



WIRELESS EBT PROJECT

October 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
YTD		
2013 Total 35,085	5,895 (17.0%)	\$ 766,026

September 2013 Facts:

Total sales for September this year were higher than September 2012 (\$147,856 compared to \$101,899). The number of EBT transactions were also higher in 2013 than 2012 (1,365 compared to 1,210). For September 2013, there were a total of 7,405 wireless transactions compared to 5,306 in 2012.

In September 2013, there were 199,584 Food Assistance/EBT families in Iowa. \$49,064,643 in benefits were issued in September to these families.

Here are other interesting facts regarding September sales:

There were 124 farmers who were active in September and 103 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Country Market (227) Sioux City
- ❖ Hoffman Produce Farm (149) Waterloo
- ❖ Scavo's Market (55) Des Moines
- ❖ Farmer Ken's Produce (50) Long Grove
- ❖ Barb's Garden & Pantry (47) Long Grove
- ❖ Allen's Grove Greenhouse (40) Donahue
- ❖ Hollow Maple Farm (34) Bennett
- ❖ Rinehart's Family Farm (33) Boone
- ❖ Stillwater Greenhouse (31) Orchard
- ❖ Grossman Meats (29) Preston
- ❖ Yoder's Natural Farm (29) Bloomfield
- ❖ Oak Hill Acres (28) Atalissa

Congratulations go out to Country Market for having the highest amount of EBT transactions and to Hoffman Produce for having the highest amount in EBT sales. Congratulation to both!

Closing down machines for the winter

Thanks to many of you for your quick response as to what your plans are for your wireless machine during the winter months. If you haven't contacted Tracy, please do so as soon as possible.

If you are attending winter markets or selling from your farm during the winter months we definitely want to keep your machine life.

It is important to keep in mind that the monthly fees are always a month behind. So if you close down your account in October and ran transactions in October then your bank account will be debited in November for the October monthly fees. It is imperative that you keep enough money in your bank account to cover the monthly fees.

Fairfield Market

Tracy had the opportunity to visit the Fairfield Farmers Market on Saturday, September 28th. This market is located in Howard Park which is a beautiful setting for a farmers market. There were plenty of fall produce, baked goods, jellies and beautiful wood items. Farmers at this market that participate in the Wireless EBT Project were Blooming Acres Farm, Connie's Creations, Natures Way, Martin Produce, Yoder's Natural Farm and Newton's Own.



Kim Keller
Blooming Acres Farm



Connie Chartier
Connie's Creations



Cary Spray
Natures Way

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.

Upcoming Events

Des Moines Downtown Winter Season Markets – Des Moines is holding their indoor/outdoor markets at Capital Square/Nollen Plaza on November 22 & 23 and December 13 & 14. The Friday lunch market will be from 11:00 a.m. to 2:00 p.m. and on Saturday the hours are 9:00 a.m. to 1:00 p.m. If you would like to sign up to be a vendor at the winter market, please e-mail Lydia Van Der Beek at lvanderbeek@downtowndesmoines.com

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.