



# WIRELESS EBT PROJECT

## June 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
YTD		
<b>2013 Total 7,702</b>	<b>697 (9.0%)</b>	<b>\$ 248,946</b>

#### May 2013 Facts:

Total sales for May this year were lower than May 2012 (\$178,006 compared to \$192,253). The number of EBT transactions were also lower in 2013 than 2012 (439 compared to 637). For May 2013, there were a total of 5,147 wireless transactions compared to 6,226 in 2012.

In May 2013, there were 198,843 Food Assistance/EBT families in Iowa. \$48,958,306 in benefits were issued in May to these families.

Here are other interesting facts regarding May sales:

There were 90 farmers who were active in May and 65 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Scavo's Market (49) Des Moines
- ❖ Mast Family Farm (34) Leon
- ❖ Iowa Orchard (33) Urbandale
- ❖ Story Book Orchard (27) Story City
- ❖ Barb's Garden & Pantry (20) Long Grove
- ❖ Yoder's Natural Farm (19) Bloomfield
- ❖ Grossman Meats (16) Preston
- ❖ Allen's Grove Greenhouse (14) Donahue
- ❖ The Harvest Barn (14) Weldon
- ❖ Rinehart's Family Farm (13) Boone
- ❖ Fisher's Flowers & Produce (12) Ames

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

## Important

Just a reminder that it is extremely important that you alert DHS when either Total Merchant Services (TMS) or TSYS advises you that you need to swap out your machine because it is no longer working. The Wireless EBT Project is a very specialized project and you have to make sure that DHS knows what is going on so we can assure that everything operates correctly. If DHS is not made aware, you could be charged incorrectly for the swap out of your machine.

## Welcome to the Wireless EBT family

We would like to take this chance to welcome the new farmers that have joined the Wireless EBT Project in the last couple of months. They are:

1. Chad Thomas (A Family Market Place) – Waterloo – Produce, herbs
2. Devin Mattingly (Mattingly Farms Plants & Produce) – Toledo – Produce, plants
3. Debra Swirmicky (Lone Star Meadow) – Glenwood – Honey
4. Anne Bohl (Sweet Earth Farm) – Decorah – Produce, honey
5. Julia Slocum (Lacewing Acres) – Ames – Produce, fruit
6. David Myers (Heartland Farms) – Waterloo – Strawberries, pumpkins

## Care of your wireless machine

Below are a couple reminders on how to take care for your wireless machines.

- ✓ Keep your wireless machine out of the elements. It is important not to get the machine wet and protect it from the heat in the summer and the cold in the winter. The machines are similar to computers so it has to be taken care of or the machine will cease to function.
- ✓ Always charge your wireless machine with a surge protector. If the machine is charging during a power surge it can blow the pin encryption in the machine.
- ✓ The paper that is used in the machine is thermal paper. The paper rolls will expire if they are exposed to extreme heat or cold. Please store your extra paper rolls away from the elements.

## Farmer Spotlight – DeMoss Pumpkin Farm

This month we are spotlighting Dick & Letha DeMoss of DeMoss Pumpkin Farm.

You can find Dick & Letha DeMoss at the North Grand Farmers Market in Ames and they also sell from their farm in Ames. They have 16 acres in which they grow the vegetables that they sell. You can find veggies beginning in the spring with asparagus and rhubarb. In the summer, they sell sweet corn, tomatoes, green beans, peppers, onions, cabbage, kohlrabi and more. In the fall, you can find pumpkins and squash. Also with selling all of their veggies, they sell jams and jellies, honey, popcorn, and home baked pies, breads, rolls and cookies.

The DeMoss' promote EBT by always have their signage present whether at the market or on the farm. They advertise that they accept EBT, debit and credit as well as word of mouth. Their specific strategies in promoting that they accept EBT, credit and debit is to greet all customers with a friendly smile & a hello. All customers are treated the same, no matter how they pay for their products.

The DeMoss' have been in business for over 30 years. They are very diversified so most everyone can find something they want. Their customers know that they are honest and will not knowingly sell a product that does not meet their quality standards. Honesty, friendliness, quality and integrity are important to the DeMoss'.

The DeMoss Pumpkin Farm have been a part of the Wireless EBT Project since 2006.



Dick & Letha DeMoss



## 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](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.