



WIRELESS EBT PROJECT

July 2015 Newsletter



From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	31	299	330	\$1,340.73	\$14,917.92	\$16,258.65
February	30	276	306	\$803.02	\$18,751.58	\$19,554.60
March	50	626	676	\$988.73	\$18,657.83	\$19,646.56
April	55	718	773	\$1,488.58	\$26,719.09	\$28,207.67
May	318	5570	5888	\$5,769.39	\$193,112.69	\$198,882.08
June	442	6027	6469	\$4,674.89	\$152,319.94	\$156,994.83
Total for Year	926	13,516	14,442	\$15,065.34	\$424,479.05	\$439,544.39

June 2015 Facts:

Total sales for June this year were higher than June 2014 (\$156,994.83 compared to \$154,219.23). The number of EBT transactions were lower in 2015 than in 2014 (442 compared to 597). For May 2015, there were a total of 6,469 wireless transactions compared to 6,478 in 2014.

In June 2015, there were 181,913 Food Assistance/EBT families in Iowa. \$42,343,162 in benefits were issued in June to these families.

Here are other interesting facts regarding June sales:

There were 106 farmers who were active in June and 77 of those had EBT sales. The farmers with the highest EBT transactions were:

- ❖ Scavo’s Vegetable Market (48) Des Moines
- ❖ Heartland Farms (25) Waterloo
- ❖ Hollow Maple Farm (20) Bennett
- ❖ Westrum Produce (20) Stratford
- ❖ Story Book Orchard (16) Story City
- ❖ The Harvest Barn (16) Weldon
- ❖ Grossman Meats (15) Preston
- ❖ Allen’s Grove Greenhouse (12) Donahue
- ❖ Litteaus Garden (12) Waterloo
- ❖ Farmer Ken’s Produce (11) Long Grove
- ❖ Lappe’s Farm Products (11) Peru
- ❖ Oak Hill Acres (11) Atalissa
- ❖ Rinehart’s Family Farm (11) Boone
- ❖ Haines Family Farm (10) Moulton
- ❖ Blooming Acres Farm (9) Fairfield
- ❖ Pride of the Wapsi (9) Long Grove
- ❖ Barnyard Produce (8) Tipton
- ❖ DeMoss Pumpkin Farm (8) Ames

❖ Shutt's Garden Center (8) St. Charles

Congratulations go out to Scavo's Vegetable Market for having the highest amount of EBT transactions and to Heartland Farms for having the highest amount in EBT sales. Great job to both!

Visiting Farmers Markets

Tracy headed out to visit markets on Saturday, July 11th. Unfortunately, the weather did not cooperate as it was rainy. Tracy stopped at the Oskaloosa and Pella farmers markets. It was great to see the signs up and the wonderful variety that these two markets offered. Although the weather was not the best, there were several people out shopping at these markets.



Michele & Lincoln De Boer
Grandma's Garden
Oskaloosa market



Jim & Louise Zaffiro
Prairie Roots Farm
Pella market

Tracy headed to Cedar Rapids on Friday & Saturday, July 17 & 18th. On Friday, she visited the Noelridge and the Newbo City Markets. On Saturday, she went to the Downtown Cedar Rapids market. It was great to be able to see everyone!

Just a reminder that it is important to have your signs up and visible. If I have trouble finding you, then it will be next to impossible for Food Assistance families to find you. If you need additional signage, please let Tracy know.



Molly Johnson, Mary Schmidt
and Eric Christianson
Matthew 25
Newbo City Market



Daryl & Melissa Doty
Doty Angus Cattle Co
Cedar Rapids Downtown market

Business Track

All of the farmers in the Wireless EBT Project that have e-mail access should have received an e-mail from Kim Lyons – MerchantSource giving instructions on how to register for Business Track.

It is very important that all of you complete the Business Track registration process and click on e-statements. If you do not do this, then you will be charged \$9.95 per month for paper statements. Please complete this as soon as possible.

Once Business Track is set up you will have the ability to go online each month and pull your monthly statement. The monthly statements load into Business Track around the 5th of every month. To pull your statement you need to:

- ❖ Go to Statement on right side of screen and click on View Statements
- ❖ Go to Comprehensive statements for
- ❖ Click on blue 2015

Your statements will be listed by month.

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.

For the few farmers that don't have e-mail access, Tracy completed the Business Track registration for you and set up your account for e-statements. Tracy will continue to mail out your monthly statements since you do not have e-mail access.

Tips for your FD 410 machine

Below are a few tips for the FD 410 machine that might be of value for you.

Tower

There is a picture of a tower in the top left hand corner of your wireless machine. It is very important to bring up your machine and then give it time to connect to the tower. Please do not try to run a transaction until the dot on the tower has changed from red to green. If you are experiencing issues with connectivity, please give Ignite Payments Customer Service a call at 1-877-274-7915.

On/Off Button

To turn the FD 410 machine on, you need to push and hold down the red button. As soon as the screen turns on release the button. To turn off machine, push the red button; touch Turn Off on the screen.

EBT Transaction

- Push EBT
- Push Sale
- Swipe EBT card
- Push Yes if the last four account numbers match
- Sale type is **FOOD STAMP**
- Enter amount
- Have client enter PIN, push enter button (green button)
- Push Yes on screen for second receipt

Card Detail Report

This report provides a breakdown of each card that has been processed. You have to print this report before you close out your batch. A huge thanks to Gwen for sharing this tip!

- Push Credit
- Push More arrow
- Push Print Report
- Push Cards Details
- Machine will print out the report

Sleep Mode

There is no way to turn the "sleep mode" off in the FD 410 machine. All you need to do is simply touch the screen and the machine comes right back to the Credit/Debit/EBT sales screen.

Close Batch

- Push Credit

- Push Close
- Totals correct? Push yes
- Batch report will print
- Make sure that the bottom of the report says “Settlement Successful”

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. Tracy sends 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 Tracy.

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 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.**