



WIRELESS EBT PROJECT

July 2016 Newsletter



From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	22	355	377	\$617.64	\$16,680.16	\$17,297.80
February	12	304	316	\$741.80	\$16,890.55	\$17,632.35
March	25	540	565	\$475.96	\$21,171.14	\$21,647.10
April	92	1490	1582	\$1,616.43	\$67,291.32	\$68,907.75
May	246	6294	6540	\$3,190.99	\$229,762.92	\$232,953.91
June	396	6019	6415	\$4,858.76	\$141,388.75	\$146,247.51
Total for Year	793	15,002	15,795	\$11,501.58	\$493,184.84	\$504,686.42

June 2016 Facts:

Total sales for June this year were lower than June 2015 (\$146,247.51 compared to \$156,994.83). The number of EBT transactions were also lower in 2016 than in 2015 (396 compared to 442). For June 2016, there were a total of 6,415 wireless transactions compared to 6,469 in 2015.

In June 2016, there were 177,797 Food Assistance/EBT families in Iowa. \$42,117,110 in benefits were issued in June to these families.

Visiting Farmers Market

I had the opportunity to hit the road and visit some farmers markets in July. On Thursday, July 7th, I visited the Mount Vernon market. This is a nice market that offered a whole array of items.

On Friday, July 8th, I had the opportunity to visit the Toledo farmer markets. This was an impressive market and I think the whole town was there.

On Saturday, July 9th, I visited the Overman Park market in Cedar Falls; Kimball Ridge market in Waterloo and the Downtown market in Waterloo. It was great to see all of the wonderful variety of fresh produce at all of these markets.

On Saturday, July 23rd, I visited the Main Street market and the North Grand Mall market in Ames. The Main Street market has really grown and offers a great selection of items. The North Grand Mall has a great following of customers and was a busy market.

One thing I am noticing this year is the signs that DHS has provided are not always up and visible. These signs are what identifies that you have the ability to accept EBT, debit & credit cards. Food Assistance clients look for these signs so they know where they can spend their benefits. Please make sure that your signs are always posted so customers can see them. If you need additional signage, please let me know.



Donna Warhover
Morning Glory
Mount Vernon Farmers Market



Melinda Mauskemo
Red Earth Gardens
Toledo Farmers Market



Jim Fitkin
Fitkin Popcorn Co
Overman Park Farmers Market- Cedar Falls



Lillie & Billy Jones
The Produce Store
Downtown Waterloo Farmers Market



Jason Jones
Wilted Leaf Farm
Ames Main Street Farmers Market



Joyce & Makayla Fisher
Fisher's Flowers & Produce
North Grand Mall Farmers Market - Ames

Change to the Visa Assessment fee

I was alerted that effective with your July 2016 Ignite Payments billing, the Visa U.S. Acquirer Service Fee (also known as the Visa Assessment fee) for debit transactions will increase by 0.02 percent.

Assessment fees are the fees that MasterCard, Visa and Discover regulate and access to you. There is no way to avoid these fees as they are set by the credit card companies and all retailers are charged these fees.

Monthly Statements

Just a friendly reminder that it is important to log into Business Track every month to pull your monthly statement.

The monthly statements load into Business Track around the 3rd of every month. To pull your statement you need to:

- ✓ Log into Business Track
- ✓ Go to Statement on right side of screen and click on View Statements
- ✓ Go to Comprehensive statements for
- ✓ Click on blue 2016

Your statements are listed by month.

For those farmers that do not have e-mail, Tracy will continue to mail your monthly statements. It is also important to look over your statement every month. Ignite Payments informs you of important information/changes on page 1 and page 3 of your monthly statement.

You will need to change your password every 60 days in Business Track. Also, if you don't access Business Track in a 90 day period your account will be automatically deleted.

Community Supported Agriculture (CSA)

Some of the farmers that participate in the Wireless EBT Project offer CSAs to their clients. There are some changes regarding CSAs that were brought about by the 2014 Farm Bill. The below information only pertains to clients that are using their EBT benefits for CSAs.

- For Food Assistance client's - payment may be accepted no more than 14 days in advance of product delivery.
- Food Assistance (EBT) benefits may not be used to pay any administrative or membership fees associated with operating a CSA.

Update information with the USDA

Just a reminder that it is extremely important to report any changes to the USDA. The USDA is who authorized you to accept EBT. If you have a name change or an address change it needs to be reported so that your authorization is up to date. If you have a change, please call 312-353-6609 to report the change.

Changes to your contact information?

It is very important that DHS has your current e-mail addresses and your correct phone numbers. I send out a lot of important information and if DHS does not have your current information you could be missing out on important information. Please make sure that if you change your e-mail address or you drop or pick up a new phone number that you share that information with me.

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 me 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 you experience issues with your FD 410 machine, please call Technical Support at 1-877-274-7915. You will need to supply your Merchant Identification number. If you can't get the problem solved, please call Tracy.
6. Call Tracy if you need any supplies such as paper rolls, power cords, or battery.
7. **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 Tracy for a replacement.

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 877-823-4369.
- Food Assistance eligibility? Call Kari Lind at 515-281-7000.
- Supplies – call Tracy Penick at (515) 281-4935.