



WIRELESS EBT PROJECT

May 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
YTD		
2013 Total 2,555	258 (10.0%)	\$ 70,940

April 2013 Facts:

Total sales for April this year were lower than April 2012 (\$35,334 compared to \$67,560). The number of EBT transactions were higher in 2013 than 2012 (97 compared to 74). For April 2013, there were a total of 1,239 wireless transactions compared to 1,922 in 2012.

In April 2013, there were 198,555 Food Assistance/EBT families in Iowa. \$48,816,724 in benefits were issued in April to these families.

Here are other interesting facts regarding April sales:

There were 38 farmers who were active in April and 20 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Yoder's Natural Farm (16) Bloomfield
- ❖ Grossman Meats (11) Preston
- ❖ DeMoss Pumpkin Farm (9) Ames
- ❖ Blooming Acres Farm (8) Fairfield
- ❖ Iowa Food Cooperative (8) Des Moines
- ❖ Sawyer Beef (8) Princeton
- ❖ Allen's Grove Greenhouse (5) Donahue
- ❖ Iowa Orchard (5) Urbandale
- ❖ JoKir's Wild (5) Gilmore City
- ❖ Oak Hill Acres (5) Atalissa

Congratulations go out to Yoder's Natural Farm for having the highest amount of EBT transactions and the highest amount in EBT sales. Great Job!

New Machines – Hypercom M4230

Total Merchant Services (TMS) are deploying new Hypercom M4230 wireless machines to the farmers that are under the 'Free' or 'Rental' program when your accounts are re-activated this year. Tracy had the

opportunity to demo this new technology last year for TMS during the farmer's market season. We really liked this machine as it was faster and very easy to use. One big difference about this machine is it charges on a docking station.

So if you are on the 'Free' or 'Rental' program with TMS, you will receive one of these types of machines when your account is re-activated for the market season. DHS is working with Kim Lyons at MerchantSource® to train the farmers that are using the Hypercom M4230. We held a GoToMeeting on May 30th and one on May 31st. There is another GoToMeeting scheduled for Tuesday, June 4th at 8:00 a.m. These training sessions are beneficial and help to answer questions concerning this machine. If you are interested in attending the meeting scheduled for Tuesday, June 4th and you didn't receive a meeting notice, please let Tracy know and she will forward it onto you. You can attend this meeting by computer or you can just call in.



Hypercom M4230

Are you ready for the 2013 Farmers Market season?

DHS is working on bringing up the June 1st wireless machines. Below are some things that you will need to do before your first market day:

- Open up your box immediately and please test your machine by running a credit and a debit transaction.
- Then call Kim or Tracy to run an EBT transaction.
- Charge your batteries before your first market.
- Check your paper supply. Farmers with lower volume of sales should have 1-2 rolls of paper. The farmers with large volume of sales should have 3-5 rolls of paper.
- Make sure you know where your charger cord and your download cords are.

We have experienced many issues this year with the machines not being loaded correctly. It is imperative that you test out your machine promptly so that we can troubleshoot the machine so you will be ready to attend the market with a totally functioning machine.

Important information concerning your Nurit machines

1. If your machine is going to sleep, please follow the below instructions to turn off the Battery Saver:
 - Go to Credit Sale Screen
 - Push the red colored 'Menu Cancel' key
 - Screen will say 'Enter Password'. Remember the password is always the current date mm/dd/yyyy or 04282011, hit the 'Enter' button after entering the date
 - You will now see 'Menu Screen'. Press 3 'Merch. Options'
 - Now push 5 for 'Battery Saver'
 - Now push 1 for 'Off'
 - The machine will ask 'Are you Sure?' Push the green enter button for Yes.
 - You are finished! The machine will now stay on until you turn it off. Hit the Menu Cancel button until you see the Credit Sale Screen

2. If your machine is not printing a second receipt for EBT and debit, please follow the below instructions:

- Go to Credit Sale Screen
- Push the red colored 'Menu Cancel' key
- Screen will say 'Enter Password'. Remember the password is always the current date mm/dd/yyyy or 04282011, hit the 'Enter' button entering the date
- You will now see 'Menu Screen'. Press 3 'Merch. Options'
- Now push 1 for 'Receipt Print'
- Now push 1 for 'Receipt Copy'
- Now push 4 for 'EBT'
- Now push 3 for 'Always Two Copies'

If your machine is not printing a second receipt for Debit, then follow the above instructions but choose option 3 for Debit.

It is very important that you are providing your EBT customers a receipt as that is a federal regulation!

None of the above information affects our farmers that use the Hypercom M4230 or the VeriFone machines.

Farmer Spotlight – Yoder's Natural Farm

This month we are spotlighting Robert Yoder of Yoder's Natural Farm.

The Yoder Farm is located in Bloomfield on 159 acres of land. Robert produces and sells annually around 15 beef animals, 1,500 broilers, 10 hogs and 5,000 dozen of eggs.

Yoder's Natural Farm attends the farmers market in Fairfield on Wednesday and Saturday. The Fairfield market also has a winter market which works well for Robert as the chickens lay eggs all year long and this is an outlet to be able to sell them.

Yoder's Natural Farm sells various cuts of pork, beef and chicken. They also sale a few whole ducks and rabbits.

Robert promotes EBT by always putting up his banner.

Yoder's Natural Farm has been a part of the Wireless EBT Project since 2011.

Brochure – Iowa's Farmers Market Project

The brochure is printed and DHS is in the process of getting this brochure mailed out to the DHS county offices. If you would like to take a look at the brochure just click on the below link:

http://www.dhs.state.ia.us/uploads/5.9.13_Comm_284.doc.pdf

Please keep in mind that it is important to let either Kim or Tracy know if you decide to attend a different market as we try to keep the brochure on the DHS website as current as possible.

Work Hours for Tracy & Kim

Tracy and Kim work Monday – Friday from 7:00 a.m. to 3:30 p.m. Any phone calls received after 3:30 p.m. will be returned the next morning.

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 either Tracy or Kim 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 Kim Jones at (515) 281-5410.