



WIRELESS EBT PROJECT

August 2016 Newsletter



From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	22	355	377	\$617.64	\$16,680.16	\$17,297.80
February	12	304	316	\$741.80	\$16,890.55	\$17,632.35
March	25	540	565	\$475.96	\$21,171.14	\$21,647.10
April	92	1490	1582	\$1,616.43	\$67,291.32	\$68,907.75
May	246	6294	6540	\$3,190.99	\$229,762.92	\$232,953.91
June	396	6019	6415	\$4,858.76	\$141,388.75	\$146,247.51
July	859	6862	7721	\$9,134.28	\$121,054.63	\$130,188.91
Total for Year	1,652	21,864	23,516	\$20,635.86	\$614,239.47	\$634,875.33

July 2016 Facts:

Total sales for July this year were higher than July 2015 (\$130,188.91 compared to \$102,549.98). The number of EBT transactions were also higher in 2016 than in 2015 (859 compared to 821). For July 2016, there were a total of 7,721 wireless transactions compared to 6,060 in 2015.

In July 2016, there were 177,424 Food Assistance/EBT families in Iowa. \$42,232,441 in benefits were issued in July to these families.

Capitol Complex Farmers Market

The first-ever Capitol Complex farmers market opened for business on Tuesday, July 26th. The market is located on E. 13th Street between E. Walnut and E. Grand Avenue and the hours are Tuesday, 3:00 to 5:30 p.m. This market is a wonderful opportunity for state employees to attend a market after work. To date, there are four farmers in the Wireless EBT Project that have participated in this market.



Mike Penick, Penick's Sweet Corn, with Bill Northey, Iowa Secretary of Agriculture

Visiting Farmers Market

I headed out on Thursday, August 18th to visit some farmers markets in western Iowa. My first stop was the Denison farmers market. This is a small market and there were a lot of customers there to purchase the fresh produce. Next stop was the Missouri Valley farmers market. This market has a great location and you can purchase a wide variety of items. My final stop was the Main Street market in Council Bluffs. This market was located right on the sidewalk of Main Street. There were multiple vendors and a lot of variety of things to purchase.

On Friday, August 19th my first stop was the Ditmars Orchard in Council Bluffs. This orchard is gearing up for the upcoming apple season. I then headed up to Sioux City to visit the Country Market roadside stand. This stand is extremely busy and offers a huge selection of produce. My last stop was the Dallas Center farmers market. This market had several vendors and offered a good variety of produce. This was my first opportunity to visit all of these farmers markets out west. It was great to see everyone and I really appreciate that your signs were up and visible.

On Saturday, August 20th, I was able to travel to the Carlisle, Knoxville and Pella farmers markets. Although the weather did not cooperate all of these markets were busy. It is exciting to see how the Carlisle market continues to grow every year. Although only two farmers at the Pella market, they were busy with people wanting to purchase fresh produce and wonderful baked goods. I have to tell you that the scotcheroo that I purchased was the best one I have ever eaten! Thanks to everyone for having your signs up and visible.



Robert & Becky Hodge
Hodge Greenhouse
Missouri Valley market



Anita Allmon
Wild Rose Farms
Missouri Valley market



Donna Brahm with granddaughter Nora Grace
3 Bee Farms
Council Bluffs Main Street market



Joel Myers & Linda Nelson
Frog Swale Farm
Dallas Center market

EMV Update

The FD410 wireless machines are finally Europay, MasterCard and Visa (EMV) compliant. Once the download is complete, your screens will look different. Please refer to my e-mail that I sent out on August 22nd as there was an attachment with tips on how to run transactions with this new software.

This does not affect the new farmers that have the FD410DW wireless machines as they were already EMV ready.

Change to the Visa Assessment fee

I was alerted that effective with your July 2016 Ignite Payments billing, the Visa U.S. Acquirer Service Fee (also known as the Visa Assessment fee) for debit transactions will increase by 0.02 percent.

Assessment fees are the fees that MasterCard, Visa and Discover regulate and access to you. There is no way to avoid these fees as they are set by the credit card companies and all retailers are charged these fees.

Monthly Statements

Just a friendly reminder that it is important to log into Business Track every month to pull your monthly statement.

The monthly statements load into Business Track around the 3rd of every month. To pull your statement you need to:

- ✓ Log into Business Track
- ✓ Go to Statement on right side of screen and click on View Statements
- ✓ Go to Comprehensive statements for
- ✓ Click on blue 2016

Your statements are listed by month.

For those farmers that do not have e-mail, Tracy will continue to mail your monthly statements. It is also important to look over your statement every month. Ignite Payments informs you of important information/changes on page 1 and page 3 of your monthly statement.

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.

Upcoming Events

Iowa Fruit & Vegetable Growers Conference – January 26 & 27, 2017 at the FFA Enrichment Center on the DMACC Campus in Ankeny.

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. I send 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 me.

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 me 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.**