



WIRELESS EBT PROJECT

June 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
YTD		
2012 Total 10,484	968 (9.2%)	\$315,658

May 2012 Facts:

Wow! Sales for May were awesome! Total sales for May this year were a lot higher than May 2011 (\$192,253 compared to \$158,440). The number of EBT transactions were also higher in 2012 than in 2011 (637 compared to 581). For May 2012, there were a total of 6,226 wireless transactions compared to 4,553 in 2011.

In May 2012, there were 192,483 Food Assistance/EBT families in Iowa. \$49,719,644 in benefits were issued in May to these families.

Here are other interesting facts regarding May sales:

There were 110 farmers who were active in May and 84 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Scavo's Market (84) Des Moines
- ❖ Story Book Orchard (39) Story City
- ❖ Mast Family Farm (36) Leon
- ❖ Barb's Garden & Pantry (31) Long Grove
- ❖ Iowa Orchard (23) Urbandale
- ❖ Juan O'Sullivan's Gourmet Salsa (21) Cumming
- ❖ The Harvest Barn (21) Weldon
- ❖ Westrum Produce (18) Stratford
- ❖ Circle W Acres (17) Belle Plaine
- ❖ SNAX (16) North Liberty
- ❖ Oak Hill Acres (15) Atalissa
- ❖ Yoder's Natural Farm (15) Bloomfield

Congratulations to Scavo's Market for having the highest number of EBT transactions and for having the highest amount in EBT sales. Great Job!

Senator Tom Harkin visits the Downtown Des Moines market

Senator Tom Harkin made a stop at the Downtown Des Moines Farmers Market on Saturday, June 9th. Mike Bevens, IDALS, and I were privileged to be able to spend time with Senator Harkin as he walked through the market. Senator Harkin visited with three farmers that participate in the Wireless EBT Project. Pictures are below.



Matt Russell
Coyote Run Farm



Becki Sullivan
Juan O'Sullivan's Gourmet Salsa



Mike Penick
Penick's Sweet Corn

Total Merchant Services (TMS)

Tracy and Kim Lyons had the opportunity to travel to Basalt, Colorado on June 11th and meet with the staff at Total Merchant Services (TMS). Kim Lyons, MerchantSource, is the TMS representative for the Iowa farmers market project.

During our visit, we took a tour of the TMS facilities and met with key staff members that work with Iowa on the Wireless EBT Project. During our meeting, we developed procedures to enable the Wireless EBT Project to function more efficiently. More details will follow once they are finalized. On a side note, Iowa became the leader in wireless EBT farmer markets and have partnered with TMS for over seven years on this very important endeavor!



Tracy & Kim Lyons

Care of your wireless machine

Below are a couple of reminders on how to take care of your wireless machines.

- ✓ Keep your wireless machine out of the elements. It is important not to get the machine wet and protect it from the heat in the summer and the cold in the winter. The machines are similar to computers so it has to be taken care of or the machine will cease to function.
- ✓ Always charge your wireless machine with a surge protector. If the machine is charging during a power surge it can blow the pin encryption in the machine.

- ✓ The paper that is used in the machine is thermal paper. The paper rolls will expire if they are exposed to extreme heat or cold. Please store your extra paper away from the elements.

New posters for the DHS county offices

DHS is happy to report that the posters have been mailed to the county DHS offices. On the bottom of these posters are listed all of the farmers markets in their areas that have farmers that can accept EBT. This is one of the ways that DHS promotes what markets that you are attending to Iowa Food Assistance families.



IMPORTANT

Before you head to your first farmers market of the season we ask that you please complete the following:

1. Run a credit transaction.
2. Run a debit transaction (we have had some of the Nurit wireless machines that debit has not been set up correctly).
3. Call either Tracy or Kim to run a EBT transaction.
4. Make sure that you have plenty of paper rolls on hand so that you don't run out.
5. Make sure that both of your batteries are charged.
6. Make sure that your signs are cleaned up.
7. Make sure that your Nurit 8000/8020 machines are printing out two receipts. If not please follow the instructions given below.
8. Make sure that your Nurit 8000/8020 is not going to sleep. If your machine is going to sleep, please follow the below instructions to disable this feature.

It is very important that you have everything tested before you head to market as we don't want your clients not to be able to purchase your products because something is not working correctly.

Important information concerning your Nurit machines

1. If your machine is going to sleep, please follow the below instructions to turn off the Battery Saver:
 - Go to Credit Sale Screen
 - Push the red colored 'Menu Cancel' key
 - Screen will say 'Enter Password'. Remember the password is always the current date mm/dd/yyyy or 04282011, hit the 'Enter' button after entering the date
 - You will now see 'Menu Screen'. Press 3 'Merch. Options'
 - Now push 5 for 'Battery Saver'
 - Now push 1 for 'Off'

- The machine will ask ‘Are you Sure?’ Push the green enter button for Yes.
 - You are finished! The machine will now stay on until you turn it off. Hit the Menu Cancel button until you see the Credit Sale Screen
2. If your machine is not printing a second receipt for EBT and debit, please follow the below instructions:
- Go to Credit Sale Screen
 - Push the red colored ‘Menu Cancel’ key
 - Screen will say ‘Enter Password’. Remember the password is always the current date mm/dd/yyyy or 04282011, hit the ‘Enter’ button entering the date
 - You will now see ‘Menu Screen’. Press 3 ‘Merch. Options’
 - Now push 1 for ‘Receipt Print’
 - Now push 1 for ‘Receipt Copy’
 - Now push 4 for ‘EBT’
 - Now push 3 for ‘Always Two Copies’

If your machine is not printing a second receipt for Debit, then follow the above instructions but choose option 3 for Debit.

It is very important that you are providing your EBT customers a receipt as that is a federal regulation!

None of the above information affects our farmers that use the VeriFone machines.

Supplies

Just a reminder - if you are running low on paper for your wireless machine to please give Kim or Tracy a call. DHS supplies the paper rolls for your wireless machines. It is very important that you do not use any other kind of paper as it could do damage to your machine. You always want to make sure to have plenty of paper on hand before you head to the market.

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 402-602-4086 or Chris Shanahan at 402-602-4275. 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 515-284-4035.**
- **Food Assistance eligibility? Call Tom Wakefield at 515-281-6820.**
- **Supplies – call Kim Jones at (515) 281-5410.**