



# WIRELESS EBT PROJECT

## November 2013 Newsletter



### From the Editor – Tracy Penick

Total Transactions	EBT Transactions	Total Sales on Wireless
<b>2012 Total: 43,754</b>	<b>7,016 (16.0%)</b>	<b>\$958,564</b>
<b>2013 Totals:</b>		
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
YTD		
<b>2013 Total 44,940</b>	<b>6,590 (14.7%)</b>	<b>\$1,032,907</b>

#### October 2013 Facts:

Total sales for October this year were higher than October 2012 (\$266,881 compared to \$166,145). The number of EBT transactions were also higher in 2013 than 2012 (695 compared to 673). For October 2013, there were a total of 10,550 wireless transactions compared to 7,001 in 2012.

In October 2013, there were 199,540 Food Assistance/EBT families in Iowa. \$49,153,884 in benefits were issued in October to these families.

#### Here are other interesting facts regarding October sales:

There were 111 farmers who were active in October and 79 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Country Market (105) Sioux City
- ❖ Hoffman Produce Farm (70) Waterloo
- ❖ Scavo's Market (36) Des Moines
- ❖ Iowa Orchard (27) Urbandale
- ❖ DeMoss Pumpkin Farm (24) Ames
- ❖ Appleberry Farm (19) Marshalltown
- ❖ Hollow Maple Farm (19) Bennett
- ❖ The Harvest Barn (19) Weldon

Again this month, 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. Congratulations to both!

## Wow!

The October monthly sales for this year is the highest ever (\$266,881) in the history of the Wireless EBT Project. Also, sales in the first 10 months of 2013 have already topped our highest yearly sales ever with \$1,032,907. I want to express my sincere gratitude to all of you for your hard work and dedication to the Wireless EBT Project. Because of you, Iowa's food assistance families are able to provide fresh, locally grown food for their families. It is my extreme pleasure to work with each and every one of you!

## Upcoming Events

**Des Moines Downtown Winter Season Markets** – Des Moines is holding their indoor/outdoor markets at Capital Square/Nollen Plaza on 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.

**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.