



WIRELESS EBT PROJECT

January 2015 Newsletter



From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	58	395	453	\$1,399.49	\$14,822.50	\$16,221.99
February	28	348	376	\$1,007.88	\$12,511.22	\$13,519.10
March	29	570	599	\$1,226.89	\$17,365.99	\$18,592.88
April	63	991	1054	\$2,186.23	\$36,659.12	\$38,845.35
May	363	6218	6581	\$5,199.16	\$221,846.59	\$227,045.75
June	597	5881	6478	\$6,841.93	\$147,377.30	\$154,219.23
July	951	4831	5782	\$9,884.85	\$82,912.95	\$92,797.80
August	1211	5030	6241	\$14,615.26	\$91,383.53	\$105,998.79
September	936	6951	7887	\$12,125.34	\$161,268.76	\$173,394.10
October	659	10319	10978	\$9,612.25	\$270,246.26	\$279,858.51
November	97	1813	1910	\$2,892.63	\$59,425.27	\$62,317.90
December	88	2431	2519	\$1,733.15	\$91,626.86	\$93,360.01
Total for Year	5,080	45,778	50,858	\$68,725.06	\$1,207,446.35	\$1,276,171.41

December 2014 Facts:

Total sales for December this year were higher than December 2013 (\$93,360.01 compared to \$78,588.52). The number of EBT transactions were lower in 2014 than in 2013 (88 compared to 89). For December 2014, there were a total of 2,519 wireless transactions compared to 2,535 in 2013.

In December 2014, there were 188,554 Food Assistance/EBT families in Iowa. \$44,250,640 in benefits were issued in December to these families.

Here are other interesting facts regarding December sales:

There were 38 farmers who were active in December and 19 of those had EBT sales. The farmers with the highest EBT transactions were:

- ❖ DeMoss Pumpkin Farm (31) Ames
- ❖ Iowa Food Coop (9) Des Moines
- ❖ Yoder's Natural Farm (7) Bloomfield
- ❖ Grossman Meats (6) Preston
- ❖ Hollow Maple Farm (6) Bennett
- ❖ Harvest Barn (4) Weldon
- ❖ Hoffman Produce Farm (4) Waterloo
- ❖ Coyote Run Farm (3) Lacona
- ❖ Oak Hill Acres (3) Atalissa
- ❖ Shutt's Garden Center (3) St. Charles

Congratulations go out to DeMoss Pumpkin Farm for having the highest amount of EBT transactions and the highest amount in EBT sales. Great job!

Help Us Recruit New Farmers!

It is that time of year where we need to begin recruiting new farmers for the Wireless EBT Project. Do you know of any farmers that would benefit by being a part of the Wireless EBT Project? If so, please let Tracy know so she can reach out to them.

Iowa Fruit & Vegetable Growers Annual Conference

The annual conference for the Iowa Fruit & Vegetable Growers Association will be held on January 29 & 30th at the FFA Enrichment Center in Ankeny.

The Keynote Speaker this year will be Marsha Salzwedel – Agritourism Safety Specialist at the National Children’s Center for Rural and Agricultural Health and Safety. Her topics of interest will be “Integrating Safety into your Operation: the “Hands-On” Approach” and “When the Unexpected Happens: How to Prepare for Emergencies”. For more information on this conference visit the Iowa Fruit & Vegetables Growers website.

Tracy will be hosting a booth to promote the Wireless EBT Project and hopefully gain some new farmers for the project. Please be sure to stop by and say hi if you are planning on attending this conference!

Iowa Farmers Market Workshop

The 17th annual Iowa Farmers Market Workshop will be held on Saturday, February 7th from 9:00 a.m. to 4:00 p.m. It will be held at the First Christian Church on 2500 University Avenue in Des Moines.

The Keynote Speaker this year will be Cindy Gannon, Marketing Coordinator – ISU Extension. She will present on “Social Media Explained” and “Social Networking – Tips, Tricks and Perspectives.”

To find out more about this workshop visit the Iowa Farmers Market Association website.

Annual Survey

Thanks to all of you that took the time to complete the annual survey. I will provide the results from the survey in the February newsletter.

Changes to your contact information?

It is very important that DHS has your current e-mail addresses and your correct phone numbers. Tracy sends 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 Tracy.

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 Tracy 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 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.