. (See the sections for performing each of these tasks earlier in this chapter.)

TIP

We cover details on how to start playing your newly installed game in Chapter 3. The remainder of this chapter discusses how to best integrate FarmVille into your normal Facebook activities and network of online friends.

Bookmarking FarmVille on your Facebook account

Remembering to enter FarmVille's URL into your browser's address box each time you want to play can quickly get annoying. Luckily, playing FarmVille automatically adds the game to a Bookmarks sidebar on the left side of your Facebook home page, as shown in Figure 2-3. The exact position of FarmVille on this bookmarks list may change as you use other apps, but it will jump back to the top every time you play FarmVille.

You can also bookmark FarmVille using your Web browser.

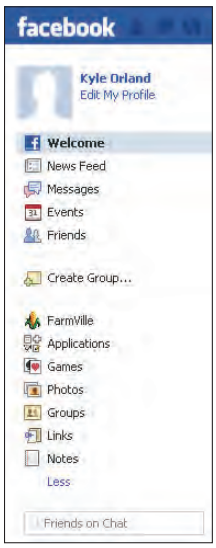


Figure 2-3: How the FarmVille bookmark appears on your Facebook sidebar.

Playing directly from FarmVille.com

If you don't want to go through the Facebook home page every time you play FarmVille, you can also access the game directly through the FarmVille Web site at `http://www.farmville.com`, as shown in Figure 2-4. The game is almost exactly the same in both Web locations — in fact, the same farm you maintain on Facebook is accessible on FarmVille.com, and vice versa.

Figure 2-4: Playing FarmVille through FarmVille.com.

Despite the new location, you still need a Facebook account to play on FarmVille.com, and you'll be prompted to log in with your Facebook account when you visit the site.

So why play at FarmVille.com? Well, playing on the site gives you access to "FarmVille.com Exclusive" gifts, which you can't send through the gift-giving page on Facebook. For more on giving gifts, see Chapter 4.

Additionally, FarmVille.com allows you to control specific settings regarding e-mail notifications sent to you by Zynga. Click the "Click here to update your preferences" message on the FarmVille.com Home page to display a list of different notifications the game can send you via e-mail, as shown in Figure 2-5. Select the radio button under the Yes column for the options you'd like to activate and then click Save to confirm your settings.

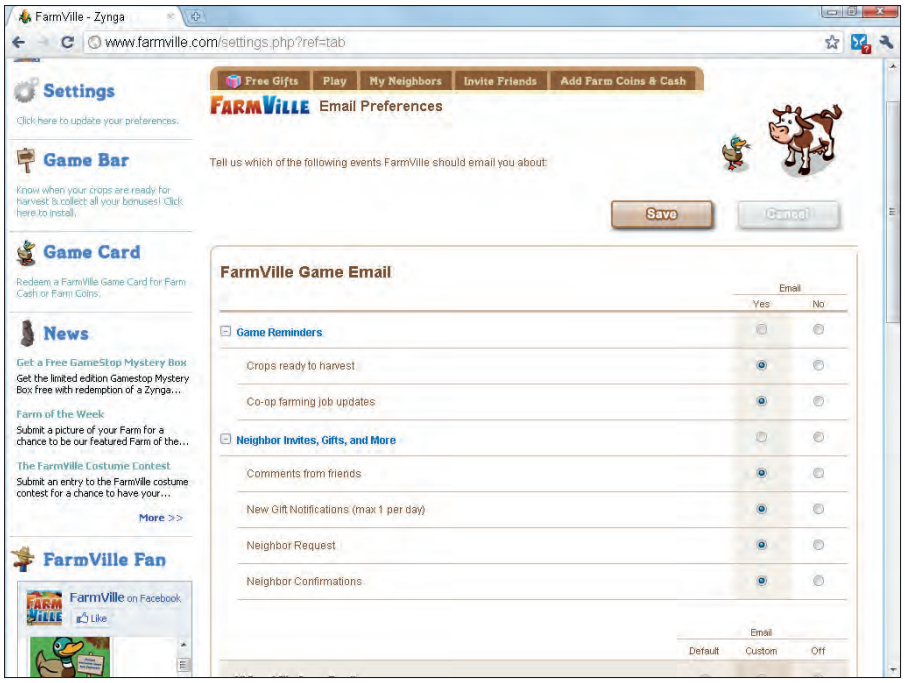


Figure 2-5: The FarmVille.com e-mail preferences menu.

Finally, FarmVille.com features a different site layout surrounding the game than the familiar, minimalist design found on Facebook.com. Some users prefer the FarmVille.com layout over Facebook's because it's chock full of FarmVille news and updates. As an extra bonus, FarmVille.com is also free of Facebook's user-targeted advertising, which some players find bothersome.

Playing FarmVille from your mobile iDevice

In June 2010, Zynga launched the first mobile FarmVille app for the iPhone, iPod Touch, and iPad. The FarmVille app offers access to the same farm you maintain on Facebook.com or FarmVille.com, only now it's literally at your fingertips on the go, wherever you go!

As a perk of using the FarmVille app for your mobile devices, FarmVille offers exclusive in-game items that you can purchase. The only way to access such items is to purchase them through the FarmVille Market when using the FarmVille app on your iOS device.

Another mobile device perk is the ability to send exclusive free gifts to your neighbors. Although anyone can see the exclusive items in the Market or on the Gifting page, they are labeled as locked if you're not using an iOS device. These iOS exclusive gifting items change frequently, so be sure to check your device frequently for new gift opportunities.

You can download the FarmVille app by searching for FarmVille on your device's App Store, or you can download the app to iTunes by visiting `http://itunes.apple.com/us/app/farmville-by-zynga/id375562663?mt=8`. For more on installing mobile apps on your iDevice, see *iPhone For Dummies*, 4th Edition, by Edward C. Baig and Bob LeVitus (Wiley).

Turning Facebook friends into FarmVille neighbors

Starting a farm can be lonely without anyone to farm with, so the best way to jumpstart your farming frenzy is to add your existing Facebook friends to your FarmVille game as neighbors. Neighbors are integral to the FarmVille experience, as we discuss in more detail in Chapter 4. You can start with people who already play or invite those who don't to join. Asking friends who already play and sending out invitations to those who don't is a great starting point for neighbor acquisition, and as a bonus, you are adding people you actually know! FarmVille neighbors make farming more fun and more productive by increasing your coins and experience points. (Chapter 8 tells you more about experience points.)

Suggesting FarmVille to friends

You can invite your Facebook friends to play FarmVille by accessing the My Neighbors tab found above your FarmVille Home Page. Your friends have to accept your invitation to play and also must add you as a neighbor before they show up on your Neighbors list.

Inviting friends who don't play FarmVille

To invite your Facebook friends who don't play FarmVille, simply click the Invite Friends button located at the top of your FarmVille game's Home page menu. The Invite button triggers a list of all your Facebook friends. Scroll through the list and select the friends you want to invite. You can invite up to 40 friends at one time.

Adding friends as neighbors

Maybe you already have some Facebook friends playing FarmVille but just don't know it. You can find out who is playing and add them as neighbors by clicking the My Neighbors tab located at the top of your FarmVille game's

Home page menu. All your Facebook friends who play FarmVille automatically appear on the My Neighbors page. Now that you can see who is playing, simply click the blue button labeled Add [Friend Name] as Neighbor on the bottom right

You can read all about the importance of neighbors and find out about additional ways to find neighbors in Chapter 4.

3

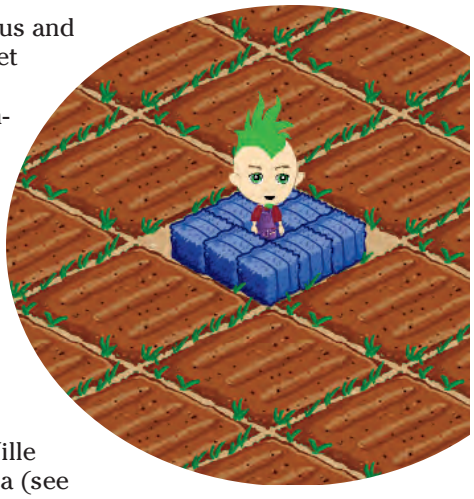
Getting Around in FarmVille and Starting Your Farm

In This Chapter

- Navigating FarmVille
- Using the FarmVille menu
- Getting your farm off the ground

Assuming that you've set up your Facebook account and your first FarmVille farm, you're ready to get farming. After reading this chapter, you'll be harvesting your farm like an expert virtual farmer — and you won't even have to break a sweat.

The first sections of this chapter describe all the menus and icons that you use to play the game. If you prefer to get straight to farming, skip to the "Starting Your Farm: Level 1" section and flip back to earlier sections whenever you want to know how to get to a particular area or use a certain tool. Finally, we present a few quick tips that will get you on the road to virtual farming success that much more quickly.



Using the Top Menu to Navigate FarmVille

The top menu consists of six brown tabs and a FarmVille Requests button located above the FarmVille play area (see Figure 3-1). The following sections explain the items on the top menu and what you can access by clicking them.

Figure 3-1: The major parts of the FarmVille user interface.

The Free Gifts tab: Sending gifts to your neighbors

Clicking the Free Gifts tab redirects you to the FarmVille Gifting page, shown in Figure 3-2, where you can select free gifts to send to your farming neighbors. (For more on meeting and interacting with FarmVille neighbors, see Chapter 4). Though the specific items on the –Gifting page differ for each farmer and occasionally change throughout the year, the page always includes a variety of decorations, trees, animals, and supplies that your friends can use on their farms. (For more details of using each of these items, see Chapter 6.)

Figure 3-2: The FarmVille Gifting page.

To send a gift, follow these steps:

1. **On the top menu, click the Free Gifts tab.**

   The Gifting page appears, showing an array of available gifts.

2. **Select the radio button under the gift you want to give and click Proceed to Send**

   Note that some free gifts may be labeled as "Locked." This label signifies that your farmer isn't at a high enough level to send that gift yet. (For more on attaining higher levels, see Chapter 8.) Also note that some gifts may be labeled as "FarmVille.com exclusive" or "iPhone exclusive." You need to access the game on those platforms to send the gift.

   When you click the Proceed to Send button, the Friend Selection page appears.

3. **Select the check boxes for any number of friends to whom you want to send the gift.**

   Note that you can send only one free gift per friend per day. If you've already sent a specific friend a gift today, that friend does not appear on the Friend Selection page.

On the Friend Selection screen, you can type a name in the Start Typing a Name box to jump straight to a specific Facebook friend. In addition, you can limit the list to fellow FarmVille players among your Facebook friends by clicking the FarmVille Friends tab atop the list.

4. **Click Send FarmVille Gift Request to send your gift.**

The Play tab: Heading down to the farm

Clicking the Play tab always redirects you to the play area for your farm, where you seed your crops, place buildings and decorations, and so on. Clicking Play while you're already on your farm refreshes your page with the latest version from Zynga's servers, but you need to refresh your page only if your connection falls out of sync for some reason. (See Chapter 14 for help with synchronization issues.)

The My Neighbors tab: Keeping in touch with your FarmVille neighbors

Clicking the My Neighbors tab brings up the My Neighbors page. As shown in Figure 3-3, this page displays information about your current Facebook friends who play FarmVille. Each friend is grouped into one of the following three categories:

- Non-neighbors
- Neighbors
- Pending neighbor requests

Each friend's current FarmVille level, number of earned achievements, and number of neighbors are displayed. You can use the buttons on the My Neighbors page to do the following:

- Send a neighbor request to your non-neighbors
- Cancel requests sent to pending neighbors
- Remove active neighbors from your neighbor list

You can also send free gifts to both neighbors and non-neighbors, as described in the section "The Free Gifts tab: Sending gifts to your neighbors," earlier in this chapter. For much more on interacting with neighbors, see Chapter 4.

Figure 3-3: The My Neighbors page.

TIP

The My Neighbors page is the only place where you can remove deadbeat neighbors — those who have become inactive farmers — so remember to use it to keep your neighbors list lean and pruned.

The Invite Friends tab: Recruiting more neighbors

Inviting your Facebook friends who don't play FarmVille to join in the fun is easy. Just follow these steps:

1. **Click the Invite Friends tab in the top menu.**

   The Invite Friends page appears with a list and pictures of your Facebook friends.

2. **Click the names of whichever friends you'd like to invite to play the game.**

   You can also use the Filter Friends drop-down menu to filter your Friends list by personal networks, or you can type a name into the box labeled Find Friends to jump to a specific Facebook friend.

3. **Click the blue Send FarmVille Request button.**

   Any Facebook friends who accept your invitation to play FarmVille don't show up as your FarmVille neighbors until they accept your neighbor request. See Chapter 4 for more on sending and accepting neighbor requests.

TIP

The Get Farm Cash tab: Increasing your farm's assets

Clicking the Get Farm Cash tab on the top menu displays a page where you buy in-game currency to purchase items and farm upgrades. We tell you all about how to use this menu in Chapter 5.

The Game Card tab: Redeeming your FarmVille Game Cards

Clicking the Game Card tab on the top menu displays a page where you can redeem your FarmVille Game Cards. You can use Game Cards to purchase Farm Cash or Farm Coins. We tell you more about how Game Cards work in Chapter 5.

The FarmVille Requests tab: Taking care of actions awaiting your attention

Clicking the FarmVille Requests tab on the top menu displays the FarmVille section of your Facebook Requests page, as shown in Figure 3-4. This section lists a selection of in-game events that require action on your part, including the following:

- **FarmVille gifts sent to you by other players:** These free items appear in your Gift Box after being accepted.
- **Neighbor invitations:** Requests from fellow Facebook friends who would like to be FarmVille neighbors with you.
- **Neighbor help requests:** Accepting these requests will send the requested item to your neighbor, or help them with an in-game event such as a barn-raising.

Note that this tab appears as inactive (grayed out) if you have no pending FarmVille requests, in which case you should bug your friends to send you some more gifts, already!

To accept a request, you click the Accept and Play button next to it, and a new page appears, asking whether you have more gifts or requests to accept. Clicking Yes returns you to the Facebook Requests page, whereas clicking No takes you directly to the FarmVille game page.

TIP

If you accidentally click the wrong button, don't worry; you can just click the Play tab or the FarmVille Requests tab to get where you want to go, and your request will still be accepted.

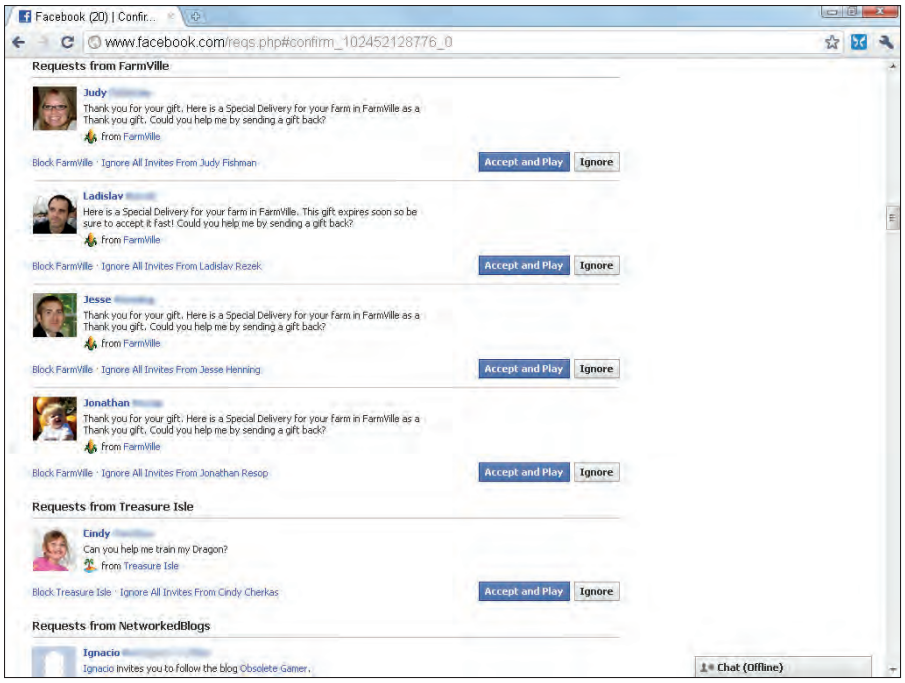
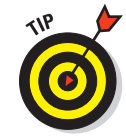


Figure 3-4: The FarmVille section of the Facebook Requests page.



You can also accept your FarmVille requests by clicking the See All link next to Facebook Requests on the right side of your Facebook home page.

FarmVille requests don't last forever — in fact, they expire if you don't answer them within a month. After a gift request has been accepted, however, the item remains in your in-game Gift Box indefinitely, so be sure to click the Accept and Play button as soon as possible, even if you don't plan to use the gift just yet.

Setting Graphics and Sound Preferences through the Options Menu

You find the Options menu in the top left of the FarmVille playing area, right next to your Farm Coin counter. Clicking any of the buttons in this menu toggles them between active (highlighted in white) and inactive (highlighted in dark brown).

The Options menu features the following three options:

- **Toggle Graphics Quality:** Clicking the eye icon lets you choose between high- and low-resolution graphics. Although running the game with lower-quality graphics gives in-game items a rougher appearance and more jagged edges, it also may help FarmVille run more smoothly. Try turning down the quality to see whether it helps your playing experience.

- **Sound On/Off:** Clicking the speaker icon toggles the sound effects on your farm, including animal noises and vehicle exhaust sounds.

- **Music On/Off:** Clicking the music note icon toggles the familiar FarmVille theme music.

Keeping Track of your Farming Stats

The FarmVille interface is loaded with informational icons, but don't feel overwhelmed by all those icons. As you play the game, you'll quickly grow familiar with them. Each of the icons in the following list represents an essential aspect of effective and efficient farming:

- **Coin Display:** Displays your current amount of Farm Coins. Note that this number updates in real time as you buy items and harvest crops. For more on obtaining and spending Farm Coins (and Farm Cash, next on the list), see Chapter 5.

- **Farm Cash Display:** Displays your current amount of Farm Cash. Note that even when you gain Farm Cash through a purchase or by leveling up, this display may not update until you reload the game.

- **XP & Level Meter:** Displays your current amount of accumulated experience points, or XP, which are signified by the white number) and your FarmVille level (shown inside the yellow star). The size of the white bar indicates roughly how much progress you've made toward your next level. Hover over any portion of this display to see exactly how many XP you need to reach your next level. (For more on levels, see Chapter 8.)

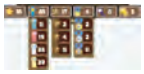
- **Sign Post:** Clicking this button allows you to place a Sign Post or leave a comment on your farm a farm you're visiting. After clicking the icon, click an empty portion of the farm to bring up the Comments menu, as shown in Figure 3-5.Type your message in the text box and then click the Post button to add your comment to the farm's comments thread. These comments are readable by anyone who visits that farm, so don't write anything you're not comfortable sharing with the wider world.

Figure 3-5: The Comments menu.

Note that you can select optional check boxes on the Comments menu to copy the comment to your neighbor's Facebook wall or to leave the comment as a message sign, which then sits on the farm and is permanently readable by anyone who clicks it.

On the Comments menu, you can also click the Visits tab to show which neighbors have recently visited your farm. Click Report Abuse to go to a Zynga Web site where you can report abusive comments. (See Chapter 13 for more on contacting Zynga User Support for this and other issues.)

- **Farm Name:** In case you forget, this area displays whose farm you're currently visiting, even if it's your own!



- **Stats Bar:** Clicking the Stats icon underneath the Farm Name icon displays a rundown of the number of the various in-game achievements earned by you or your neighbor. From left to right, these numbers represent:
  - Level
  - Ribbons
  - Masteries
  - Medals
  - Collections
  - Constructed Buildings

Note that clicking the Ribbons, Masteries, or Medals icons further expands the menu to show breakdowns for each achievement by color or star level. Click the small white arrow to collapse the Stats menu again. For more on what all these achievements mean, see Chapter 8 for level, Chapter 9 for buildings, and Chapter 11 for the rest.

- **Comments:** Click the picture of a speaking person in the upper-right corner of the play area to bring up the Comments menu for the current farm, as shown in Figure 3-5 and discussed in the bullet describing the Sign Post, earlier in this list.

- **Fuel Display:** Located on the bottom-left corner of the game area, this icon displays how much fuel you currently have for vehicles. The number in the green area indicates how many full tanks of fuel you've earned, and the yellow bar indicates how much of the current tank remains. For more on using fuel and vehicles, see Chapter 6.

  For a precise measure of how many plots you can plow, seed, or harvest with your current fuel, hover your mouse over the Fuel Display icon.

- **Neighbor bar:** This bar lists all your FarmVille neighbors, organized from left to right according to their total XP. Use the arrows on either side of the bar to scroll the list in that direction. The single arrow moves the list one neighbor at a time; the double arrows move the list one page at a time; and the arrow with a vertical line jumps you to either end of the list.

  Clicking a neighbor's name or picture on this bar brings up a menu letting you send gifts, visit and help your neighbors farm, or invite new friends to your neighbors list. For more on interacting with neighbors using these options, see Chapter 4.

Viewing your farm close up or from afar

You use the three brown buttons sitting above the Tools menu in the bottom-right corner of the play area to control how you view the current farm.

- **Zoom In:** Click the icon of a magnifying glass with a plus sign (+) to zoom in the in-game view for a closer look at the current farm.
- **Zoom Out:** Click the icon of a magnifying glass with a minus sign (-) to zoom out the in-game view for a view that covers more land.

  You can also use your mouse's scroll wheel to zoom in (flick the scroll wheel up) or out (flick the scroll wheel down). If the scroll wheel is moving the entire Web page rather than just the FarmVille view, try clicking the FarmVille game area to gain control of the viewpoint.

- **Toggle Full Screen:** Clicking this icon toggles between Full Screen mode, which makes the game area fill all the available monitor space, and the regular view, which reduces the game area to a small window on a larger Web page.

  Note that you can use the Esc key on your keyboard to quickly exit Full Screen mode and return to the regular view. This doesn't work the other way around, however. Also note that certain in-game actions, such as visiting a neighbor's farm, or certain other events on your computer, such as having your antivirus program running a scan, may automatically cause the game to exit Full Screen mode.

- **Take a picture:** Click this button to display a menu that allows you to take a picture of your farm. You can then save this picture to your computer or post it on your Facebook wall. For more information on taking pictures of your farm, see Chapter 14.

Controlling the view

When the view is zoomed in to a close-up of some area of your farm, you may want to move the view around to see other areas. To do so, just click and hold the mouse button anywhere on the farm and then move the mouse in the direction you want the view to move. Release the mouse when you're done moving the view to continue farming.

Walking the farm

Clicking any open spot on your farm causes your farmer avatar to walk over to that location. Although this kind of idle movement doesn't serve any specific purpose in the game, it can be useful for positioning your farmer to be included in pictures of your farm.

Getting to Know the Tools Menu

The Tools menu in the bottom-right corner of the FarmVille play area is the heart and soul of the FarmVille experience. You use the tools on this menu to do everything from planting crops and buying seeds to accepting gifts and taking part in co-operative farming missions — and everything in between. The more familiar you become with these tools, the more effective your virtual farming will be.

Here are the options on the Tools menu:

- **Multi:** Click the white arrow in the upper-left-hand corner of the Tools menu to select the Multi tool. This white arrow is the default cursor that you use for most basic actions in FarmVille, including planting seeds, harvesting trees and animals, and moving your viewpoint of your farm

around. Unless otherwise noted, when we say to click something in this book, we mean to click it with the Multi tool selected.

Hovering the mouse over the Multi tool icon expands the tool to a menu with two additional tools, Recycle and Move (note that these tools may appear on the main Tools menu on new farms). Note that, for the most part, you can access the functions of these tools simply by clicking an item with the Multi tool and choosing the appropriate action from the menu that appears. However, using these more specific tools can let you perform some repetitive tasks more quickly:

- *Recycle:* Click the white recycling symbol to choose the Recycle tool and quickly sell any item on your farm for Farm Coins with a single click. If an item has no coin value — such as a plot for planting — clicking it with the Recycle tool simply deletes it. Note that even when an item does have a resale value, it will usually be much lower than the price you paid to purchase the item.

  The first time you use the Recycle tool after using another tool, a pop-up notification box appears, asking you to confirm the deletion by clicking the Accept or Cancel buttons. Don't just automatically click Accept; you may permanently lose an exclusive item that can be hard or impossible to reacquire. Double-check what you're expecting to delete first.

  You can prevent the notification box from popping up again by selecting the Turn On Quick Delete check box, which suppresses warnings for any recycled item worth fewer than 1,000 Farm Coins. You can also select the check box labeled "Don't warn me about selling of deleting decorations until I switch tools" to suppress warnings about all decorations. These warnings can be useful, however, if you're trying to clear out a whole section of knick-knacks but don't accidentally want to destroy your nearby crops.

- *Move:* Click the white hand icon to select the Move tool, which you can use to move anything on your farm. Clicking an item with the Move tool once picks it up; clicking again drops the item in its new location.

  Note that two objects can't share the exact same location — if the object you're holding appears slightly translucent or has a red box showing underneath it, at least part of it overlaps with another object, as far as the game is concerned. Try dropping the object back into its original location and then clearing out some space in your planned location before moving the item again.

  You can even use the Move tool to pick up and move square planting plots, whether they're fallow, plowed, or seeded. Although moving plots doesn't jibe with real life (we doubt that topsoil

would survive such a move intact), it can be incredibly useful in FarmVille when you're trying to rearrange an entire field of plots quickly. That's the beauty of virtual farming!

- **Plow:** Click the green hoe icon on the top-center section of the Tools menu to choose the Plow tool. Clicking the Plow tool on any unoccupied portion of your farm turns that small square into a plowed plot of land, suitable for planting. You can also use the Plow tool to re-plow a fallow plot of land after it's been harvested, although you can also use the Multi tool for this purpose.

  Plowing land with the Plow tool doesn't use any fuel, but it does require many more clicks than using a vehicle such as the Tractor or Combine to get the job done. It also requires you to wait for your farmer avatar to sloooowly walk over to the area you want plowed to carry out the action. (If you block your farmer, you don't have to wait for your avatar to walk around; see the tip in the "Block your farmer" section, later in this chapter, for instructions on how to block your farmer.)

  Hovering your mouse over the Plow tool expands the menu to include a variety of FarmVille vehicles (assuming that you've purchased the vehicles from the FarmVille Market). Chapter 6 tells you how to use vehicles to speed up your planting and harvest.

- **Co-Op Farming:** After you've reached level 20, an icon showing three farmers in front of a checklist appears in the top-right corner of the Tools menu. Click this icon to display the Co-Op Farming menu. This menu and the co-op farming jobs it describes are discussed in Chapter 12.

- **Ribbons:** Click the blue ribbon icon to bring up the Ribbons menu, which presents the requirements for a variety of ribbon achievements. We discuss these achievements in detail in Chapter 11.

  If you hover the mouse over the blue ribbon icon rather than click it, the Collections icon appears. Clicking this icon brings up the Collections menu, which displays how many collectible items you've gathered and how many more you need to complete each set. Collections are discussed in Chapter 11.

- **Market:** Click the Market icon in the bottom row of the Tools menu to buy seeds, decorations, buildings, animals, and any other item for sale in FarmVille. (We cover the FarmVille Market menu in depth in Chapter 6.)

- **Gifts:** Click the blue present icon to bring up your Gift inventory. This menu shows all the gifts that you've collected but not yet placed on your farm. The number in pink above the icon represents the number of gifts currently in your box, which can't exceed 500. For more on sending and receiving gifts, see Chapter 4.

  Hover over the Gift icon to bring up the Storage icon, which you can click for access to the Storage menu and your stored items. For more on storage, see Chapter 11.

Starting Your Farm: Level 1

Every farmer starts out with the following statistics and in-game currency:

- Level: 1
- XP: 0
- Coins: 240
- Farm Cash: 5
- Plowed plots of land: 6 plots
- Total farm space: Enough for 144 plowed plots (12 along each edge of the square farm space)

The game starts you off with a small interactive tutorial that instructs you on the farming process, but in this section, we walk you through your first harvest, so feel free to click the Skip This Tutorial button and keep reading.

Customizing your farmer

When you load your farm for the first time, a menu pops up to let you customize the look of your farmer avatar. This avatar represents you in the game and "physically" walks around to perform various in-game tasks on different parts of your farm.

You use the Customize My Farmer menu, shown in Figure 3-6, to change various elements of your avatar's appearance, such as skin color, hair, facial features, and clothes.

Here's a quick breakdown of how to use the major portions of this menu:

- **Gender:** Click the Gender button at the top of the menu; then click either the male or female outline to change the gender of your farmer.
- **Facial Features:** Click the Facial Features button at the top of the menu, then choose the facial feature you'd like to edit from the drop-down list. Click the Use button underneath the facial feature you'd like to put on your farmer, and it will immediately appear on the sample farmer on the right. Your changes aren't permanent until you click the Save and Close button at the bottom of the menu, so don't be afraid to try a few options to see which one you prefer. Make sure to click the right and left arrows on the sides of the menu to see all the options for each facial feature.

- **Clothing:** Click the Clothing button at the top of the menu; then choose which item of clothing you want to customize from the drop-down list. Clothing is divided into two separate categories: clothing in your inventory and clothing in the FarmVille Market. For the clothing in your inventory, simply click the Use button underneath the item of clothing you'd like to see on the sample farmer on the right. For clothing in the Market, click the Buy button below the item to add it to your inventory, where you can put it on or take it off at your leisure.

  You can also click the Try On button below an article of clothing in the Market to see what it will look like on your farmer before purchasing it. After you've tried on a fully assembled ensemble of Market clothing, click the Buy Now button underneath your farmer preview to buy all the items simultaneously. The Total price for all the clothing items is listed in the price tag underneath your farmer, and you can see an itemized list of the items you'll be buying by hovering the mouse over the letter *I* in the upper-right corner of the price tag. You can also click the Reset button to take off any clothes your farmer is currently trying on.

- **Save and Close:** When you're happy with the way your farmer looks, click the Save and Close to see your new avatar on the farm.

TIP

You can bring up the Customize My Farmer menu at any time later on simply by clicking your farmer.

Figure 3-6: The Customize My Farmer menu.

Plowing, seeding, and harvesting

The majority of your time and effort in FarmVille involves the continuous cycle of plowing, seeding, and harvesting of various crops. The following steps walk you through starting this cycle on your first farm:

1. **On the Tools menu, click the Plow tool and then click any open plot of land on your farm.**

   You can also click existing, fallow plots of land (indicated by their light-brown color) to plow them and make them suitable for planting. A small square of dirt (or *plot)* that you plow turns a darker brown. You can repeat this step multiple times until your field is full of plowed plots, but remember to leave some Farm Coins available to purchase seeds in the next step.

   Plowing a plot of land earns you one XP and costs 15 coins per plot.

2. **Bring up the Market menu by clicking on a plowed plot or by clicking the Market icon (shown here in the margin) in the Tools menu.**

   The Market menu appears. Not all seeds will be available for purchase at first, but you will unlock more as you gain higher levels (as described in Chapter 8).

3. **Click the Buy button underneath the seed you'd like to plant.**

   Each seed on the Market menu is labeled with a preset amount of time before the crop will be ready to harvest. Try to plan ahead so that you'll be available to harvest your crops soon after they're ready. If you don't, your crops may wither to useless husks.

   Also take into account the price of the seed you're purchasing (shown next to the coin symbol) as well as the eventual harvest price and the number of XP gained for each harvest. For more on planning your farming schedule and navigating the Market menu, see Chapter 6. For recommendations of some good seeds to choose, see Chapter 17.

   When you click the Buy button, the Market menu disappears and the chosen seed shows up next to your mouse pointer.

4. **Click a plowed plot to plant the purchased seed.**

   The plowed plot becomes a seeded plot, as indicated by small buds of your planted crop. Coins are removed from your account to purchase the seed at this point, and XP are added to your total (the exact number of each depends on the specific seed you chose).

   You can repeat this step as many times as you'd like to seed multiple plowed plots. If you want to plant a different seed in some plots, click the Market menu icon in the Tools menu and return to Step 3.

5. **Wait for your crops to ripen.**

   Planted seeds can take anywhere from two hours to four days of real time to ripen and be ready to harvest. You can check on your crops during this ripening time by hovering your mouse over a seeded plot to display, as a percentage, how ripe the crop is. When a crop is fully ripened, it changes appearance and displays as "100% grown" when you hover your mouse over it.

   If you wait too long to harvest crops after they ripen, they wither into shriveled, brown husks that are not worth any coins. If this happens, you have to go back to Step 1 and re-plow that plot of land. The time it takes a ripened crop to wither is the same as the amount of time it takes for that seed to turn in to a ripened crop.

6. **Click the Multi tool and then click a fully ripened crop to harvest it.**

   Farm Coins are added to your account based on the harvest value of seed planted. The plot of land turns into a light-brown, fallow piece of land. Repeat this step as often as necessary until all ripened crops are harvested. This piece of land can then be plowed and seeded again in a repeat of the cycle that drives much of the FarmVille economy.

Diversifying Your Farm

FarmVille is about more than just harvesting crops. The game also offers animals and pets to tend to, trees to grow, and decorations to place. Although none of these options is strictly necessary for a successful farm, they can help add a personal, lively touch to your farm as well as earn you some coins and XP in the process.

Farm animals

The types of animals available in FarmVille aren't limited to just those traditionally found on farms. Elephants? Check. Penguins? There has to be a Penguin farm somewhere, right? Pink Cows? You bet (isn't that where Strawberry Milk comes from?).

Besides making your farm look cute, animals can also be a profitable part of your farm. Just as you harvest crops for coins, so can you harvest most animals every so often, also for coins. A pink indicator icon above the animal tells you when that animal is ready to harvest. Simply click the animal with the Multi tool to collect your coins. Each animal has a specific gestation time before harvesting and yields a specific number of coins when harvested. Despite the grisly sounding name, *harvesting* an animal doesn't

actually harm the beast (see the sidebar "A humane harvest" for more about what harvesting involves). Also note that some animals, such as white owls, butterflies, doves, and squirrels, are considered decorative animals and can't be harvested.

If you're desperate for coins, you can sell your animals for a small sum. Simply click the animal with the Recycle tool, or click the animal with the Multi tool and select Sell from the drop-down menu. Because animals can earn you lots of coins over the long run through harvesting, we don't recommend selling an animal unless you really need coins immediately or desperately need to clear space on your farm. Note that you can't sell animals before reaching level 7. (See Chapter 8 for more on reaching new levels.)

Certain types of animals, such as chickens, horses, and pigs, can be placed in shelters for easy harvesting and a chance at secret items with each harvest. See Chapter 9 for more on getting and using animal shelters.

FarmVille gives you several ways to obtain animals, including the following:

- **Adoption:** As you play FarmVille, every so often a pop-up notification appears, asking whether you want to find a home for a lost, lonely animal. You can't keep the animal for yourself, but if you click Share, you can post a message about the lost animal to your Facebook news feed. Your neighbors can then click the link in that message to adopt the animal and place it on their farm. Likewise, if you see a lost animal on your friend's news feed, you can click the link to adopt it for your farm. (It will appear in your Gift Box.)

  Note that only the first person to click each news feed link can adopt the animal in question, so keep your eyes peeled and your clicking finger ready. Also note that some types of animals are available exclusively through adoption.
- **Receive as a gift:** Animals are often featured on the FarmVille Gifting page, discussed earlier in this chapter. Receiving free animal gifts from your friends is one of the easiest ways to fill your farm with life, so encourage your neighbors to send you animal gifts any way you can.
- **Purchase:** Many animals can be purchased from the FarmVille Market directly with either Farm Cash or coins. Usually, limited-edition animals can be purchased only with Farm Cash. See Chapter 6 for more on using the FarmVille Market to purchase animals.

Pets

Pets in FarmVille, including puppies and dogs, are just like regular animals, but with extra features and requirements. They follow you around the farm as you move, ready to help at a moment's notice.

A humane harvest

If you've always wanted to have a farm because of your love of animals, you'll be happy to know that harvesting animals in FarmVille doesn't harm any animals, even virtually. Instead, the lucrative "harvest" from the animal technically comes from some sort of product that the animal produces. You collect milk from cows and feathers from ducks, for instance. Sheep produce wool, and pigs find valuable truffles. The developers at Zynga can get pretty creative when it comes to harvesting animals that don't seem to have a friendly purpose or use. For example, whenever you harvest from a Baby Tiger, it magically produces lucrative "Good Luck." It's enough to warm the heart of even the most strident animal rights activist.

To obtain a pet, follow these steps:

1. **On the Market menu, click the Animals tab and then the Pets tab.**

   A list of various pets appears.

2. **Click the Buy button underneath the pet you want to purchase.**

   The Pet Customization menu, shown in Figure 3-7, appears.

3. **Use the buttons on this menu to choose your new pet's gender, color, and name; then click the Buy button to make your purchase.**

Figure 3-7: The Pet Customization menu.

Note that pets that are purchased as puppies require regular feeding to become full-fledged adult dogs. To feed a puppy, click it with the Multi tool and then choose Feed from the drop-down menu. Feeding your puppy requires Puppy Kibble, which you purchase from the Market (for one Farm Cash each) or receive as a gift from friends. Pets purchased with coins come with one day's worth of kibble, whereas puppies purchased with Farm Cash comes with a full two weeks' worth.

You can tickle your puppy by clicking it and choosing Tickle from the drop-down menu. Your puppy will roll over onto its back and shake its legs as hearts pop up above its tummy. Adorable!

Puppies that are purchased with coins can run away if they're not fed once daily. If a puppy runs away, you can rescue it from the Dog Pound by paying Farm Cash for its return.

After 14 consecutive daily feedings, a puppy grows into an adult dog, which no longer requires daily feedings. You can also teach adult dogs tricks by feeding them Dog Treats purchased from the Market. The kinds of tricks the adult dog can learn depends on the breed. For example, the Border Collie can harvest 20 animals on your farm by "herding" them in a single click.

Dogs will forget their tricks if they're not fed new treats daily, so make sure you're stocked up!

Trees

Growing and harvesting trees is another way to earn coins. As with crops, trees take time to ripen before being ready for harvest. In contrast to crops, however, trees can be harvested many times from one planting. Trees don't wither as crops do, either, so you can harvest them at your leisure.

You can purchase trees directly with Farm Cash or coins in the market, receive them as gifts via the Gifting page, or find them as Mystery Gifts from friends (see Chapter 4 for more on gifts). After you plant a tree on an open patch of soil, it immediately begins ripening. Hover over a tree with the Multi tool to see how ripe it is as a percentage. When a tree reaches the 100% mark and is ready to harvest, click it with the Multi tool to reset the ripeness to 0% and receive a bonus in coins.

Each specific type of tree has its own unique ripening time and coin yield from each harvest. Some trees, such as the Falling Blossom, Dogwood, Birch, Magnolia, and Jacaranda trees, are strictly decorative and can't be harvested for coins.

You can purchase some of the most lucrative trees in FarmVille only with Farm Cash. The Acai tree is the most profitable tree in the game, yielding 158 coins every two days, but it will cost you a whopping 27 Farm Cash to get one.

You can purchase certain other lucrative trees only during the short window when they're available as limited-edition items. The Lychee and Asian Pear trees, which yield 140 coins each harvest, were some of the best of these, but keep your eyes peeled for new limited-edition trees, which can show up at any time.

Then there are the highly-sought-after trees that you have to acquire as gifts from your neighbors. These include the Jackfruit tree, which you can get as a free Mystery Gift, and the Ginkgo tree, which your neighbors can send you as a normal gift.

Although some farmers complain that trees can ruin the look of a farm by blocking the view of items or crops, some farmers place them strategically to hide unsightly objects. Placing trees on the top edge of a farm is a good way to ensure that they won't get in the way of any other items on your farm.

Decorations

Decorations are simply items that don't yield coins or serve any productive purpose on your farm. You purchase them from the Market, receive them as gifts, or find them in Mystery Eggs, Mystery Gifts, or Mystery Boxes.

Even though owning decorations may not seem efficient, you can earn a few ribbon achievements as a reward for owning them (see Chapter 11 for more on earning ribbons). Purchasing decorations from the Market also yields XP, which you can use to build up your farm's level (see Chapter 8 for more on achieving higher levels). Note that decorative items purchased with Farm Cash usually yield more XP than those purchased with coins.

Even though they aren't strictly productive, many farmers enjoy using hundreds of decorative items to customize their farm and make it more aesthetically pleasing. Still other farmers balk at the uselessness of decorations and devote their entire farms to items and crops that can earn XP and coins. Others fall somewhere in between these two extremes. Which type of farm you want to create is entirely up to you.

Tips for New Farmers

Although your new farm might not look so hot compared to your veteran FarmVille neighbors, don't let these humble beginnings get you down. You, too, can become a FarmVille Millionaire in a very short time if you stick to the following tips for new farmers.

Block your farmer

One of the biggest time sinks in all of FarmVille is waiting for your slow farmer to walk all the way across your farm just to collect some chicken eggs or what have you. You can get around this wait, oddly enough, by setting up barriers to block your farmer from getting around your farm.

When you load your farm, take note of where your farmer avatar is initially positioned. This central spot will be the same every time you load your farm. By setting up a small ring of obstacles around this position, as shown in Figure 3-8, your farmer will be trapped and unable to reach any of the various crops, animals, trees, and items littering the rest of your farm. Instead of making the game impossible to play, this actually makes playing much more efficient by letting you perform actions without waiting for your farmer to walk to the appropriate part of the farm. Neat trick, huh?

You can use any solid object to build your square prison — hay bales, fences, ducks. . . Be creative! Be careful not to leave any gaps in the wall where your farmer could squeeze out or the block won't be effective. You can test for gaps by clicking outside the block and seeing whether your farmer can walk to the location you indicated. If he or she stays in the center, congratulations — you've set up an effective prison.

REMEMBER

After you upgrade your farm with an expansion, your avatar's starting position will change and you'll have to set up a new blocking pattern.

Wait to decorate

We know it's tempting to buy the most extravagant-looking items from the Market as soon as you can, especially when you've got coins to spare. However, it pays to be frugal at first and to focus on more productive uses for your coins. Because decorations usually don't yield a regular income, buying them in bulk means you could quickly find yourself with an empty pocketbook and a farm full of useless junk.

Figure 3-8: An effectively blocked-in farmer.

Add neighbors

The more neighbors you have, the more opportunities you have to receive gifts, earn coins, collect bonuses, and build up your farm. For more on adding and interacting with neighbors, see Chapter 4.

Watch your Facebook news feed

Every farmer could use more coins and animals when starting out, and getting those items for free is a great way to jumpstart your profits. You can collect coin bonus rewards and adoptable animals from your farming friends by clicking the links they share in their news feeds (see Figure 3-9).

Figure 3-9: A lost animal shared via a friend's Facebook newsfeed.

Maximize your crop space

Buying a larger farm means you have more space to plant crops. Having more space to plant crops means you can earn more money in the same amount of time. Earning more money means you can afford to buy a larger farm more quickly. Buying a larger farm means you have more space to plant crops. You can probably see how this cycle can be advantageous. For more on buying farm upgrades, see Chapter 6.

Plant fast-growing crops

The fastest way to earn coins is to keep a steady flow of crops growing on your farm. Berries tend to have the fastest growing times; thus, you can turn over a plot of land with berries more frequently, and therefore more profitably, than you can a plot with another crop. Of course, you also have to check in to harvest your crops more often, but no one said that virtual farming success would come easily. (If we said that earlier in the book, we were lying.) Fast-growing crops also usually come with little to no XP rewards for planting, so they will slow down your progress toward gaining new levels (see Chapter 8 for more on experience points and levels).

4

Won't You Be My Neighbor?

In This Chapter

- Finding and adding more neighbors
- Helping yourself by helping your neighbors
- Being a good neighbor and understanding FarmVille etiquette
- Posting gifts and bonuses to your Facebook news feed

Although you can play FarmVille wholly as a single-player experience, adding some neighbors can substantially enhance your enjoyment of the game. Though a good neighbor can't be purchased for any price, these farming companions provide priceless benefits. Such benefits include tangible ones, such as receiving coins, experience points (XP), and free gifts, as well as intangibles ones: the joy of sharing the FarmVille experience with like-minded friends.

This chapter tells you everything you need to know about finding neighbors, maximizing all the benefits of having them, and treating them right.

Finding and Adding Neighbors

Signing up to play FarmVille is completely free, so anyone with Internet access is a potential neighbor. Some friends and contacts are more likely than others to become neighbors, however, as we explain in the following section.

Sending neighbor requests to Facebook friends

The friends you've already amassed on your Facebook account are the most obvious source of new FarmVille neighbors. In fact, any potential neighbor must first become your Facebook friend before he or she can become your FarmVille neighbor.

For much more on finding and adding Facebook friends, we recommend *Facebook For Dummies,* by Carolyn Abram and Leah Pearlman (Wiley).

Sending neighbor requests to friends who have already installed FarmVille

With more than 50 million players worldwide, chances are good that some of your Facebook friends are already playing FarmVille. Obviously, these friends are the likeliest to accept a request to be your in-game neighbor.

To send a request to these friends, follow these steps:

1. **Click the My Neighbors tab on the top menu, found above the FarmVille play area.**

   The My Neighbors page appears, as shown in Figure 4-1. A list of your current Facebook friends who have already installed FarmVille appears at the top of this page.

Figure 4-1: The My Neighbors page.

2. **Click the blue Add as Neighbor button next to the friend to whom you want to send a neighbor request.**

   A confirmation window appears. You can click the Add Personal Message link on this window to type an optional note to go along with your request.

3. **Click Send.**

   A neighbor request will be posted to your friend's Facebook news feed. That friend will now appear in the Pending Neighbors section of the My Neighbors page.

4. **Repeat Steps 2 and 3 for as many neighbor requests as you want to send.**

Neighbor requests are just that: requests. Your Facebook friend has to click the Accept and Play button on the news feed post you sent before he or she officially becomes your neighbor. Friends who accept then appear in the form of a profile picture and username in the Neighbor bar at the bottom of your FarmVille game.

Just because a Facebook friend has installed FarmVille doesn't mean that he or she is still actively playing the game. Look for friends listed with a high FarmVille level and number of neighbors on the My Neighbors page; these are the most likely to be actively looking for new neighbors.

Also, try not to take it personally if one of your Facebook friends doesn't accept your neighbor request. Most likely, some friends just don't want to get sucked back into the potentially addictive world of virtual farming. It's not you . . . it's them.

Sending FarmVille invitations to Facebook friends who haven't installed FarmVille

One reason for FarmVille's popularity is that many current players convince their Facebook friends to give the game a try. You can join this viral advertising chorus by sending personalized invitations to any of your Facebook friends who have yet to try the game.

To invite unconverted Facebook friends to sign up for FarmVille, follow these steps:

1. **Click the Invite Friends tab above the Farmville play area.**

   The Invite Friends page, shown in Figure 4-2 appears. You can also access this page by clicking an Add Neighbor icon in the Neighbor bar at the bottom of the play area.

Figure 4-2: The Invite Friends page.

2. **Click the name or picture of up to 50 friends you want to invite to play Farmville.**

   You can type all or part of a friend's name in the text box at the top of the list to find a specific friend. You can also click the Filter Friend drop-down menu to show only friends from a specific Facebook group or network.

3. **(Optional) In the Invite by E-mail Address area, type the e-mail addresses of anyone else you want to invite.**

   Be sure to put a comma between each e-mail address if you're sending to multiple recipients.

4. **Click the blue Send FarmVille Request button.**

   A confirmation window appears. You can click the Add Personal Message link on this window to type an optional note to go along with your request.

5. **Click the blue Send button.**

   A post appears on your friend's Facebook news feed, asking him or her to join you in playing FarmVille. Any friends who click the Accept and Play button are asked to install the game and set up their farm.

A newly invited player is not automatically added to your Neighbors list. After your friend installs the game (and shows up on the My Neighbors tab as a friend who has already installed FarmVille), you still have to send that friend a neighbor request, as discussed in the "Sending neighbor requests to friends who have already installed FarmVille" section of this chapter. Your friend then has to accept this request before you can visit his or her farm or take part in other neighbor activities with that player.

At this point in the history of FarmVille, most people who are on Facebook and have not tried the game have done so out of personal choice rather than ignorance. Some of your Facebook friends may be annoyed if you try to get them to install and play a game they have no interest in, especially if you send multiple requests. Of course, you're free to try and convince your friends that they're missing out by not playing FarmVille. Just don't be surprised if your friends don't take to the idea as readily as you might hope.

Finding more neighbors

So you've already sent a neighbor request to every single one of your FarmVille-playing Facebook friends, and yet you *still* want more neighbors? Well, good. This shows that you understand the importance of neighbors in helping you get the most out of your FarmVille farm.

After you've exhausted all your existing Facebook friends as potential FarmVille neighbors, you have only one option for increasing your neighbor count — finding some new friends! Luckily, you have better ways to find potential neighbors than hanging out in a dark bar or posting a personal ad in the paper ("Single white female seeks open-minded partner interested in virtual fertilizer . . ."). Instead, you can try many other places online to find like-minded players looking to find more neighbors.

Zynga's official forums host an entire thread devoted to connecting people who are looking for new neighbors. You can find this thread by visiting `http://forums.zynga.com/showthread.php?t=796991`. There, you can post a link to your Facebook profile page so that people can send you Facebook friend and FarmVille neighbor requests, or you can simply use the existing links to send requests of your own to hundreds of potentially willing neighbors. However, you can post only one friend request per week at the FarmVille forum.

Another way to seek neighbors is through Facebook itself. Simply type "FarmVille neighbor" into the search box on your Facebook home page to see a list of dozens of Facebook groups where like-minded people gather to look for new neighbors (see Figure 4-3). You can post a note in these groups, asking others to add you as a Facebook friend and FarmVille neighbor, or click a poster's name and send that person a friend request directly.

Figure 4-3: A listing of some FarmVille neighbor-finding groups on Facebook.

Before you start adding strangers as friends on your Facebook account, you should consider how doing so may impact the security of your Facebook account and your personal information. By default, these new friends will be able to view any information you post on Facebook — even information you'd like to limit to real friends only — and will be able to send you messages and post on your wall.

Luckily, you can set privacy and security setting for these FarmVille "stranger neighbors" separately from the settings for the rest of your Facebook friends. To do so, follow these steps.

1. **Click the Friends button on the left sidebar of your Facebook home page.**

   The Friends page appears.

2. **Click the Edit Friends button, located at the top-right corner of the Friends page.**

   The Edit Friends page appears, showing a list of all your current friends.

3. **Click the Create a List button located at the top right.**

   The Create New List menu appears.

4. **Type a name for your new list in the text box.**

   Make the name something applicable and memorable, such as "FarmVille-only friends" or "Stranger Neighbors."

5. **(Optional) Click the names of any friends you want to add to this list.**

   If you already have some stranger neighbors as Facebook friends, you can add them to your new list by clicking their profile picture. You can also add them later, if you prefer.

6. **Click the Create List button.**

   A page for your new list appears. You can access this page at any time by returning to the Edit Friends page in Step 2 and clicking the name of the list in the left sidebar.

7. **Type all or part of the name of the stranger neighbor you'd like to add to the list in the text box.**

   A drop-down list of all the Facebook friends who match that name appears as you type.

8. **Click the name of the stranger neighbor you'd like to add to the list.**

   The stranger neighbor is added to the list and appears below the text entry field. Repeat Steps 7 and 8 as often as necessary until all your stranger neighbors have been added to the list

   Alternatively, you can click the Add Multiple button and then click the faces of as many friends as you'd like. Click the Save List button to speed up the process.

   If you add more strangers as Facebook friends later, you will have to actively add them to this list by starting from Step 7. You can also add someone directly to it when you accept a friend request. To do so, accept the request, click the Add to List button, select the stranger neighbor list, and then click the blue Save button.

9. **Click the Account menu in the upper-right corner and choose Privacy Settings.**

   The Facebook Privacy Settings page appears.

10. **Click the Customize Settings button below your current settings.**

    The Facebook Privacy Settings Customization page appears, as shown in Figure 4-4.

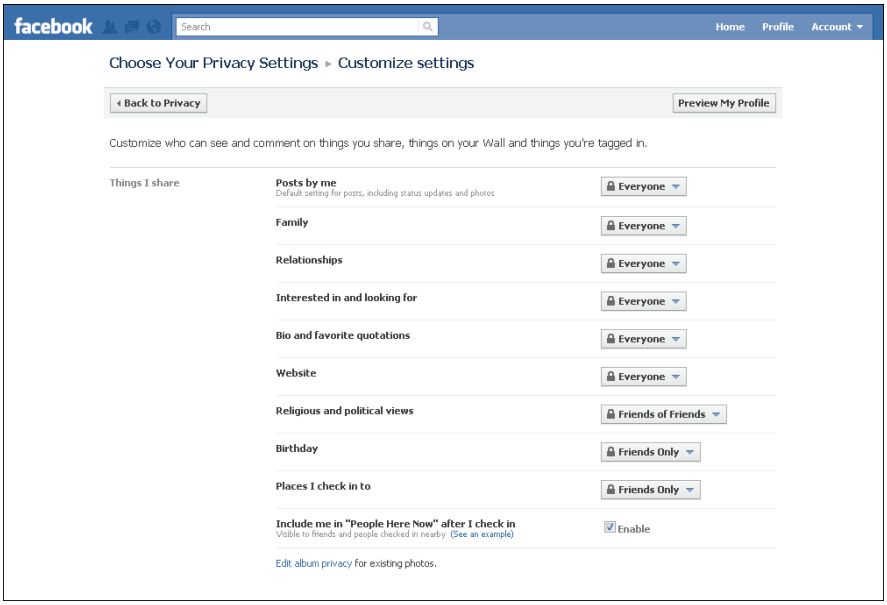


Figure 4-4: The Facebook Privacy Settings Customization page.

11. **Click the drop-down menu for the specific settings you want to restrict and click Customize.**

    A pop-up menu appears, asking which people you'd like to make this information visible to or hidden from.

12. **In the Hide This From area, type all or part of the name of the stranger neighbor group and then click the name of that group when it appears.**

    The group appears in the Hide This From area.

13. **Click Save Setting.**

    Repeat Steps 11 and 12 until you've set the privacy settings to your liking. Note that you have to set the privacy for the group only once; from then on, any stranger neighbors you add to the group will automatically be limited to what they can and can't do and see on your Facebook profile.

Removing neighbors

REMEMBER

You are allowed a maximum of 300 neighbors at a time, and you should do everything you can to hit that limit. Although managing 300 neighbors might seem tough, keep in mind that having a lot of neighbors increases your ability to receive free gifts and take part in in-game activities that require neighbors, as discussed later in this chapter.

Not all neighbors are created equal, however. Often, a neighbor will agree to your request and then never visit your farm, send a gift, participate in a co-op job, or do anything else to help you out. Or neighbors will stop playing FarmVille after accepting your request, thereby clogging your Neighbors list with static or empty farms.

These inactive neighbors are still minimally useful — you can still visit their farms and receive coin and experience rewards for helping out, even if that help will go unappreciated. Still, as you near your 300-neighbor limit (or if you just want to clean things up), you may want to cull some of the dead weight from your Neighbors list. You can do this from the My Neighbors page by clicking the Remove as Neighbor button next to any current neighbor.

WARNING!

You don't receive confirmation for this kind of neighbor removal, so you'll have to send another neighbor request if you mis-click. Be careful!

Helping Your Neighbors

In FarmVille as in life, being a good neighbor is a two-way street. Certainly, your neighbors can help you out with stuff like free items, farm work, and help with co-op jobs, but you're also expected to do the same things to help those neighbors.

Luckily, FarmVille provides bonuses such as XP, Farm Coins, and even rare Mystery Eggs for being a good neighbor, thereby proving that you can indeed do well by doing good. Read on for a description of all the ways FarmVille neighbors can be helpful to each other and what benefits they get in return.

Reaping what you sow by visiting your neighbors' farms

It might seem silly to go do farm work on your neighbors' farms when you have so much to do on your own farm. But don't be fooled — visiting and helping your neighbors' farms is a great way to earn some extra Farm Coins, XP, and possibly some free items each day.

To visit a neighbor's farm, simply click that neighbor's image in the Neighbor bar at the bottom of the play area and then click Visit/Help Farm from the drop-down menu. The farming screen fades out for a few seconds and your neighbor's farm appears with your farmer avatar standing in the center. To return to your farm at any time, click the Return Home button just above the Tools menu, as shown in Figure 4-5.

Figure 4-5: The Return Home button.

Note that your neighbor's farm can take a few seconds to load completely (or longer, depending on the speed of your Internet connection). Some items on the neighbor's farm may appear as shadows for a while, only to pop suddenly into existence as the data is downloaded from Zynga's server.

Farming on your neighbor's farm isn't exactly like farming on your own — you're actually quite limited in the actions you can take to help your neighbor. Each action comes with its own separate reward as well, as discussed in the upcoming list.

Note that, except for feeding chickens, you can complete only five of these tasks in aggregate per neighbor farm per calendar day. For example, you can harvest two trees, fertilize two plots of land, and unwither one crop before having to move on to another farm for the day. Feeding chickens in chicken coops does not count toward this total, but you can feed each neighbor's chickens only once per day. A new day in FarmVille starts at midnight Eastern time.

Following are the activities you earn benefits for if you perform them on a neighbor's farm:

- **Fertilize crops:** Click any unfertilized, seeded plot of land on your neighbor's farm to fertilize that plot. You earn ten Farm Coins and one XP for each plot fertilized this way. Because of your good deed, your neighbor will also earn an additional XP when he or she harvests that plot of land.

  If your neighbor has used a Fertilize All item recently, you might not be able to find an unfertilized plot of land to fertilize.
- **Plow fallow land:** Click any patch of unproductive, light-brown fallow land to plow that land and make it ready for seeding by your neighbor. You receive 10 Farm Coins and one XP per plot plowed in this manner.
- **Unwither dead crops:** Click a plot of brown, withered crops on a neighbor's farm to unwither that crop and restore it to full, harvestable health. You earn 10 Farm Coins and one experience point per plot plowed in this manner.

If your neighbor has not played FarmVille for 14 days or more, you'll be given the option to unwither *all* of that neighbor's crops for free.

- **Harvest animals:** Just as on your farm, animals that are ready to harvest on a neighbor's farm appear with a pink arrow above their head. Click these animals to harvest the animal and receive up to 50 Farm Coins for your trouble. (For more on harvesting animals, see Chapter 3.)

  Note that some of your neighbors' animals will yield more coins than others when harvested. To receive the maximum 50-coin bounty, look for horses, foals, swans, cats, and goats to harvest. Also, don't worry that you're somehow stealing from your neighbor by harvesting their prized animals — your neighbor will also receive the same coin rewards when they visit next visit their farm.

- **Harvest trees:** If a neighbor's tree is ready to harvest, a sickle icon appears next to your pointer and the word Harvest appears when you hover your mouse over that tree. Click the tree to harvest it and receive up to 50 coins.

  As with animals, some of your neighbors' trees will produce a larger coin bonus than others when harvested. Trees that produce the maximum 50-coin bonus include Olive, Jackfruit, Passion Fruit, Gulmohar, Banana, and Date.

- **Feed chickens:** While visiting a neighbor's farm, click that farm's chicken coop to feed the chickens. A pop-up box notifies you as to whether you've received a Mystery Egg for your trouble. If you have, you can click the Share button to in turn post a Mystery Egg to your Facebook news feed, as discussed in the "Giving and Receiving Gifts" section, later in this chapter.

  Either way, you receive 100 Farm Coins and 10 XP for feeding a coop of chickens, making this one of the most lucrative actions you can perform on a neighbor's farm.

  Fed chickens are also more likely to provide Mystery Eggs when harvested by your neighbor. (See Chapter 9 for more about mystery prizes.)

If a neighbor has helped your farm using any of the preceding methods, that farmer's avatar appears on your farm the next time you log in to play FarmVille. Click that avatar and then click the Accept Help button in the drop-down menu to finalize the help the neighbor has provided. Be sure to do this before doing any other farming tasks; otherwise, your neighbors' help could be rendered moot if you perform the tasks yourself.

Providing more neighborly assistance

Besides helping neighbors directly via farm visits, neighbors can choose among plenty of other in-game tasks to help each other with. These include

- **Participating in co-op jobs:** Neighbors can join together in co-op jobs to receive mutually beneficial bonuses for the planting and harvesting they were going to do anyway. See Chapter 12 for much more on participating in co-op jobs.
- **Collecting items for limited-edition events:** FarmVille occasionally has a themed collection event that requires you to collect items to redeem for exclusive prizes. You can often collect more of these items by clicking themed buildings placed on your neighbors' farms. See Chapter 10 for more details about limited-edition events.
- **Constructing buildings and upgrading vehicles:** Neighbors can send each other building materials and vehicle parts as gifts, saving each other from spending lots of Farm Cash to construct a building or upgrade a vehicle. See this chapter's "Giving and Receiving Gifts" section for more on sending gifts, or Chapter 9 for more on constructing buildings and Chapter 6 for more on upgrading vehicles.
- **Expanding your farm:** Although you can purchase a farm expansion with Farm Cash at any time, the ability to buy those expansions with Farm Coins is only unlocked when you reach various milestone numbers of neighbors. See Chapter 6 for more on buying farm expansions.
- **Collecting bushels and selling crafted goods:** Having more neighbors means having more potential sources of free bushels of goods from the Farmers Market, as well as more potential customers for the crafted goods you make. See Chapter 7 for more on participating in the Farmers Market (which is different from the FarmVille Market that you get to using the Market menu).
- **Earning ribbons:** Many ribbons either require you to have a certain number of neighbors or help neighbors a certain number of times. Having neighbors helps you earn these ribbon achievements and the coin and XP bonuses that go with them. For more on these ribbons, see Chapter 11.
- **Giving and receiving gifts:** Who doesn't love free stuff? Giving and receiving free gifts is one of the most important roles for a good neighbor. See the upcoming section for more on giving and receiving gifts.
- **Sharing items and bonuses through news feed links:** Neighbors can share free items and bonuses by posting links to their Facebook news feed, as we mention throughout this book. See the section later in this chapter for more details on how to post on and take advantage of news feed links.

Giving and Receiving Gifts

Sending free gifts is one of the most rewarding things FarmVille neighbors can do for one another. The animals, trees, decorations, and construction materials available as free gifts are often hard to obtain by other means, and a farmer can save a significant amount of Farm Cash by receiving them rather than purchasing them from the Market.

Even if your neighbor doesn't have an immediate need for a specific gift, he or she can still sell it to gain some Farm Coins. For this reason, you should strive to send something to each of your neighbors as often as possible.

Giving gifts

To send free gifts to your neighbors, follow these steps:

1. **Click the brown Free Gifts tab located above the FarmVille game area.**

   The Free Gifts page appears, as shown in Figure 4-6.

2. **Select the radio button under the gift you'd like to give.**

   Note that you can choose only one distinct gift to give at a time. If you want to give a separate gift to another neighbor, you can come back to the Gifting page later.

Figure 4-6: The Free Gifts page.

3. **Click either of the purple Proceed to Send buttons at the bottom and top of the Free Gifts list.**

   The Friend Selection page appears.

4. **Select the check boxes next to the friends to whom you want to send the gift.**

   Note that you can click the FarmVille Friends tab to limit the list to only people who have installed FarmVille on their Facebook account. You can send gifts to other Facebook friends, but they'll have to install the game before they can accept your gifts.

   You can also type all or part of a friend's name into the text box above the Friends list to find a particular friend quickly. If you add a friend accidentally, click the X next to that person's name in the lower portion of the Friend selection area to remove the person from the list of recipients.

5. **Click the blue Send FarmVille Gift Request button.**

   A pop-up notification asks you to confirm or cancel your gift.

6. **Click the blue Send button.**

   Your farm reappears. A news post detailing your gift shows up on your neighbor's Facebook news feed. The neighbor then has to accept the gift using the method outlined in the next section.

REMEMBER

You can send up to a maximum of 50 gifts, in aggregate, to your FarmVille neighbors in a 4-hour period. You are also limited to one gift per neighbor every four hours.

TIP

If you're looking for a specific giftable item for yourself, try sending that same item to a few of your neighbors. Chances are, you'll receive multiple thank you gifts of the same type in return.

Accepting and using gifts

Just as in real life, you have to actively accept a gift in FarmVille before you can open and use it. Unfortunately, the process for accepting a gift in FarmVille isn't as straightforward as just taking a wrapped box someone hands you. Recipients of FarmVille gifts have to take action to accept those gifts before using them.

To accept any and all gifts you've been sent, follow these steps:

1. **Click the FarmVille Requests button in the upper-right corner of the FarmVille play area.**

   The number of gifts you have waiting to be accepted appears in a blue square, as shown in Figure 4-7. If no number appears, you currently have

no pending gifts to accept, so tell your neighbors to get off their behinds and send you something, darn it!

Figure 4-7: The FarmVille Requests button.

A pop-up notification appears, asking whether you really want to accept your pending gift requests now. Think long and hard about this decision . . . just kidding; there's really nothing to think about. It's free stuff. Free!

2. **Click the Accept button.**

   The Farmville section of your Facebook requests page appears, as shown in Figure 4-8. You can also access your Facebook request page at any time by clicking the See All Requests button on the right sidebar of your Facebook home page.

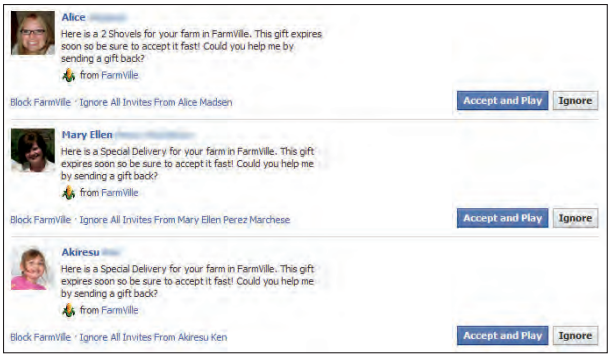


Figure 4-8: The FarmVille section of your Facebook Requests page.

3. **Click the Accept and Play button next to the gift you want to accept.**

   You can also click the Ignore button to permanently reject a gift, but really, why would you want to do that? It's a free gift. Free! Remember, you can always sell an unwanted gift for Farm Coins.

   The Gift Acceptance confirmation page appears, as shown in Figure 4-9.

Figure 4-9: The Gift Acceptance confirmation page.

4. **(Optional) Click the Send a Thank You Gift button and then the Send button on the confirmation window to send a gift back to the sender.**

   Although this step isn't strictly necessary, sending gifts back to neighbors who send you gifts is a good way to ensure that you get more gifts in the future.

5. **Click the Yes button under "Do you have more pending gifts to accept?" to accept more gifts, or the No button to return to your farm.**

   If you click the Yes button, go back to Step 3 to continue accepting gifts until you have no more to accept.

   Don't worry if you accidentally click No when you actually do have more gifts — you can go back to Step 1 and accept your remaining gifts at any time.

6. **Click the Gift Box icon in the Tools menu.**

   The Gift Box menu appears, which contains all the gifts you accepted in Steps 1 through 5.

7. **Click the Use, Sell, or Re-Gift buttons that appear under your gifts.**

   If you click the Use button, you return to your farm to place the item (if it's a tangible item). Tangible items such as animals and decorations take up physical space on your farm. If it's an intangible item such as a shovel, fuel, or Farm Cash, the item is added to your inventory automatically.

   Although a shovel is, in real-world terms, a "tangible" object, our reference to it and other items as "intangible" means that such items don't take up physical (that is, virtual) space on your farm.

If you click the Sell button, a pop-up notification appears, listing the item's sale price and asking whether you're sure you want to sell that gift. Click the Accept button to sell the gift for Farm Coins or the Cancel button if you were just curious. Note that some items sell for zero coins, so selling them is useful only for clearing space in your Gift Box.

If you click the Re-gift button (which is not available for all items), a pop-up notification asks you how many of the gifts you want to give away. Click the Send button to confirm or Cancel to reconsider.

WARNING!

Gifts expire two weeks after they are sent. If you try to accept a gift after this time, you receive nothing but a message urging you to accept your gifts sooner next time. You'd be wise to take that advice.

Other Ways to Be a Good Neighbor: Farming Etiquette

The perfect FarmVille neighbor would visit each friend's farm daily, completing as many neighborly tasks as he or she can and pocketing a whole lot of coins and XP in the process. In practice, visiting every day might not be feasible for farmers who have limited time to play or have reached the maximum of 300 neighbors for their farm.

Even if you can't visit daily, it's still important to do your part to create and maintain a good relationship with each of your neighbors. If you strive to be a thoughtful neighbor, chances are good that your neighbors will return the favor.

Here are a few tips on the etiquette of being a FarmVille neighbor:

- **Feed chickens:** If you have time to do only one task on a neighbor's farm, this is the one to do. Not only do you get a beefy bonus of 100 coins and 10 XP for a single click, but the Mystery Eggs that you and your neighbor could receive from the action can be quite lucrative. (See Chapter 9 to see just how lucrative.)
- **Fertilize and unwither crops:** Although plowing a neighbor's fields and harvesting his or her trees and animals are useful time savers, your neighbor can perform these actions quite easily with a few free clicks. If your neighbors want to fertilize or unwither their own crops, however, they'll probably have to spend some hard-to-get Farm Cash to do it. Give these actions priority over other actions when you visit a neighbor's farm so that they can save a little virtual currency.

- **Give and you shall receive:** Sending out free gifts is a great way to encourage your neighbors to send free gifts in return. The game provides a link for someone to return the favor right there on the gift notification pop-up; also, giving gifts makes your neighbors more likely to think positively of you and want to reward you for your help.
- **Always send a return gift after you receive a gift:** If you have a reputation for returning gifts when you receive them, your neighbors will be more likely to send you gifts out of the blue, purely out of self-interest if nothing else.
- **Do your part to help complete co-op jobs:** Signing up for jobs that you fail to help with is not only rude but also reduces the chance that your neighbors will participate in and help complete co-op jobs that *you* start. See Chapter 12 for more on co-op jobs.
- **Block off the center of your farm:** Blocking off the center of your farm by trapping your farmer avatar both saves you time while working on your own farm and keeps visiting neighbors from having to wait for their farmer to walk long distances to help you out. See Chapter 3 for more on blocking off the center of your farm.
- **Share the wealth:** Whenever the game asks whether you want to share a free item or bonus on your Facebook news feed, take advantage of the opportunity! Doing so increases your reputation as a generous neighbor while also giving you bragging rights to your in-game accomplishments.
- **Re-gift unusable items:** Turn your trash into someone else's treasure by clicking the Re-gift button under unwanted or unusable items in your Gift Box. Those items are then posted to your Facebook news feed, where they have a chance of finding a good home.

Posting Items and Bonuses to a Facebook News Feed

While you're playing FarmVille, many opportunities arise for you to post a message on your Facebook news feed. These news posts can involve everything from opportunities to adopt animals or accept free items to requests for help with building upgrades.

These opportunities are usually indicated by a Share button or something similar that shows up in a pop-up notification window as you play. Clicking such a button brings up the News Feed publishing box, as shown in Figure 4-10.

Figure 4-10: A Facebook News feed publishing box.

Next, follow these steps to post a message:

1. **(Optional) Type a personal message in the text box.**

   This message adds a more personal touch to the default news post written by FarmVille. You can also click the lock next to the Publish button to restrict the news post's visibility to a certain limited group of your Facebook friends. This feature can be especially handy for sharing FarmVille links only with people you know are interested in playing the game.

2. **Click Publish.**

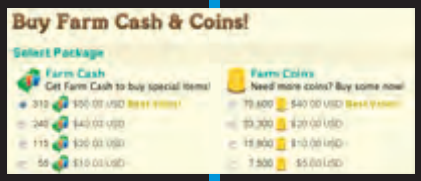
   The link will be shared on your news feed. Note that you can instead click Skip to pass up the opportunity to share with your neighbors if you want.

Your neighbors will be able to click the link that appears in their news feed to accept the item or bonus or provide help with your request. Note that some items shared via news feeds are available for only a limited time, or are available only to the first few neighbors who click the link. Be sure to click news feed links shared by your neighbors as soon as possible to take full advantage of these opportunities.

Part II

Seeking Your FarmVille Fortune

The second part of the book focuses on the financial aspects of FarmVille. We describe the various FarmVille currencies and how to earn them or purchase them directly using real money. Next, we take you on a trip to the FarmVille Market to see how you can spend all that money. We dissect the Market menu and let you in on some ways to maximize your profit. We end this part with a discussion of the Farmers Market, where you sell and exchange your goods and set up your very own crafting building so that you can earn more coins!



5

For the Love of Virtual Money

In This Chapter:

- Understanding the various types of currency used in FarmVille
- Earning Farm Coins and Farm Cash in the game
- Learning how to convert real money into FarmVille currency
- Earning "free" FarmVille currency using special offers and promotions

Playing FarmVille effectively requires earning in-game currency constantly. Without currency, you can't purchase the seeds you need to grow crops or any of the other items that drive the FarmVille economy.

Unlike most countries in the real world, the land of FarmVille actually has two separate currencies: Farm Coins and Farm Cash . Each currency has its strengths and weaknesses, and you can buy many items using either currency, but you can't combine currencies in one purchase or exchange one currency for another. Also, even though you technically earn both currencies by playing the game, savvy farmers know that some currency is harder to come by than others.

Confused? Don't worry — this chapter shows you the essential differences between Farm Coins and Farm Cash, and tells you when you should spend one and save the other. We also tell you how to use FarmVille's de facto third currency — real-world money — to make optional purchases of in-game currency. Finally, this chapter provides some tips for how to get free FarmVille currency outside the game, stretching both your virtual and your real wallets as far as they'll go.

Acquiring Farm Coins for Essentials

Farm Coins are the basic currency used in FarmVille, and every new FarmVille player starts with 240 coins. You can use Farm Coins to purchase everything from seeds and animals to storage buildings, decorations, vehicles, and land expansions. Although you must use Farm Cash to obtain many premium items, the items that you absolutely *need* to play the game tend to be available for purchase with Farm Coins.

You can use these coins however you wish, but keep in mind that although money *does* grow on trees (and crops and animals) in FarmVille, you have to purchase those trees (and crops and animals) before you can reap their rewards. If you spend all your early money on frivolous items, you'll have to break out your wallet and use real money to replenish your virtual coin purse, as we explain in "Spending Real Money on Virtual Goods," later in this chapter.

TIP

If you run out of coins, try visiting neighbors' farms, where you can get paid for actions such as fertilizing their crops, harvesting their trees, feeding their chickens, or collecting from animals. See Chapter 4 for more on interacting with neighbors. Totally broke farmers can also keep an eye on bonus links in their Facebook news feed to score some free coins.

Earning Farm Coins

As mentioned at the start of the chapter, a major aspect of playing FarmVille is to earn FarmVille coins continuously. Without coins, you can't purchase the seeds you need to grow crops or any of the other items that drive the FarmVille economy.

Although you can spend real money on Farm Coins, you can also earn them quite easily in the game. Earning coins can be hard at first, because new farmers have fewer resources and opportunities to drive their engine of economic growth. If you're a diligent farmer, however, you'll soon be earning coins as an easy and natural part of your life in FarmVille.

You have a wide variety of methods for earning Farm Coins, including:

- **Harvesting crops, trees, and animals:** This is by far the most common method for generating coins. Through regular harvesting, these items all provide predictable, reliable income that, over time, far outstrips the initial investment you put into them. For more on how to acquire and harvest all these items, see Chapter 3.

  REMEMBER

  Crops need to be harvested promptly when they're fully grown or they wither and lose all value. Trees and animals don't wither but should be harvested frequently to maximize returns. See Chapter 6 for more on keeping to an efficient farming schedule.

- **Earning ribbons:** You earn ribbons by completing various FarmVille tasks, and each new ribbon comes with a reward in the form of Farm Coins and experience points (XP). For more on how to earn ribbons and the specific rewards associated with them, see Chapter 11.
- **Selling crafted goods:** By setting up a crafting building, you can turn bushels of crops into crafted goods, which your neighbors can then purchase using their coins. Eighty percent of the purchase price for these goods goes directly into your Farm Coins account. For a much more detailed account of the entire crafting and selling process, see Chapter 7.
- **Visiting neighbors and completing friend missions:** When you visit a neighbor's farm, you can earn Farm Coins and XP by performing helpful actions such as fertilizing crops, harvesting trees, collecting from animals, and feeding chickens. It's doing well by doing good. For more on visiting other farms and helping neighbors, see Chapter 4.
- **Celebrating your neighbors' achievements:** When your FarmVille friends achieve certain goals in FarmVille, the game gives them the option to share a bonus with their friends by posting a message on their Facebook wall. If you see such a message on a friend's wall, click the Get a Bonus From [Friend's Name] link to earn free coins and XP. Note that these bonuses last for only 24 hours, and only the first few neighbors who click the link get the bonus, so keep your eyes peeled and click those links promptly.

Earning Farm Coins quickly

Everybody wants to get rich quickly, and FarmVille players are no exception. Many new farmers want to know the quickest ways to earn coins in the game. Accumulating coins happens naturally when you persistently grow crops, limit your unnecessary spending, and consider some of the following suggestions for earning coins:

- **Know your crops:** Each FarmVille crop has a specific growing time, seed price, and harvest yield associated with it. You can use these numbers to figure out which available crops provide the most daily profit per plot of land. For a fuller discussion of maximizing the profit you earn from each plot of plowed land, see Chapter 6. Also, see Chapter 17 to find out about some of the most lucrative crops in the game.
- **Know your animals:** As with crops, some animals generate more daily harvestable profits than others. In contrast to crops, though, different animals take up a different amount of space on your farm, meaning that you have to also consider whether having an animal is the most efficient use of your land. Look for animals such as calves, which leave a relatively small footprint on your farm and can be harvested for a relatively high 80 coins each day.

- **Grow a tree:** Trees are some of the most efficient sources of income in FarmVille. They require no maintenance and automatically generate harvestable profits 24 hours a day, seven days a week. Plus, because trees don't wither, you can harvest them on your own schedule. As with calves, trees leave a relatively small footprint on your farm, meaning that you can also fit lots of trees in a relatively small space. Over time, the coins you earn from a single tree will return your initial investment in them many times over.
- **Expand your farm:** When you can afford to expand your farm, do it as soon as possible. Expanding your farm gives you more land, which means more crops, which means more coins, which means more expansions, which means . . . more land! For more on purchasing farm expansions, see Chapter 6.

Acquiring Farm Cash for Premium Items

Farm Cash — also known as FarmVille Dollars or Farm Bucks, or is abbreviated as FV$ — is the more exclusive of the two virtual currencies in FarmVille. You can use Farm Cash to purchase many exclusive items that you can't buy with Farm Coins, or use it as an alternative method of payment for some items that you can also purchase with Farm Coins.

You can also often use Farm Cash to speed up processes that would usually require time, help from neighbors, or extra work on your farm to complete.

Earning Farm Cash

Although Farm Cash is very difficult to obtain just by playing FarmVille, you do have a few ways to earn it in the game itself:

- **Start a new farm:** Each new FarmVille player receives five Farm Cash to start with. Before you get any big ideas, you can't start multiple farms and merge them together to create one big pile of free Farm Cash, so don't even think about it.
- **Level up:** Every time you reach a new level (up to level 100), you earn one Farm Cash in your account. For more on reaching new levels, see Chapter 8.
- **Open mystery items:** Occasionally, you'll find Farm Cash hidden inside Mystery Gifts, Mystery Eggs, and Gift Boxes. For more on how to get these items, see Chapter 4.

Aside from these limited methods, the only way to earn Farm Cash is by purchasing it with real money or participating in special advertising offers. See the next section in this chapter for more on both of these Farm Cash acquisition methods.

Knowing when to use Farm Cash

Although both Farm Cash and Farm Coins can be obtained simply by playing FarmVille, Farm Cash is much more difficult to earn in the normal course of the game. Therefore, in general you want to be much more careful when using Farm Cash to make a purchase.

That said, some reasons to use Farm Cash rather than Farm Coins are the following:

- **Buying Farm Cash exclusives:** Some items simply aren't available for any amount of Farm Coins. These Farm Cash exclusives are usually limited-edition items that are exceedingly rare or otherwise distinct from the kinds of items you can get with Farm Coins. If you want to differentiate your farms or show off your rarefied taste, you may have to break out the Farm Cash.
- **Bypassing construction phases:** Although you can purchase most buildings using either Farm Coins or Farm Cash, if you choose to do so using coins, you have to rely on donations of materials from friends before you can complete the building. If you use Farm Cash, you can bypass this annoying, time-consuming process and set up your completed building in one fell swoop. For more on buildings, see Chapter 9.
- **Buying land expansions:** Although you can use Farm Coins to expand your farm (see Chapter 6), the largest farms can require a truly obscene amount of coins to purchase. If you don't have enough coins, you can use Farm Cash to upgrade your farm more quickly. Remember that bigger farms provide more space to place crops, trees, and animals and therefore can generate more Farm Coins more quickly.
- **Buying Hot Rod vehicles:** You can purchase regular vehicles with either Farm Cash or coins, but the only way to get Hot Rod vehicles is by shelling out Farm Cash. These vehicles can plow, seed, or harvest nine plots of land in a single click, helping you get your farming done faster than by using any of the other vehicles. For more on buying and using vehicles, see Chapter 6.
- **Buying fuel:** Although you can earn fuel several ways in FarmVille, the only way to purchase it directly is by spending Farm Cash. If your vehicles are sitting idle and you need to harvest immediately, the price might be worth it.

- **Earning more experience points:** Buying exclusive items with Farm Cash generally earns more experience points than purchasing similar items with coins. If you're willing to shell out the cash, this can be an efficient method for earning higher levels. For more on levels, see Chapter 8.

Spending Real Money on Virtual Goods

Although you can play FarmVille without spending a dime on the game, you can also spend real money to give yourself a leg up over the competition. You have several ways to convert your real, legal tender into FarmVille currency, including making an in-game credit card purchase and buying a Game Card from a local retailer. If you don't want to spend real money, you can also earn Farm Cash by participating in advertising offers from third-party vendors.

To spend or not to spend real money?

The idea of exchanging legal tender for FarmVille's entirely fake currencies is somewhat controversial. Although many players enjoy FarmVille without shelling out one shiny red cent for the privilege, Zynga makes hundreds of millions of dollars every year from players who voluntarily use their hard-earned money to buy items that exist only as pixels on a screen and bits in a server.

Many of these paying players spend just a few dollars a month to buy the occasional limited-edition item or to hurry along an especially slow in-game process. But some players take their FarmVille spending seriously. One preteen in the United Kingdom made headlines when he used his mom's credit card (without her permission, needless to say) to purchase almost $1,400 worth of FarmVille virtual goods. There are reports of FarmVille V.I.Ps (Very Important Players) who purchase every special limited-edition item that FarmVille offers and a "Platinum Purchase Program" that accepts wire transfers of $500 and up from those truly obsessive players.

As with all decisions regarding your money (except for taxes), what you spend on FarmVille is entirely up to you. Everyone has different priorities and tolerances for spending money. Some people like saving their money for a rainy day; others prefer burning through it like there's a hole in their pocket. Whatever decision you make regarding your FarmVille spending, you can still have a great time playing the game.

Some food for thought, though: Although a spendthrift player can always decide to buy more FarmVille currency later, a player who invests in a lot of FarmVille currency will never be able to convert that currency back to real, legal tender. As the ancient Romans used to say, caveat agricola — let the farmer beware. Okay, they probably never said that, but they would have if they'd have had FarmVille back then. Trust us.

Buying Farm Coins and Cash through FarmVille

The FarmVille developers at Zynga have made buying FarmVille currency so easy that you don't even have to leave the game to do it. Click the Get Farm Cash tab above the FarmVille play area to display the Buy Farm Cash & Coins menu, as shown in Figure 5-1. Then follow these steps to add more in-game currency to your account:

1. **Select the amount of Farm Cash or Farm Coins that you want to purchase and click Continue.**

   Note that spending more money gets you a better in-game exchange rate. Whereas spending $1 earns only four Farm Cash, for example, spending $50 earns 310 Farm Cash, or more than six Farm Cash per real dollar. That in-game money doesn't go bad, either, so plan ahead and buy in bulk to save.

Figure 5-1: The Buy Farm Coins & Cash menu.

2. **Select the appropriate radio button to choose whether to pay with a new credit card, a previously used credit card, or a PayPal account and click Continue.**

FarmVille accepts any valid Visa, Mastercard, American Express, Discover, or JCB card. You can also use a PayPal account; for more on using this option, visit `http://www.paypal.com` or check out *PayPal For Dummies,* by Victoria Rosenborg and Marsha Collier(Wiley).

If you've purchased or earned any of Facebook's Credits currency, you can select the Apply Existing Balance check box to put those Credits toward your purchase at a rate of 10 cents per Facebook Credit.

Facebook automatically stores any new credit card information you enter, so you won't have to type it in again the next time you want to buy FarmVille currency. If you'd like to delete this information from Facebook for security reasons, go to the Facebook Account Settings page (under the accounts menu in the upper-right of your Facebook home page) and click the Payments tab.

3. **Enter your credit card information and click Complete Purchase, or log in to your PayPal account and click Agree and Pay.**

   Note that this step is skipped if you use an existing credit card already stored by Facebook.

Farm Cash and Farm Coins are not refundable, meaning you can't convert in-game currency back into cold, hard cash. After you click the Complete Payment or Agree and Pay button, your money is usable only in FarmVille, so make sure you don't actually need that cash to pay your mortgage or gas bill or something before continuing.

After your payment is processed, your Farm Cash or Farm Coins are added to your current total. The purchased currency usually appears in your FarmVille account pretty promptly, but note that it can take a few hours or even a few days for your currency purchase to show up. If your purchased currency doesn't show up after a few days, see Chapter 13 for details on contacting Zynga support for help.

Using a nontraditional payment provider

Just below the Buy Farm Cash & Coins menu, Zynga provides links to buy FarmVille currency through a number of less traditional payment methods, as shown in Figure 5-2. These options let you pay for your currency using a debit card, cell phone, home phone, existing online payment account, or a variety of prepaid cards purchased from retail locations.

To use any of these services, click the appropriate link, choose the amount of Farm Cash you want from the menu, click the Get Farm Cash button, and then enter the required login or payment information in the browser

window that pops up. As happens when you pay using a traditional payment method, your currency should appear in your FarmVille account in a few days at most.

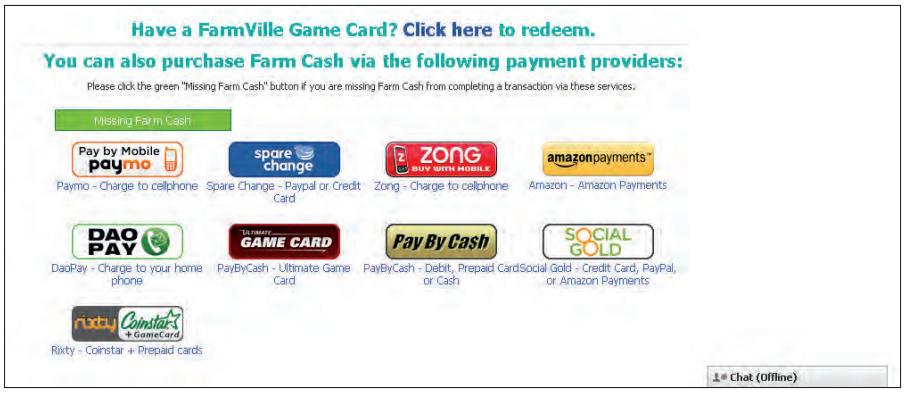


Figure 5-2: Nontraditional payment options for purchasing FarmVille currency.

An alternative to paying online: FarmVille Game Cards

If you're unwilling or unable to use any of the online payment methods discussed in the last section, you can purchase FarmVille Game Cards at many brick-and-mortar retailers. You can then redeem these cards online for FarmVille currency. Although using Game Cards to get FarmVille currency is decidedly less convenient than using the online payment methods, there are a few reasons you might want to consider it, as discussed in the "Why use Game Cards?" sidebar.

Where to buy FarmVille Game Cards

As of this writing, FarmVille Game Cards are stocked at the following retailers:

- 7-Eleven
- Best Buy
- GameStop
- Target
- Walmart
- Walgreens

Why use Game Cards?

There are several reasons that you might want to trek to a local store and purchase a Game Card rather than pay for your FarmVille currency online. The first is obvious: Many people are still not comfortable sharing their financial information online. Although Facebook and FarmVille use encryption technology to secure your online payments, no online payment method is foolproof, and there's always a chance that hackers could somehow obtain your payment and billing information through an online transaction. Buying a Game Card in a brick-and-mortar store is anonymous and lets you keep your personal information personal.

Game Cards are also a convenient option for people who don't have access to a credit card or other online payment account. This applies especially to children, who usually don't have credit cards, and whereas Mom is likely to be wary of handing her credit card over to the kids, a prepaid Game Card removes the risk of an unauthorized shopping spree.

Which brings us to the final advantage Game Cards have over online payments: gifts. Currently, FarmVille lets you use online payments only to add in-game currency to your personal account. If you want to give some Farm Cash or Farm Coins to a friend, your only options are to buy a physical Game Card to give them or to purchase a Zynga Game Card online (see the "Sending Zynga Game Cards as online gifts" section in this chapter). Just as retail gift cards do, Game Cards make great presents for FarmVille-lovers. Hey, you know what other present they might enjoy? This book! Why not buy another copy (or 12!)?

Redeeming FarmVille Game Cards

When you purchase your FarmVille Game Card, you need to have it activated at checkout. You then need to redeem it for FarmVille currency online. To do so, click the Game Cards tab above the FarmVille play area and scroll down the page a bit. Just under the Buy Farm Cash & Coins menu, you see a message reading "Have a FarmVille Game Card? Click here to redeem."

Click that link to bring up the Redeem Your Game Card menu, as shown in Figure 5-3, and then follow these steps to redeem your card:

1. **Enter the PIN code from the card in the box labeled Enter PIN Code.**

   You find this code on the back of your Game Card.

2. **Click Next Step.**

   A confirmation screen appears. Your Farm Cash is automatically e added to your existing Farm Cash bank.

Figure 5-3: The Redeem Your Game Card menu.

Sending Zynga Game Cards as online gifts

In addition to buying a FarmVille Game Card at a brick-and-mortar retailer, you can purchase a Zynga Game Card online as a gift. These virtual cards technically work for any Zynga game but can be personalized to feature FarmVille.

To give a Zynga Game Card as an online gift:

1. **Enter** `http://www.zynga.com/gamecards` **in the address box of your Web browser and press the Enter key.**
2. **On the Zynga page that appears, click the Give a Card link on the left sidebar.**

   The Give a Game Card menu opens, as shown in Figure 5-4.
3. **Choose your preferred Game Card amount from the drop-down menu.**

   Zynga Game Cards are currently available in denominations of $10, $15, $25, and $50. You can also use the drop-down menu to choose Canadian dollars (CAD) and British pounds (GBP).
4. **Click the Game Card design you'd like to give.**

   Click the left and right arrows to scroll through the available designs. You can also use the drop-down menu to limit the choices to designs for a certain occasion, such as a birthday or thank you gift.

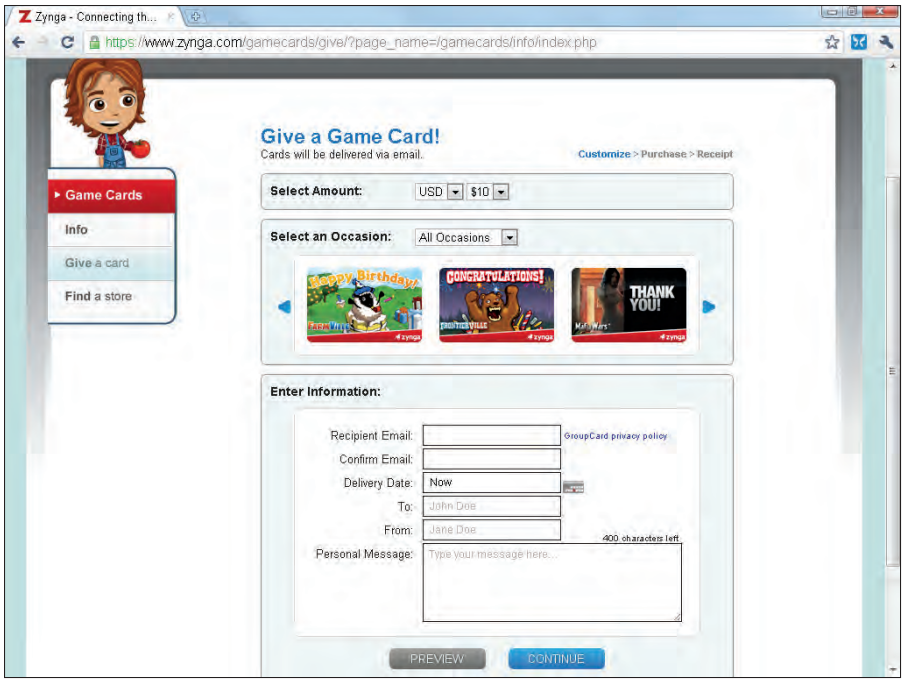


Figure 5-4: The Give a Game Card menu on Zynga.com.

5. **Fill out the Game Card information and click Continue.**

   Note that you can choose for the Game Card to be delivered at a future date, which is convenient if you're planning ahead for a special event. Also note that the personal message can't be more than 400 characters, including spaces.

6. **Fill in your credit card information or click the PayPal button to pay with your PayPal account; then click the Purchase button.**

   If you're not comfortable using these payment options, consider getting a FarmVille Game Card from a local retailer (see the previous section, "An alternative to paying online: FarmVille Game Cards").

Your Game Card gift will appear in the recipient's e-mail box on the date you chose in Step 5. Redeeming an e-mailed Zynga Game Card works the same as redeeming a physical FarmVille Game Card, except that you find the PIN number in the e-mail message rather than on the back of the card. See the previous section for more details on redeeming Game Cards.

Earning "free" Farm Cash through offers and promotions

For farmers who don't want to buy Farm Cash directly or wait for it to slowly accrue through playing the game, there is a third option. Zynga provides various offers and promotions for you to use to earn bonus Farm Cash. These offers might require you to buy a product, install a program, sign up for a free trial, or watch an advertisement to earn your in-game currency.

Offers

If you scroll to the bottom of the Get Farm Cash page, you see a table with dozens of Farm Cash offers from Zynga's advertising partners, as shown in Figure 5-5. These can include anything from a movie rental service or magazine subscriptions to credit card applications and products.

Each offer consists of a description of the product or service being offered, the specific requirements to earn the Farm Cash, and a button highlighting how much the offer is worth in Farm Cash.

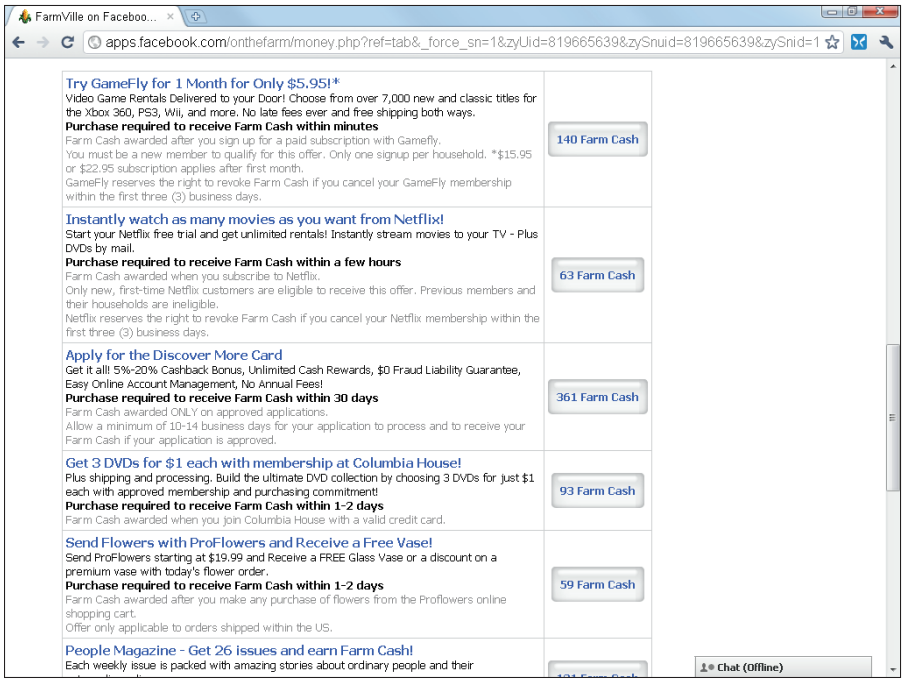


Figure 5-5: Some examples of third-party offers for Farm Cash.

To complete an offer, simply click the Farm Cash button and follow the directions on the page that pops up. Your Farm Cash will appear in your account after the period of time indicated in the offer's description (this time period is highlighted in bold). If your Farm Cash doesn't appear, click the Missing Farm Cash button just below the Buy Farm Cash & Coins menu and click the Contact links there to report a problem. If you still need help, see Chapter 14 for more on contacting Zynga support.

Before you click the Farm Cash link, be sure to read the light gray "requirements" text associated with each offer. This fine print, which highlights in red when you hover the mouse over the offer area, lays out exactly what you need to do to qualify for the free Farm Cash, and it can differ significantly from what the link text might suggest.

For instance, some free trial offers reserve the right to revoke your Farm Cash if you cancel the new subscription within three days. Other subscriptions may increase their monthly rate after a brief trial period if you don't cancel, so watch out!

Also note that most of these offers require submitting personal information such as your mailing address and phone number in addition to your credit card information. Even if you cancel your subscriptions to these services, your information may be sold or given to spammers and junk mailers. Look for the privacy policy at the bottom of the offer page to make sure your information will be protected.

Sponsored links

In addition to the advertising offers on the Get Farm Cash page, Zynga also offers a rotating set of sponsored links from third-party vendors below the FarmVille play area, as shown in Figure 5-6. These always-changing links can offer free Farm Cash for everything from watching a movie trailer to purchasing a Halloween costume, and they often promote new, seasonally appropriate products or services. Simply click the link and follow the directions on the page that pops up to receive your Farm Cash.

Although you can trust the offers and promotions listed in this section, other Web sites offering free Farm Cash may be scams. See Chapter 13 for more on recognizing and avoiding some common FarmVille scams.

Install the FarmVille Game Bar

Zynga currently offers 10 Farm Cash for installing the FarmVille Game Bar on your browser. This toolbar, which stays at the top of your browser even when you're surfing other Web sites, helps you manage common FarmVille tasks with a single click.

Figure 5-6: Examples of FarmVille sponsored links.

The FarmVille Game Bar works only with Firefox version 3.6 or higher or Internet Explorer version 7 or higher. If you're using a different browser, switch to one of these before performing the following steps.

To install the FarmVille Game Bar:

1. **Enter** `http://toolbar.zynga.com/install/farmville/` **into your Web browser's address bar and press Enter.**

   The FarmVille Game Bar Installation page appears, as shown in Figure 5-7.

2. **Click the Facebook Connect button to connect with your Facebook account.**

   If you're not already logged in to Facebook, enter your e-mail address and password in the window that pops up and then click Login.

3. **Click the Install button.**

   If your browser is set to stop the automatic installation of add-ons, you need to click the Allow button that appears in the top-right corner of your browser to continue.

Figure 5-7: The FarmVille Game Bar Installation page.

4. **Click Install Now.**

   The FarmVille Game Bar add-on downloads and installs on your system automatically.

5. **Restart your browser.**

   The FarmVille Game Bar should appear just below the address bar in your browser.

After the FarmVille Game Bar is installed, the 10 Farm Cash you earned for installing it will appear in your FarmVille Gift Box the next time you log in to the game.

Register for a Zynga account

Zynga also offers free Farm Cash to players who register for a new Zynga account when paying for Farm Cash with a PayPal account. Having a Zynga account lets you purchase FarmVille currency without logging in to your PayPal account.

To register for a Zynga account and earn this bonus, follow these steps:

1. **Enter** `http://www.farmville.com` **into your Web browser's address bar and press the Enter key.**

   The Farmville.com page appears in your browser. Note that as of this writing, you can't sign up for a Zynga account when playing on Facebook.

2. **Click the Get Farm Cash tab on the top menu.**

   If you need help navigating FarmVille's menus, see Chapter 3.

2. **Purchase any amount of Farm Cash using a PayPal account.**

   See the "Buying Farm Coins and Cash through FarmVille" section, earlier in this chapter, for more on purchasing Farm Cash from within the game. Note that this step requires having an active PayPal account; for information about what's involved in having a PayPal account, go to `http://www.paypal.com` or check out *PayPal For Dummies,* by Victoria Rosenborg and Marsha Collier (Wiley).

3. **Complete your transaction.**

   A pop-up notification appears, asking whether you'd like to sign up for a Zynga account.

4. **Enter an e-mail address and password and click Create an Account.**

   A page appears to confirm that your Zynga account has been created.

5. **Check your e-mail account for a confirmation e-mail from Zynga and click the link provided to redeem your free Farm Cash.**

   Your Farm Cash will automatically appear in your accumulated Farm Cash bank the next time you log in to the game.

6

Agricultural Economics 101: Mastering the FarmVille Market

In This Chapter

- Navigating the FarmVille Market
- Farming more efficiently
- Maximizing your farming profit

At its core, FarmVille is primarily a game about making and spending money to continually expand the size of your farm and increase its assets. The previous chapter explains the types of currency used in FarmVille and how to gain more by purchasing it with real money or by other means, such as receiving gifts. In this chapter, you find out to how to go about spending your FarmVille currency on necessary purchases: the seeds, vehicles, fuel, and other essential items for running and expanding your farm. You buy all these essentials through the Market menu, which is thoroughly described in this chapter.

Also in this chapter are tips for making the best economical use of your most precious nonrenewable resource — time — by using vehicles and other items to speed up your farming. Finally, we lay out a few basic tips for keeping to a set farming schedule and managing your money wisely.

Browsing the FarmVille Market

The Market menu, as seen in Figure 6-1, is the hub for all your purchases in FarmVille. You can access this menu by clicking the Market icon in the Tools menu, which you find in the lower-right corner of the play area.

You can also bring up the Market menu by clicking a plowed plot of land with the Multi tool (Chapter 3 covers the Tools menu) or selecting the Seeder or Combine vehicles from the Tools menu (see the "Vehicles" section, later in this chapter).

To view the various product sections of the FarmVille Market, click the tabs at the top of the Market menu or click the right and left arrows on either side of the menu to scroll through the pages of the current product section.

Figure 6-1: The Seeds section of the Market menu.

Each item listing on the Market menu contains the item's name, a small picture of the item, the time until harvest, and the item's cost, which is displayed in either Farm Coins or Farm Cash, depending on the item. Many item listings also contain additional information about that purchase, such as the item's selling price and the number of experience points (XP) you earn with your purchase. There is also a nifty Preview button for decorations and buildings that you can click to see how the item looks on a farm. To get a sense of the item's size, you can compare it to a farmer avatar and hay bale.

Not all items in the Market are available at all times; many are locked until you achieve a certain level, attract a certain number of neighbors, or master a certain crop. Other items are available only when playing the iOS (mobile device) version of the game, as discussed in Chapter 2. These requirements are clearly marked on the item information box, as shown in Figure 6-2. Click the More Info button, where applicable, to get more details about the requirements for that item's purchase. (See Chapter 8 for more on how to unlock specific items.)

Figure 6-2: Examples of locked items in the Market menu.

Items in the FarmVille Market fall into two general categories:

- **Tangible:** Items that can be physically placed on your farm
- **Consumable:** Items that are used immediately after purchase and don't take up room on your farm

When you click the Buy button under the picture of a tangible Market item, the Market menu disappears and you return to your farm, where you can place that item (or plant that seed) with a click of the mouse. Note that the purchase price for these tangible items isn't deducted from your account until you actively place that item on your farm. Don't worry too much about placement — you can always move these items later using the Move tool.

TIP

If you change your mind about a tangible purchase after clicking the Buy button, or simply can't find an open place to put your item, don't panic — just click any button in the Tools menu (such as the Multi tool button) to cancel your pending purchase without spending any in-game currency.

WARNING!

Consumable items that you don't have to actively place on your farm — such as clothing, animal feed, and shovels — are automatically added to your account as soon as you click the Buy button, so be careful where you click the Market menu.

WARNING!

In addition to the Buy button, some Market items also feature a Send button that you click to purchase that item for one of your neighbors. It's important to realize that, in contrast to the free gifts discussed in Chapter 4, sending items this way actually deducts Farm Cash from your account.

Although you can purchase most decorations, animals and vehicles from the Market, FarmVille has some items that you can earn only as free gifts.

Seeds

Click the seeds tab in the Market menu to display a listing of all the available seeds you can plant on your farm, as shown in Figure 6-1. Each seed listing shows the following:

- The per-plot cost of planting the seed
- The selling price for the harvested crop
- The amount of time the plant needs to ripen
- The number of XP you gain for planting each seed

You can click the various tabs underneath the Seeds tab to show only crops of certain types, or click the All tab to show all available seeds.

You need to plow your plots of land before buying the seed — you can't plant on light-brown, unplowed plots. After you click the Buy button, though, you can plant as many plots of that seed as you want without going back to the Market menu in between each seeding.

After you reach level 10, the Market menu also shows the current mastery status of each available crop, displayed as a set of three stars and a green progress bar below the seed's picture. See Chapter 11 for more on mastering crops.

Trees

Click the Trees tab in the Market menu to see a list of all the trees you can purchase for your farm, as shown in Figure 6-3. Each tree listing shows the following information:

- The purchase price
- The sale price if you decide to sell the tree later
- The time required between tree harvests.

Figure 6-3: The Trees section of the Market menu.

The Trees section of the Market is also where you can purchase Arborists to help harvest trees quickly, as discussed later in the "Arborists and Farmhands" section, later in this chapter, and watering cans for mystery seedlings from your orchard.

Animals

Click the Animals tab in the Market menu to see a list of all the animals you can purchase for your farm, as shown in Figure 6-4. Each animal listing shows the following:

- The purchase price for that animal.
- The sale price if you decide to sell the animal later.
- The time required between harvests. If an animal does not have a harvest time listed, it is either a pet or a decorative animal that can't be regularly harvested for coins. (See Chapter 3 for more on the differences between pets and other animals.)

The Animals section of the Market is also the place to buy items for your pets, including kibble, treats, and pet-related decorative items. This section of the Market also includes animal feed for your animal trough and bees for your beehive (see Chapter 9 for more information on how these animal housing buildings work).

Click the Pets tab to show only pets and pet-related items, or the All tab to show all the items in the animals section.

Most animals require a good deal of hard-to-acquire Farm Cash to purchase from the Market. Money-conscious farmers should encourage their friends to send animals as free gifts. They should also watch for opportunities to adopt animals from news feeds. Yet another strategy is to use buildings such as Horse Stables, Dairy Farms, and Nursery Barns, which all have the potential to produce new animals.

Figure 6-4: The Animals sections of the Market menu.

Buildings

Click the Buildings tab in the Market menu to display a list of decorative and functional buildings that you can place on your farm, as shown in Figure 6-5. Each listed building shows the following:

- The purchase price for that building
- The sale price if you decide to sell the building later
- The XP gained for placing that building on your farm

For buildings purchased with Farm Coins, the number of XP you earn for the purchase is equal to one percent of the purchase price.

You can click the various tabs that appear under the Buildings tab to show only buildings of certain types, or you can click the All tab to show all available buildings. Most of the buildings listed in the Buildings section — including all those listed by clicking the Homes and Other tabs — are purely decorative and provide no functional purpose on your farm. Others,

such as those listed as a result of clicking the Storage, For Animals, and Crafting tabs, can be used to store items and animals or to craft and sell various goods.

Figure 6-5: The Buildings section of the Market menu.

Some storage buildings and animal shelters can be purchased as frames, which require building materials to be completed into functional buildings, as discussed in Chapter 7. Also note that you can purchase only a limited number of certain functional buildings. After you reach this limit, the Buy button under that building is grayed out, and red "Locked" and "Limit" messages appear under the building's picture in the Market menu.

Decorations

Click the Decorations tab in the Market menu to see a list of purely decorative items that you can purchase to spruce up your farm, as shown in Figure 6-6. As with the other lists of product types on the Market menu, each decoration list shows the decoration's purchase price, its sale price if you decide to sell it later, and the XP gained for placing that decoration on your farm. You can click the various tabs underneath the Decorations tab to show only decorations of certain types, or you can click the All tab to show all available decorations.

Farm Aides

Click the Farm Aides tab in the Market menu to display a list of general improvements that you can purchase for your farm, as shown in Figure 6-7.

Figure 6-6: The Decorations section of the Market menu.

These upgrades fall into two main categories, as described in the following sections.

Figure 6-7: The Farm Aides section of the Market menu.

Land expansions

You can view available land expansions by clicking the Expand tab on the Farm Aides section of the Market menu. Purchasing a land expansion increases the available amount of space on your farm.

When you first create a FarmVille account, your farm is big enough to fit 12 plots of plowed land on each edge of the square farming area, or 144 plots total (if you have no other items or decorations on the farm). Each expansion stretches each edge of your square farm by the length of two plots of land. Existing items and plowed plots remain on your farm after expansion, but they may look off-center because of the new, unspoiled area.

You can purchase land expansions at any time using Farm Cash or, if you have the requisite number of neighbors, with Farm Coins, as detailed in Table 6-1. Note that before purchasing a given land expansion, you must first purchase all smaller land expansions in sequence — you can't save cash by just hoarding your money and leapfrogging up to a higher expansion level.

Table 6-1 Costs and Requirements for Farm Expansions

Expansion Name	*Size (in Plowed Plots)*	*Cost in Farm Cash*	*Cost in Farm Coins*	*Neighbors Needed for Farm Coin Purchase*
Homestead	14 x 14 (196 plots)	20	10,000	8
Family Farm	16 x 16 (256 plots)	20	25,000	10
Big Family Farm	18 x 18 (324 plots)	20	50,000	13
Plantation	20 x 20 (400 plots)	20	75,000	16
Big Ole Plantation	22 x 22 (484 plots)	30	250,000	20
Mighty Plantation	24 x 24 (576 plots)	60	500,000	30
Grand Plantation	26 x 26 (676 plots)	80	2,000,000	35

Landscape

Tired of that boring green grass covering your farm? Click the Landscape tab in the Farm Aides section of the Market menu to display a list of new, decorative landscapes, which you can purchase for 1,000 coins each. Click

the Buy button, and your farm will be instantly transformed: blanketed by snow, covered with desert sand, or something else of your choosing. Don't worry — these landscapes are purely decorative and don't affect your farm's production.

Changing your farm landscape costs 1,000 coins every time, even if you're changing back to the default Green Pastures landscape or to a landscape you've previously purchased. Although it's not a crippling expense, you should plan to stick with a landscape for a while before making the switch.

You can also find Unwithers and Fertilize All items under this tab of the Market. We discuss these items further in the "Obtaining and Using Vehicles and Tools to Speed Up Your Harvest" section, later in this chapter.

Vehicles

Click the Vehicles tab in the Market menu to purchase vehicles and vehicle-related items, such as chassis, fuel, and vehicle parts. These items can help speed up your planting and harvesting, as discussed in much more detail in the "Obtaining and Using Vehicles and Tools to Speed Up Your Harvest" section, later in this chapter.

Clothing

Click the Clothing tab to bring up a listing of all the avatar clothing available for purchase, as shown in Figure 6-8. Click the Buy button to immediately purchase and dress your avatar in any of the clothing shown in this section.

Note that you don't receive a confirmation for clothing purchases, so be careful what you click in this section. If you'd rather try before you buy, you can click the Try It On? button under any clothing picture to bring up the Customize My Farmer menu, as discussed in Chapter 3.

Limited-edition items

Click the Click for Specials button on the left side of the Market menu to view all the limited-edition items currently available for purchase, as shown in Figure 6-9. These items also appear in the applicable sections of the FarmVille Market discussed earlier in this chapter, with the word *Limited* under the item's picture and an icon indicating the current limited-edition item theme (for example, a pumpkin to represent Halloween items).

Figure 6-8: The Clothes section of the Market menu.

These primarily decorative items are available in the Market for only a short time but can stay on your farm permanently after being purchased. When a limited-edition item is about to leave the Market, the remaining availability time is listed in red text in the item description box, as shown in Figure 6-9.

Figure 6-9: The limited-edition items section of the Market menu.

Obtaining and Using Vehicles and Tools to Speed Up Your Harvest

Although a single click with the Multi tool can do everything from planting seeds to harvesting crops, trees, and animals, all that constant clicking can get pretty tiresome when your farm starts to get big and crowded. Luckily, FarmVille provides a variety of tools and vehicles to reduce the number of clicks required for a variety of common farming tasks.

Animal shelters also speed up your farming by letting you harvest a number of animals with a single click. See Chapter 9 for more on purchasing and using animal shelters.

Vehicles

Much as real-world farming vehicles do, vehicles in FarmVille help speed up farming by decreasing the amount of manual labor you have to invest in common tasks.

Vehicles can be purchased with either Farm Cash or Farm Coins. After you've purchased a vehicle, you can use it by following these steps:

1. **Hover your mouse over the Plow tool in the Tools menu and, from the menu that appears, click the vehicle you want to use.**

   You can also click the vehicle itself and click the appropriate action (plow, seed, or harvest) from the drop-down menu that appears.

   If you've chosen the Seeder or Combine, the Market menu appears. Choose the seed you want to plant and click the Buy button underneath it.

2. **Move your mouse pointer to the area you want to affect with the vehicle.**

   A larger-than-normal effect area appears underneath your mouse pointer, as shown in Figure 6-10. Just how large this area is depends on the type of vehicle, as shown in Table 6-2.

3. **Click the mouse to use the vehicle on the selected area.**

   Clicking an open area with a basic tractor, for instance, plows four plots of land instead of the usual one. Note that each click uses some fuel from your inventory — and if you're out of fuel, this process won't work. (See the "Getting fuel to run your vehicles" section, later in this chapter, for more on obtaining fuel.)

Besides the spent fuel, the costs and benefits of farming with vehicles — including Farm Coin costs, accumulated XP, crop mastery, and the like — are the same as farming those same plots without vehicles.

Note that your plots have to be arranged in a precise grid for your vehicle to cover the area efficiently. As shown in Figure 6-11, plots arranged haphazardly might require more clicks than normal to cover with a vehicle. If your plots are currently misaligned, use the Move tool to rearrange them. (See Chapter 3 for more about the tools available in the Tools menu.)

Also note that you can still use vehicles even if part of the area you're clicking doesn't currently need that vehicle. For instance, you can use the Seeder even if some of the plots under your mouse pointer's effect area are already seeded. The vehicle will just ignore those plots without spending fuel or Farm Coins on them.

Figure 6-10: Preparing to seed four strawberry plots with the Seeder.

Figure 6-11: Clicking here with the Seeder will seed the plots highlighted in yellow but not the ones highlighted in red.

The types of vehicles that you purchase from the Vehicles section of the Market menu are outlined in Table 6-2 and discussed in more detail in the following sections.

Table 6-2 Types of Vehicles

Vehicle	*Function*	*How to Obtain*	*Area Covered per Click*	*Fuel Use*	*Level Required to Purchase*
Basic Vehicles					
Tractor	Plowing	5,000 Farm Coins	2 x 2 area of 4 plots	4	12
Seeder	Seeding	30,000 Farm Coins	2 x 2 area of 4 plots	4	14
Harvester	Harvesting	30,000 Farm Coins	2 x 2 area of 4 plots	4	13

Vehicle	*Function*	*How to Obtain*	*Area Covered per Click*	*Fuel Use*	*Level Required to Purchase*
Hot Rod Vehicles					
Tractor	Plowing	45,000 Farm Coins or 55 Farm Cash	3 x 3 area of 9 plots	9	10 in Mafia Wars to unlock the coin option
Seeder	Seeding	45,000 Farm Coins or 55 Farm Cash	3 x 3 area of 9 plots	9	15 in FarmVille and level up 5 times in Mafia Wars to unlock for coins
Harvester	Harvesting	45,000 Farm Coins or 55 Farm Cash	3 x 3 area of 9 plots	9	18 in FarmVille and travel to Bangkok in Mafia Wars
Combine	Harvests. Plows, and Seeds simultaneously	500,000 Farm Coins	2 x 2 area of 4 plots	12	31
Hot Rod Combine	Harvests, Plows, and Seeds simultaneously	110 Farm Cash or buy chassis for 500,000 Farm Coins and build using vehicle parts	3 x 4 area of 12 plots or upgraded to a maximum of 4 x 4 area of 16 plots	36 (48 after upgrade)	12 to purchase and 41 to upgrade
Biplane	Instantly grows all seeded plots	30,000 Farm Coins or Reward for Co-op	All plots on your farm	First flight is free, subsequent flights cost Farm Cash	12
Upgraded Vehicles	Same as the vehicle being upgraded	Obtain a garage and vehicle parts as discussed in Chapter 9.	Up to 4 x 4 area of 16 plots after full upgrade.	9 (16 after two upgrades)	Level 26 (to obtain a garage); level 41 to upgrade a Combine

Basic vehicles

The Tractors, Seeder, and Harvester are the most basic vehicles in the game. Each one helps speed up a distinct portion of the planting cycle — plowing, seeding and harvesting, respectively. You can purchase all three using Farm Coins, and with one click, each basic vehicle performs its function over a 2 plot x 2 plot area of 4 plots.

REMEMBER

You can use a garage to upgrade your basic vehicles to cover more land with each click. After obtaining a garage, you need to obtain vehicle parts as gifts or as a purchase from the FarmVille market to upgrade each vehicle. Upgrading your vehicle is optional, but many farmers find it useful and time saving because more area of land can be covered per click. The entire upgrade process is discussed in more detail in Chapter 9.

Hot Rod vehicles

All three basic vehicles are also available in hot rod varieties that you can purchase from the Market with Farm Cash. Besides sporting a spiffy paint job over their normal counterparts, Hot Rod vehicles let you plow a 3 plot x 3 plot area of 9 plots with a single click. Hot Rod vehicles still require fuel and properly aligned plots to use correctly, as discussed in the beginning of this section, but can reduce your farming time even further.

Combine

The Combine is the ultimate FarmVille vehicle. With a single click of the Combine, you can quickly harvest, plow, and reseed a 2x2 area of 4 plots your farm. After you've tried it, you'll wonder how you ever farmed any other way.

You can get a Combine in two ways. The first is to purchase a Hot Rod Combine wholesale from the Market menu for a whopping 110 Farm Cash. The other is to purchase a Combine chassis for 500,000 Farm Coins and then use 40 Vehicle Part items to turn that chassis into a full-fledged Combine. Vehicle parts can be purchased from the Market for one Farm Cash each or received as gifts from friends.

Note that a Combine consumes three times as much fuel as a single vehicle would use for that land, but because it's doing three times as much work, it's no less fuel-efficient than a normal vehicle.

Biplane

The biplane is a unique vehicle that lets you skip the wait for your crops to grow to maturity, ripening your entire field with a single click. You can purchase a biplane from the Market for 30,000 Farm Coins, and that purchase includes one free use of the plane's field-growing power.

After that first use, however, the biplane's powerful ability doesn't come so cheaply. Whenever you click the biplane, a pop-up notification asks whether you want to spend a certain amount of Farm Cash to grow all your crops instantly. Although the precise cost for each use depends on the number and current growth status of your crops, growing a full field of long-gestation crops can easily run you more than 100 in Farm Cash. Think carefully about whether you really can't afford to wait out the current growing cycle before spending all that in-game dough.

TIP

If you seed an entire field of high-profit, long-gestation crops such as artichokes, potatoes, or yellow melon before using your biplane for the first time, the instant profit from those crops can effectively pay for the purchase immediately.

Getting fuel to run your vehicles

Except for the biplane, all vehicles need fuel to operate. Your current fuel reserves are shown as a gauge in the bottom-left corner of your farm, as shown in Figure 6-12. This fuel is shared among all your FarmVille vehicles and automatically deducted as you use those vehicles. The number under the word *Fuel* indicates how many full tanks you currently have in reserve, whereas the yellow gauge shows the portion of the current tank that remains. Each full fuel tank holds enough fuel to use one basic vehicle on 150 plots of land or a Combine on 50 plots of land. You can hover your mouse over the fuel gauge to see how many plots your current fuel reserves can accommodate.

Figure 6-12: The fuel gauge.

After you've purchased your first vehicle, you can use Farm Cash to purchase fuel directly from the Vehicles section of the Market menu or obtain it any of the following ways:

- Find fuel randomly when plowing land on your own farm.
- Find fuel randomly when fertilizing plots on neighbors' farms.

- Find fuel randomly in Mystery Gifts, Mystery Eggs, and Gift Boxes; or obtain fuel directly as a gift from a neighbor.
- Click a link offering free fuel in a neighbor's Facebook news feed.
- Trade crafted goods for fuel.
- Complete a collection to receive a fuel bonus.
- Click the Bonus button on the FarmVille Game Bar once a day for that day's free fuel reward. (If you need to install the Game Bar, see Chapter 5 to find out how.)
- Click the link in the Daily Fuel Boost e-mail sent by Zynga, if you've elected to receive such e-mails.
- Allow your fuel to regenerate slowly over time. The precise rate at which your fuel tanks refill depends on the size of your farm. At most, this natural regeneration fills one tank of fuel over a 24-hour period.
- During occasional Free Fuel Week promotions, you can gain fuel bonuses simply for visiting your farm daily. If you visit your farm every day during these promotions, your fuel rewards will increase each day.

Arborists and Farmhands

Using Arborists and Farmhands is a wonderful way to improve the efficiency of your farming. With a single click, Arborists can harvest fruit or nuts from every ripened tree on your farm, and Farmhands can harvest every animal that's ready for harvesting. On a farm with dozens of trees or animals, the time savings from using these helpers can be substantial.

Unfortunately, in contrast to vehicles, these helpers are not permanent fixtures on your farm. Instead, they exist as one-use items that reside in your gift box. You can purchase both Arborists and Farmhands for five Farm Cash per use from the trees and animals sections of the Market menu, respectively. You also have a chance of finding these helpers when harvesting your Horse Stable (see Chapter 9) or opening Mystery Gifts and Mystery Eggs (see Chapter 4).

You can also occasionally send and receive these helpers as free gifts from the Gifting page. Be sure to take advantage of these gift periods by sending Arborists and Farmhands to all your neighbors and requesting that they send ones back in return. Your clicking finger will thank you later.

TIP

To get the most economical use out of your Arborists and Farmhands, wait until all your trees or animals are ready for harvest.

Maximizing Your Profit

Although not making money in FarmVille is almost impossible, you can learn some tricks to maximizing your profit while minimizing the time spent with tedious busy work. Read on for the details.

Farming on your schedule: Time is virtual money

Keeping your growing and harvesting cycle going continuously is key to gaining lots of experience points and Farm Coins. Because the FarmVille growing cycle operates in real time — even when you're not playing the game — you need to plan your planting so that you'll be available to harvest crops after they've ripened but before they've withered.

Early in your farming career, you have access to only a few types of crops (as explained in Chapter 3), but even these crops grow over varying time ranges, from four hours to four days. When choosing what type of seed to plant, take a look at the clock and try to predict whether you'll be busy, asleep, or otherwise occupied when that crop will be ready to harvest. If so, pick another crop that will be ready at a more convenient time.

Of course, you don't have to be waiting by the computer for the very moment your crops are ready to harvest. The amount of time a ripened crop takes to wither is equal to the amount of time it takes to ripen after planting. So if you plant a strawberry seed at noon, it will be ready for harvest at 4 p.m. and dead and withered by 8 p.m. Withered crops aren't worth any money, so make sure you make plans to check in on your crops during this time range.

When planting your crops, you should also consider how often you'd like to play FarmVille. Although quick-ripening crops such as raspberries are good at generating lots of coins in a short amount of time, they require checking in every two hours for a harvest, which can quickly get tiresome. Longer-lead crops may be slightly less profitable in the long run, but require less direct attention.

For a quick reference to some of the best crops for each planting situation and level, see Chapter 17.

WARNING!

Another important note: A full harvest "day" in FarmVille actually spans only 23 hours, so crops listed in the Market with harvest times in multiples of "days" may actually be ready quicker than expected. If you plant soybeans at noon on Sunday, for instance, they'll actually be ready for harvest at 11 a.m. on Monday. This also means that a 2-day crop such as eggplant will be ready 46 hours after planting, and so on.

Hover your mouse over any planted crop to see what percentage of that plot has ripened.

Expand on demand

Expanding your farm, as discussed in the "Farm Aides" section, earlier in the chapter, is one of the best ways to supercharge your FarmVille profits. More land means more precious space to grow crops, which means that each growing cycle can bring in more Farm Coins.

Impatient farmers can use their precious Farm Cash on these expansions, whereas cheapskates should make saving up enough Farm Coins for an expansion one of their first goals. Remember to keep a stockpile of coins free after your expansion, though, so that you can plant some crops on your newly expanded land.

Frugal farming

In FarmVille as in life, a penny saved is a penny earned. Although buying lots of fancy decorations early on may seem enticing, you should initially focus on seeds, animals, and trees that will generate steady income and XP long into the future. These items quickly pay for themselves and, with a little patience on your part, leave you with extra money in the long run to buy those decorations you want.

Don't forget that unwanted gifts and items can be sold for extra coins as well. Selling these items both cleans up your inventory and lets you plow the coins you gain into more profitable avenues (pun intended).

7

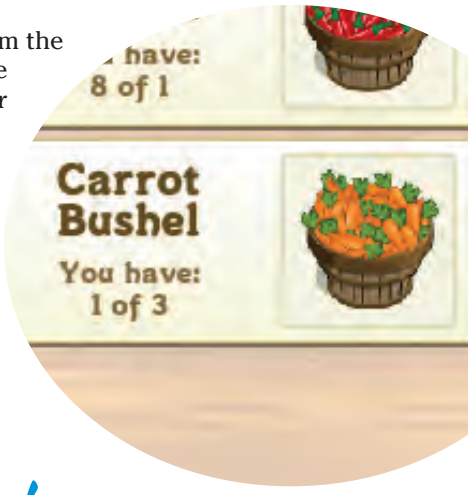
The Farmers Market

In This Chapter

- Setting up a market stall
- Finding, sharing, and using bushels
- Crafting goods
- Buying and selling crafted goods
- Mastering crafts

Receiving money directly for harvesting ripe crops is all well and good, but it's only a part of the benefit you can derive from those crops. By finding and sharing bushels during your harvest, and assembling those bushels into sellable crafted goods, you can get rewards including experience points (XP), Farm Coins, and, most usefully, fuel for farming vehicles.

To be clear, the *Farmers* Market is totally separate from the *FarmVille* Market, the latter being where you purchase seeds, trees, animals, and various other items for your farm. (We tell you all about how to use the FarmVille Market in Chapter 6.)



The trip from bushel to fuel is a bit involved, but this chapter takes you through the entire process, from sharing bushels in your market stall and collecting more bushels from friends to building a crafting building and completing recipes for crafted goods. Pretty soon, the whole process will be a natural part of your everyday farming routine.

Collecting, Sharing, and Using Bushels

Bushels are the core of the Farmers Market. Bushels are simply a special type of item that you can use to improve your harvests, share with friends to collect bonuses, or collect to help craft goods.

Setting up market stalls

Before you can start collecting bushels, you first need to set up at least one market stall. These special buildings allow you to store and share bushels you find while harvesting crops.

The first time you find a bushel of crops while harvesting your land, a pop-up notification tells you that you've earned a free market stall. Click the Okay button and then place the market stall anywhere on your farm as you normally do (see Chapter 3 for the details on placing items on your farm). An instructional pop-up screen appears after you place the stall, but this book provides a far more in-depth reference, so just click Okay.

You can purchase up to four additional market stalls — for a total of five — from the buildings section of the Market menu. The additional stalls cost 20 Farm Cash or, if you have reached level 15, you can purchase additional stalls for 50,000 Farm Coins each. Note that for every market stall you purchase with Farm Coins, you need a minimum of two additional neighbors before you can purchase the next market stall.

Why would you want more than one market stall? To answer that question, we need to explain a bit more about bushels and how they're collected, shared, and used. The next sections do just that.

Collecting bushels

FarmVille gives you a number of different ways to collect bushels, as follows:

- From harvesting crops
- From your neighbors' market stalls
- From your Facebook news feed
- From co-op jobs
- From making a Farm Cash purchase

We describe these one at a time in the following sections.

Collecting bushels from harvesting crops

Whenever you harvest any nonlimited-edition crop, you have a chance of finding a bushel of that crop. The game lets you know about these found bushels with small pop-up notifications at the bottom of the screen as you harvest. You also receive a summary notification about all the bushels you've found when you finish harvesting your entire field, as shown in Figure 7-1. Click the Share button on this notification to share a free bushel with your neighbors via a news feed post, as discussed in Chapter 4.

Figure 7-1: A summary of bushels found during a harvest.

Whenever you find a bushel while harvesting crops, you receive an extra bushel for every mastery star you've earned for that crop. (We tell you all about crop mastery in Chapter 11.)

When you find bushels through a harvest, you can also share copies of those bushel in your market stall, as discussed in the next section.

Collecting bushels from your neighbors' market stalls

You can also collect bushels that your neighbors are sharing in their market stalls. To collect bushels in this way, follow these steps:

1. **Click any of your market stalls and choose Look Inside from the drop-down menu.**

   The Get Bushels section of the Farmers Market menu appears, as shown in Figure 7-2. (If you leave this section, you can click the Get Bushels tab at the top of the menu to return.)

   Click the up and down arrows on the right side of the menu to see what kinds of bushels are currently being offered in your neighbors' market stalls, as indicated by that neighbor's picture next to the bushel.

2. **Click the green Get button under a neighbor's picture next to the bushel you want.**

   The Shop for Bushels section of the Friend's Market menu appears, as shown in Figure 7-3. Note that this menu may actually show multiple crops on offer from the applicable neighbor, not just the one you're looking for.

Figure 7-2: The Get Bushels section of the Farmers Market menu.

Figure 7-3: The Shop for Bushels section of the Friend's Market menu.

3. **Click the Take One button underneath the bushel you want.**

   You can collect up to three total bushels from each neighbor each calendar day. Note that, for the purposes of the Farmers Market, new days start at midnight U.S. Eastern Time.

Although the game calls collecting bushels from friends in this way "purchasing," this process doesn't cost you any Farm Coins or Farm Cash. Also note that the bushels you "purchase" from your neighbors do not reduce the inventory of bushels that those neighbors can use for other purposes.

4. **(Optional) Click the Share button to post a free bushel to your Facebook news feed.**

   We discuss this process in more detail in Chapter 4.

5. **Click the Leave button.**

   Clicking this button returns you to the Farmer's Market menu, where you began in Step 1. You can keep collecting bushels, or click the red X button in the upper right-hand corner of the menu to return to farming.

You can also collect shared bushels from your neighbors market stalls via the crafting building menu, as discussed in the "Making a crafted good" section, later in this chapter.

Collecting bushels from your Facebook news feed

You can collect bushels by clicking bushel-sharing links in Facebook news feed posts placed by your neighbors. We discuss this process in Chapter 4.

Collecting bushels from co-op jobs

When you complete certain Farmers Market co-op jobs, you can earn sets of bushels required to craft specific goods. See Chapter 12 for the details about co-op jobs.

Collecting bushels from a Farm Cash purchase

You can use Farm Cash to buy the bushels you needs for crafted goods directly, as discussed in the "Making a crafted good" section, later in this chapter.

You can store only 100 bushels in your inventory at a time, regardless of how many market stalls you have. You can see how much of this capacity you're currently using by looking in the upper-left corner of the Get Bushels sections of the Farmers Market menu (refer to Figure 7-2).

If you already have 100 bushels in your inventory, you can't collect further bushels using any of the aforementioned methods. To clear out your inventory, try sharing bushels, as discussed in the next section, or use some bushels to improve your harvest, make pig slop, or create crafted goods, as discussed later in the chapter.

Sharing bushels

Hoarding bushels of crops to yourself would be a good idea if you expected a drought or a long winter, but because neither of those conditions occurs in FarmVille, you should feel free to share bushels with your neighbors using these methods:

- Through market stalls
- Through the Facebook news feed

Keep reading for more on these sharing methods.

Sharing bushels through market stalls

When you find a bushel through a crop harvest, additional copies of that bushel are also automatically placed for sharing in an open market stall. Your neighbors can collect these bushels through the Farmers Market menu, as discussed in the previous section.

As Figure 7-1 indicates, these bushels are available to your neighbors only for a limited time before disappearing from your stall. Market stall bushels are typically available for 24 hours after the initial harvest, but this number increases by eight hours for each mastery star you've earned in the applicable crop. (Chapter 11 tells you all about mastering crops.) If you find more bushels of the same crop later, the availability timer resets.

REMEMBER

We want to emphasize here that the bushels shared automatically through your market stall are *not* the same bushels that are stored in your bushel inventory. So, when a neighbor collects a bushel from your market stall, doing so does not reduce the number of that type of bushel in your inventory (or the number of bushels available to be shared with other neighbors before the time limit runs out, for that matter).

Even though you risk nothing from sharing bushels through market stalls, you do gain some reward from sharing. For every neighbor who collects a bushel from your market stall, you can collect a bonus of either 400 Farm Coins, 15 units of fuel, or 10 experience points. When such a bonus is available, a bouncing arrow appears above your market stalls. Click any market stall with such an arrow to display the market stall reward menu, shown in Figure 7-4, and then click the appropriate Select button to claim your reward.

One final note on sharing bushels through market stalls: Each stall can share only one type of bushel. If you find a crop bushel while different types of bushels are currently being offered in all your market stalls, you won't be able to share the newly harvested bushels with your neighbors. Purchasing more market stalls from the Farmer's Market, as discussed in the "Setting up market stalls" section, earlier in this chapter, allows you to share a wider variety of bushels with your neighbors and gives you a better chance of collecting those bushel-sharing bonuses.

Figure 7-4: A market stall crop-sharing reward notification.

Sharing bushels through the Facebook news feed

You can also share bushels directly from your inventory by posting them to your Facebook news feed. This method of bushel sharing doesn't offer any direct rewards, though it can be handy for clearing out your bushel inventory when it gets full. And, hey, generosity is its own reward, isn't it?

To share bushels from your inventory, follow these steps:

1. **Click any of your market stalls and choose Look Inside from the drop-down menu.**

   The Farmers Market menu (refer to Figure 7-2) appears.

2. **Click the Use Bushels tab at the top of the menu.**

   A listing of all the bushels currently in your inventory appears, as shown in Figure 7-5. Click the tabs above the bushels to filter the list by type, or use the left and right arrows on the side of the menu to navigate multiple pages of bushels.

3. **Click the blue Share button under the bushel you want to share with your friends**

   A menu appears, asking how many of the applicable bushels you want to share.

4. **Set the quantity of bushels you want to share using the up and down arrows; then click the green Share button.**

   A notification window appears, asking you to post a notice to your Facebook wall (see Chapter 4 to find out how to post such a notice).

Figure 7-5: The Use Bushels section of the Farmers Market menu.

5. **Click the Publish button.**

   A post is published to your Facebook wall with a link allowing your neighbors to collect those bushels. Note that the shared bushels are removed from your inventory immediately, even if no neighbors have yet used this link.

Using bushels

So what's the point of collecting all these bushels — besides sharing them with hungry neighbors, that is? Well, bushels have a variety of uses on your farm, as we describe in the following sections.

Using bushels for planting and harvest bonuses

You can use bushels to access temporary bonus effects for your usual planting and harvest cycle. The specific bushel harvest bonus depends on the status of that crop, as follows:

- **For crops locked in the FarmVille Market menu:** Using a bushel for a crop that is currently locked in the FarmVille Market because of level restrictions gives you a temporary license to plant that crop. For the next two hours, you can purchase and plant that crop as normal. Note that you can still harvest these crops even after the two-hour bonus has worn off.

- **For crops you've already mastered:** If you've already achieved all three mastery stars for a crop, using a bushel of that crop activates a bonus of XP for each plot of that crop you harvest in the next two hours. Note that this bonus comes in addition to any experience point bonuses for fertilized crops.
- **For all other crops:** For crops that are unlocked in the FarmVille Market menu but not yet fully mastered, using a bushel activates a bonus that gives you an additional mastery point for each plot of that crop you harvest for the next two hours. This bonus is a great way to earn mastery stars much more quickly.

TIP

For crops that are already unlocked in the market, you should use your bushels after the seeds of that crop have ripened but before you start harvesting. For maximum efficiency, use a bushel before harvesting an entire field of a single ripe crop.

You can get the bonuses described in the preceding list by following these steps:

1. **Click any of your market stalls and choose Look Inside from the drop-down menu.**

   The Farmers Market menu (refer to Figure 7-2) appears.

2. **Click the Use Bushels tab at the top of the menu.**

   A display of all the bushels currently in your inventory appears (refer to Figure 7-5 to see what an inventory looks like). Click the tabs above the bushels to filter the list by types of crops, or use the left and right arrows on the side of the menu to navigate multiple pages of bushels.

3. **Click the green Use button underneath the bushel you want to use.**

   A pop-up notification appears.

4. **Click the green Accept button.**

   The bushel is removed from your inventory. Click the red X button in the upper-right corner of the Farmers Market menu to return to your farm. A small icon of the bushel appears in the bottom-right corner of the play area, indicating that the bushel's bonus is in effect. This effect lasts for two hours.

WARNING!

You can have only one bushel bonus in effect at any time. If you try to activate a new bushel bonus when another bushel bonus is already in effect, the new bushel bonus cancels out the old one.

Using bushels to make pig slop

If you have a Pigpen on your farm, you can turn your excess bushels into slop that will allow your pigs to hunts for truffles. This is a great way to clear out some space in your bushel inventory and get use out of bushels that you have no other immediate use for. For more on using Pigpens and creating slop from bushels, see Chapter 9.

Using bushels to craft goods

If you've set up a crafting building, you can use your accumulated bushels to create crafted goods, which can be exchanged for fuel and sold for a profit to neighbors. See the remainder of the chapter for a detailed description of how this process works.

Crafting Goods to Increase Profits

Using bushels to improve your harvest is effective, but converting those bushels into crafted goods can be much more lucrative in the long term. You can not only trade the goods crafted from bushels in for an easy source of fuel for vehicles but also sell those goods to other farmers and make a tidy profit in the process.

Converting bushels into goods and then converting goods into fuel and money is a bit of a complicated process, but we lay it all out for you in upcoming pages.

Setting up a crafting building

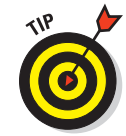
When you reach level 25, a pop-up notification box says that you now have the ability to set up your first crafting building. This notification gives you a choice to place one of three different types of buildings for different types of goods on your farm, as follows:

- **Bakery:** For pastries and other sweets
- **Spa:** For perfumes and candles
- **Winery:** For mixed drinks and wines

All three are largely similar from a gameplay perspective, so feel free to pick the one that suits your tastes best. Click the Yes, Place button under the building you want; then click any open space on your farm to place the building.

After you place your crafting building, the Crafting Building menu appears (Figure 7-6 shows this menu for a Winery). You can use this menu to make and buy goods, convert goods into fuel, collect bushels from neighbors, and more, as discussed in the following sections.

Figure 7-6: The Crafting Building menu for a Winery.



To gain the ability to craft more kinds of goods, you can purchase and place further crafting buildings from the Buildings section of the FarmVille Market menu for 80 Farm Cash each. Note that you can have a maximum of only one of each type of crafting building.

You need at least one market stall before you can start making crafted goods. If you haven't yet earned a free market stall by finding a bushel, you have to purchase one from the Market, as discussed in "Setting up market stalls," earlier in this chapter.

Making a crafted good

The main purpose of a crafting building is to convert bushels into goods, which you can then sell for coins and use for fuel.

Follow these steps to make a crafted good:

1. **Click your crafting building and choose Look Inside from the drop-down menu.**

   The menu for your crafting building appears (refer to Figure 7-6 for an example). Each row in this menu represents a recipe for a different craftable good. (You can click the up and down arrows above and below the visible rows to see more recipes.)

2. **Determine whether you have the required number of bushels for a given crafting recipe, and go on to Step 4 if you do. If you don't, follow any of the methods described in Steps 3a through 3d.**

   Each recipe requires a set number of up to four different bushels, as indicated by the number after the slash under the bushel's picture. The number before the slash under each bushel indicates how many of that bushel you actually have.

3a. **Collect more bushels, if necessary, by using any of the methods for collecting bushels discussed in "Collecting bushels," earlier in this chapter.**

3b. **Click the Get Bushels button to display the Shopping List menu, shown in Figure 7-7.**

   This handy menu shows which ingredients for a specific recipe are currently being offered in your neighbors' market stalls, as indicated by that neighbor's picture in the appropriate row. Click the Get button under any neighbor to bring up your neighbor's Farmers Market Sharing menu; then collect up to three bushels.

Figure 7-7: The Shopping List menu for a crafting building recipe.

If a neighbor is offering the bushels you need for a recipe from his or her market stall, a small number in a circle appears above that bushel's picture on the crafting building menu. This indicator provides a great shortcut to quickly see which needed bushels are available from neighbors and which you might have to plant and find for yourself.

You can collect only three bushels from each neighbor each calendar day. If you've recently collected bushels from a neighbor, you may have to wait until tomorrow before you can collect more.

3c. Post a request for bushels to your Facebook news feed.

Even if none of your neighbors is offering the necessary bushels, you can post a request for bushels to your Facebook news feed, as discussed in Chapter 4. From the Farmers Market Sharing menu (discussed in Step 3b) click the Ask button and then the Share button and then the Publish button to post a link that your neighbors can click to send you extra bushels.

3d. Buy the bushels necessary for a recipe.

You can also buy bushels needed for a recipe by clicking the Buy All Ingredients link at the bottom of the shopping list menu. Use the arrows on the menu that pops up to choose how many sets of bushels you want to purchase. Then click the Buy button to complete your purchase. Each set of bushels costs three Farm Cash.

4. Click the Make It button for the recipe you want to start crafting.

FarmVille moves the recipe over to an open crafting area on the left side of the crafting building menu, as shown in Figure 7-8, and you earn 50 XP. (The specific crafting area used varies by the type of crafting building.) Note that if all the crafting areas in your crafting building are full, you have to wait or finish some recipes before you can make more. You can earn more crafting areas by upgrading your crafting building, as discussed in the "Upgrading your crafting building" section, later in this chapter.

A pop-up notification asks whether you want to share another copy of the good you're making on your Facebook news feed. Click the Share button to post, as discussed in Chapter 4.

Another pop-up notification asks whether you want to start a co-op job for the current good to get more bushels. Clicking the Okay button takes you to the Co-op Jobs menu. If you prefer to stay on your crafting building menu, click the red X in the corner of the notification instead.

Figure 7-8: Goods sitting in barrels. In six hours, they will be ready to be completed.

5. **Wait for the good to be ready to be finished.**

   After you've put a recipe in a crafting area, you have to wait six hours before you can finish it (except for the first few goods you make, which are ready in a few minutes to give you an idea of how the process works). A message and yellow gauge above the picture of that recipe crafting area shows approximately how much time is left before the good is ready to be finished (refer to Figure 7-8).

6. **After the timer indicates that the good is complete, click the Finish It button above the appropriate crafting area.**

   Congratulations, you've crafted a good. One copy of the good goes in your inventory for personal use, and further copies are placed for sale to your neighbors, as discussed in the "Selling crafted goods" section, later in the chapter.

Leveling up and mastering crafted goods

Each time you make or sell a crafted good, you earn experience toward increasing the level of that recipe. The level of a crafting recipe corresponds directly to the level of the goods that recipe creates, and higher-level goods

command a higher price — and therefore more profit — when sold to neighbors. They also yield more fuel when used, as discussed later in the chapter.

The current level of each recipe, as well as the relative progress you've made toward earning the next level, appears as a blue gauge with a star atop it (refer to Figure 7-8). Hover your mouse over this gauge to see exactly how many more times you need to craft a recipe to earn another level for that recipe.

The pattern for leveling up with recipes works like this: Every three levels, you need to make the previous level, plus one additional to level up that recipe. This pattern continues until you have 20 recipes, at which point it caps off. There is no limit to how many times you can level up a recipe. For example, if you had a Level 100 recipe, you'd have to make or sell 20 crafted goods to level it up to 101.

In addition to earning levels for your crafted goods, you can also earn mastery stars for crafting a good frequently. Just as you can earn mastery stars for planting crops (as Chapter 11 explains), so can you earn Farm Coin and XP bonuses for mastering crafted goods. Table 7-1 lists these bonuses. You also earn a mastery sign item, which you can place on your farm, when you earn the first mastery star for an item.

Table 7-1 Crafted Goods Mastery Level Bonuses

Crafted Good Mastery Level	*Farm Coin Bonus*	*XP Bonus*
1	1,000	500
2	2,500	1,000
3	5,000	1,500
4	10,000	3,000
5	25,000	4,500

You can earn up to five mastery stars for each recipe in your crafting building. The specific level you need to reach to earn a mastery star for that recipe depends on what level your crafting building was at when that recipe was unlocked, as shown in Table 7-2. For example, a recipe such as the Patty Pan Tart, which is unlocked when you upgrade the Bakery to level 2, would need to be increased to level 26 before you could earn its first mastery star. See the "Upgrading your crafting building" section, later in the chapter, for more on leveling up your crafting building.

Table 7-2 Level Requirements to Earn Mastery Stars for Crafted Goods

Building Level When Recipe Was Unlocked	*1-Star Mastery Level*	*2-Star Mastery Level*	*3-Star Mastery Level*	*4-Star Mastery Level*	*5-Star Mastery Level*
1	20	30	50	75	100
2	23	33	50	75	100
3	26	36	50	75	100
4	29	39	50	75	100
5	32	42	50	75	100

Buying crafted goods from neighbors

Besides making crafted goods yourself, you can buy them from your neighbors by using Farm Cash. To make such a purchase, follow these steps:

1. **Click your crafting building and choose Look Inside from the drop-down menu.**

   The menu for your crafting building appears (refer to Figure 7-6 for an example).

2. **Click the Get Goods button located on the top left of the menu.**

   The Available Goods menu appears, as shown in Figure 7-9. You can also access this menu by clicking a neighbor's crafting building when visiting his or her farm, as discussed in Chapter 4, or by clicking the Get Goods button in the Farmers Market menu of your market stall (refer to Figure 7-2).

   Note that the Get Goods button in your Crafting Building menu features a number in a pink circle showing how many neighbors are currently offering items for purchase. If this number does not appear, no goods are currently available for purchase. Try coming back tomorrow to purchase more goods, or encourage your neighbors to craft more goods.

3. **Click the up and down arrows on the right side of the Available Goods menu to scroll through the neighbors offering goods. Click the left and right arrows on each neighbor's item listing to see more available items.**

   Each neighbor's offered items are listed in increasing order of price and level from left to right. You can hover your mouse over a specific good to see exactly how many plots' worth of fuel that good can be traded in for.

Figure 7-9: The Available Goods menu.

4. **Click the green Buy button under the good you want to purchase.**

   The listed price in Farm Coins is deducted from your account and the purchased good is added to your inventory. Note that you can store a maximum of 200 goods in your inventory, as listed in the upper-left corner of the Available Goods menu. If your inventory is full, use some goods to clear space, as discussed in the next section.

REMEMBER

You may purchase only one crafted good per neighbor each calendar day. For the purposes of the Farmers Market, days start at midnight Eastern Standard Time.

After your purchase is complete, you can click the Share a Bonus! button to bring up the a Facebook news feed posting menu, as discussed in Chapter 4. If you use this menu to post a message on your news feed, up to three neighbors who click the link in that post can receive a free copy of the same type of good that you just purchased.

Trading crafted goods for fuel

Although collecting all these goods in your inventory is mildly diverting, the real reason for making and buying crafted goods is much more practical — namely, trading the goods in for the fuel needed to power your vehicles. To trade in the goods in your inventory, follow these steps:

1. **Click your crafting building and choose Look Inside from the drop-down menu.**

   The menu screen for your crafting building appears (refer to Figure 7-6).

2. **Click the Use Goods button located on the top left of the menu.**

   The Use Goods menu, shown in Figure 7-10, appears. You can also access this menu by clicking the Use Goods button in the Farmers Market menu of your market stall (refer to Figure 7-2). Use the left and right arrows to scroll through your available goods. Hover your mouse over a particular good to find out exactly how many plots of fuel that good is worth.

Figure 7-10: The Use Goods menu.

3. **Click the green Use button under the good you want to trade in.**

   Fuel is added to your account, as shown in the fuel gauge, which you can see on the left side of the Use Goods menu.

TIP

The remaining goods on the Use Goods menu automatically shift to the left when you click the Use button. You can therefore repeatedly click the Use button on the good in the upper-left corner of the menu to quickly use all the goods in your inventory with a minimum of effort.

Selling crafted goods

When you finish making a crafted good, you not only get one copy of that good in your inventory but also automatically offer additional copies of that good for sale to your neighbors. Crafting from higher-level recipes creates more goods for sale.