



# WIRELESS EBT PROJECT

## November 2015 Newsletter



### From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	31	299	330	\$1,340.73	\$14,917.92	\$16,258.65
February	30	276	306	\$803.02	\$18,751.58	\$19,554.60
March	50	626	676	\$988.73	\$18,657.83	\$19,646.56
April	55	718	773	\$1,488.58	\$26,719.09	\$28,207.67
May	318	5570	5888	\$5,769.39	\$193,112.69	\$198,882.08
June	442	6027	6469	\$4,674.89	\$152,319.94	\$156,994.83
July	821	5239	6060	\$8,337.80	\$94,212.18	\$102,549.98
August	993	5969	6962	\$10,880.99	\$111,654.60	\$122,535.59
September	786	7902	8688	\$9,818.27	\$180,869.01	\$190,687.28
October	603	13727	14330	\$8,211.04	\$345,215.95	\$353,426.99
<b>Total for Year</b>	<b>4,129</b>	<b>46,353</b>	<b>50,482</b>	<b>\$52,313.44</b>	<b>\$1,156,430.79</b>	<b>\$1,208,744.23</b>

#### October 2015 Facts:

Wow! Total sales for October were \$353,426.99. This is the highest month ever in sales in the past 11 years of the Wireless EBT Project. Thanks to each of you for your hard work and dedication to this project!

Total sales for October this year were higher than October 2014 (\$353,426.99 compared to \$279,858.51). The number of EBT transactions were slightly lower in 2015 than in 2014 (603 compared to 659). For October 2015, there were a total of 14,330 wireless transactions compared to 10,907 in 2014.

In October 2015, there were 180,092 Food Assistance/EBT families in Iowa. \$42,995,120 in benefits were issued in October to these families.

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

There were 104 farmers who were active in September and 75 of those had EBT sales. The farmers with the highest EBT transactions were:

- ❖ Hoffman Produce Farm - Waterloo
- ❖ Country Market - Sioux City
- ❖ Scavo's Vegetable Market - Des Moines
- ❖ Shelly Farms - Goose Lake
- ❖ Appleberry Farm - Marshalltown
- ❖ Farmer Ken's Produce - Long Grove
- ❖ Hollow Maple Farm - Bennett

- ❖ DeMoss Pumpkin Farm - Ames
- ❖ Grossman Meats - Preston
- ❖ Litteaus Garden - Waterloo
- ❖ Rinehart's Family Farm - Boone

## Visiting Farmers Markets

I had the opportunity to visit the Downtown Des Moines Winter Market on Friday, November 20<sup>th</sup>. This is really a great market with a lot of vendors. I was surprised by how much fresh produce was available at the market considering that it was November.



Connie Chartier  
Connie's Creations

## EMV Update

I wanted to provide an update on Europay, MasterCard and Visa (EMV). EMV was to be implemented October, 2015 but there are no wireless machines in the industry that are ready for EMV. The FD410 wireless machines have the capability but the software is not ready. Once the software is ready, all of the farmers will need to complete a partial download on your wireless machine.

## 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.

## Upcoming Events

**Des Moines Downtown Winter Season Markets** – Des Moines is holding their indoor/outdoor markets at Capital Square/Nollen Plaza on December 18 & 19.

**Iowa Fruit & Vegetable Growers Conference** – January 28 & 29 at the FFA Enrichment Center on the DMACC Campus in Ankeny.

## 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.**