



WIRELESS EBT PROJECT

December 2013 Newsletter



From the Editor – Tracy Penick

Total Transactions	EBT Transactions	Total Sales on Wireless
2012 Total: 43,754	7,016 (16.0%)	\$958,564
2013 Totals:		
January 376	44 (12.0%)	\$ 9,916
February 446	58 (13.0%)	\$ 11,723
March 494	59 (12.0%)	\$ 13,967
April 1,239	97 (8.0%)	\$ 35,334
May 5,147	439 (9.0%)	\$178,006
June 6,177	772 (12.0%)	\$146,906
July 6,945	1,399 (20.0%)	\$113,505
August 6,856	1,662 (24.0%)	\$108,813
September 7,405	1,365 (18.0%)	\$147,856
October 9,855	695 (7.1%)	\$266,881
November 2,033	79 (3.9%)	\$ 62,498
YTD		
2013 Total 46,973	6,669 (14.2%)	\$1,095,405

November 2013 Facts:

Total sales for November this year were higher than November 2012 (\$62,498 compared to \$51,381). The number of EBT transactions were lower in 2013 than 2012 (79 compared to 119). For November 2013, there were a total of 2,033 wireless transactions compared to 1,937 in 2012.

In November 2013, there were 197,118 Food Assistance/EBT families in Iowa. \$45,205,780 in benefits were issued in November to these families.

Here are other interesting facts regarding November sales:

There were 60 farmers who were active in November and 28 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Grossman Meats (9) Preston
- ❖ Iowa Food Coop (7) Des Moines
- ❖ Hollow Maple Farm (6) Bennett
- ❖ Iowa Orchard (6) Urbandale
- ❖ Oak Hill Acres (6) Atalissa
- ❖ Hoffman Produce Farm (5) Waterloo
- ❖ Blooming Acres Farm (4) Fairfield
- ❖ DeMoss Pumpkin Farm (4) Ames
- ❖ Yoder's Natural Farm (4) Bloomfield

Congratulations go out to Grossman Meats for having the highest amount of EBT transactions and to JoKir's Wild for having the highest amount in EBT sales. Congratulations to both!

Farmer Survey

The 2013 Farmer Survey has been sent out! If we have an e-mail address for you, DHS sent you the link to complete the survey online. The online survey takes around four minutes to complete. The link for the online survey is below:

<http://www.surveygizmo.com/s3/1478489/2013-Wireless-EBT-Project-Farmer-Survey>

If we don't have an e-mail address for you, we sent you a hard copy of the survey. All surveys, online and mailed need to be completed by Friday, January 3rd.

The data collected from this survey is very important as it helps us to know how the project is doing and if we need to make any adjustments. The data is also shared with other states and non-profit organizations that want to begin a farmers market project like the Wireless EBT Project.

Thanks for taking the time to complete this survey!

Upcoming Events

Iowa Fruit & Vegetable Growers Conference – January 23 & 24 at the FFA Enrichment Center in Ankeny.

Iowa Farmers Market Workshop – February 8, 2014 from 9:00 a.m. to 4:00 p.m. at the First Christian Church.

Any changes to your contact information?

Just a reminder to make sure that DHS has your current contact information. If your address, phone number, e-mail address or bank account changes this needs to be reported to DHS. If you have any changes, please contact Tracy so that we have your information current and up to date.

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 Tracy a call.

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 Tracy Penick at (515) 281-4935.