



WIRELESS EBT PROJECT

December 2012 Newsletter



From the Editor – Tracy Penick

Total Transactions	EBT Transactions	Total Sales on Wireless
2011 Total: 42,748	7,286 (17.0%)	\$1,002,550
2012 Totals:		
January 471	88 (18.7%)	\$ 14,977
February 639	75 (11.7%)	\$ 14,733
March 1,300	94 (7.2%)	\$ 26,134
April 1,848	74 (4.0%)	\$ 67,561
May 6,226	637 (10.2%)	\$192,253
June 5,227	1032 (19.7%)	\$ 96,219
July 6,175	1504 (24.3%)	\$ 90,708
August 5,547	1379 (24.9%)	\$ 87,350
September 5,306	1210 (22.8%)	\$101,899
October 7,001	673 (9.6%)	\$166,145
November 1,937	119 (6.1%)	\$ 51,381
YTD		
2012 Total 41,677	6,885 (16.5%)	\$909,360

November 2012 Facts:

Total sales for November this year were lower than November 2011 (\$51,381 compared to \$64,883). The number of EBT transactions were also lower in 2012 than in 2011 (119 compared to 156). For November 2012, there were a total of 1,937 wireless transactions compared to 2,136 in 2011.

In November 2012, there were 197,154 Food Assistance/EBT families in Iowa. \$48,666,162 in benefits were issued in November to these families.

Here are other interesting facts regarding November sales:

There were 64 farmers who were active in November and 29 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Yoder's Natural Farm (21) Bloomfield
- ❖ Allen's Grove Greenhouse (12) Donahue
- ❖ Hoffman Produce Farm (9) Waterloo
- ❖ Oak Hill Acres (9) Atalissa

Congratulations go out to Yoder's Natural Farm for having the highest number of EBT transactions and for having the highest amount in EBT sales. Great job!

Farmer Survey

If you haven't completed the Wireless EBT Project farmer survey please do so as soon as possible. We have extended the deadline until Monday, December 31st. The online survey takes under five minutes to complete. The link for the online survey is found below:

<http://www.surveygizmo.com/s3/1091481/2012-Wireless-EBT-Project-Farmer-Survey>

Thanks for taking the time to complete this survey!

Iowa Fruit & Vegetable Growers Annual Conference

The annual conference for the Iowa Fruit & Vegetable Growers Association will be held on January 24 & 25 at the FFA Enrichment Center in Ankeny. Tracy will be hosting a booth at this conference to promote the Wireless EBT Project and hopefully will gain some new farmers for the project.

Please be sure to stop by and say hi if you are planning on attending this very worthwhile conference!

Paper for your wireless machine

Just a reminder that DHS supplies the paper rolls for your wireless machines. It is imperative that you use thermal paper or it could ruin your machine. Please do not use any other type of paper in your wireless machine other than the paper that DHS supplies. If you are running low on paper, please give either Tracy or Kim a call.

Upcoming Events

IA Fruit & Vegetable Growers Conference – January 24 & 25 at the FFA Enrichment Center in Ankeny.

IA Farmers Market Association Conference – Saturday, February 9th from 9:00 a.m. to 4:00 p.m. at the First Christian Church in Des Moines.

Reminders:

1. **Remember that you cannot ring up a sale for another vendor. You could lose your Food Stamp certification and be terminated from the Wireless Project.**
2. **Since you are paying for the commercial transaction fees, be sure to keep track of what you are paying so you can use those expenses as a tax deduction.**
3. **You cannot set a minimum purchase amount. If an EBT household wishes to purchase \$.50 in onions, you do need to process the transaction. Same for any debit or credit transaction.**
4. **Hot foods and hot drinks (cocoa, coffee, and tea) cannot be purchased with SNAP EBT benefits.**

5. If your Nurit machine quits working, you need to call TMS Tech Support at 1-888-848-6825. This is the phone number on the side of your machine. If you can't get the problem solved, please give Tracy a call.
6. If your VeriFone machine quits working, you will need to call Jason Butts at 402-574-7086 or Chris Shanahan at 402-574-7016. If you can't get the problem solved, please give Tracy a call.
7. Call Kim if you need any supplies such as paper rolls, power cords, or battery.
8. The second battery that we provide to you was purchased by DHS. If you ever need to return your wireless machine, be sure to keep one battery, carrying case and signs.
9. **Charge your batteries before market.** You should always have a charged battery, ready to go for market. If a battery is not holding a charge, contact Kim for a replacement.
10. Please make sure to keep the original box that your machine came in as it contains the Sim card, which is needed to identify your machine if you have to call TMS.

Help Desk

We are here to help you!

When you have questions about:

- Participating in the Wireless project or reimbursement questions? Call Tracy Penick at 515-281-4935.
- What you can sell to EBT customers, or being authorized to accept EBT? Call USDA/FNS at 515-421-3248.
- Food Assistance eligibility? Call Kari Lind at 515-281-7000.
- Supplies – call Kim Jones at (515) 281-5410.