



WIRELESS EBT PROJECT

May 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	680	735	\$1,488.58	\$25,228.58	\$26,717.16
Total for Year	166	1,881	2,047	\$4,621.06	\$77,555.91	\$82,176.97

April 2015 Facts:

Total sales for April this year were lower than April 2014 (\$38,845.35 compared to \$26,717.16). The number of EBT transactions were lower in 2015 than in 2014 (55 compared to 63). For April 2015, there were a total of 735 wireless transactions compared to 1,054 in 2014.

In April 2015, there were 184,519 Food Assistance/EBT families in Iowa. \$42,914,412 in benefits were issued in April to these families.

Here are other interesting facts regarding April sales:

There were 16 farmers who were active in April and 7 of those had EBT sales. The farmers with the highest EBT transactions were:

- ❖ DeMoss Pumpkin Farm (14) Ames
- ❖ Iowa Food Coop (13) Des Moines
- ❖ Grossman Meats (9) Preston
- ❖ Oak Hill Acres (6) Atalissa
- ❖ Allen's Grove Greenhouse (5) Donahue
- ❖ Hollow Maple Farm (4) Bennett
- ❖ Sawyer Beef (4) Princeton

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

It's Farmers Market Season!

Many markets are opening across the state. As you begin to attend markets, please make sure to have your signs up and visible so that Food Assistance clients know that they can shop at your stand. I had the pleasure to attend the opening day of the Downtown Des Moines market on Saturday, May 2nd. It was great to catch up with the farmers that attend that market!



Jason & Amy Boyer and family
The Harvest Barn

Almost there!

It has been a whirlwind of activity getting all of the farmers that participate in the Wireless EBT Project switched over to our new machine vendor. There are still a couple of you that haven't completed and submitted the required application. A new machine cannot be deployed until the application is submitted. Kim or Shelley from MerchantSource will be in touch if you are missing any documents. New machines are being deployed daily so if you have any questions on the status of your new machine please give either Tracy or Kim a call.

Very important – if you changed your banking information on your new application Tracy needs to know. If Tracy doesn't know then your monthly DHS reimbursements will bounce.

Thanks so much for your patience as we work through this major change! I count it a joy to work with all of you!

Farmers Market Coalition Grant

I am so pleased to announce that 92 of the farmers that participate in the Wireless EBT Project have been awarded the Farmers Market Coalition (FMC) Grant. The grant winners will all receive a brand new FD 410 wireless machine, extra battery, charging cord and a car charger. Congratulations to all of the winners!

Tips for your FD 410 machine

All of the farmers that participate in the Wireless EBT Project are in the process of being switched over to the new FD 410 wireless machine. Below are a few tips that might be valuable to you.

On/Off Button

To turn the FD 410 machine on, you need to push and hold down the red button. As soon as the screen turns on release the button. To turn off machine, push the red button; touch Turn Off on the screen.

EBT Transaction

- Push EBT
- Push Sale
- Swipe EBT card
- Push Yes if the last four account numbers match
- Sale type is **FOOD STAMP**
- Enter amount
- Have client enter PIN, push enter button (green button)
- Push Yes on screen for second receipt

Card Detail Report

This report provides a breakdown of each card that has been processed. You have to print this report before you close out your batch. A huge thanks to Gwen for sharing this tip!

- Push Credit
- Push More arrow
- Push Print Report
- Push Cards Details
- Machine will print out the report

Sleep Mode

There is no way to turn the “sleep mode” off in the FD 410 machine. All you need to do is simply touch the screen and the machine comes right back to the Credit/Debit/EBT sales screen.

Close Batch

- Push Credit
- Push Close
- Totals correct? Push yes
- Batch report will print
- Make sure that the bottom of the report says “Settlement Successful”

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. Tracy worked closely with the USDA during the FMC grant process to get our information up to date. Going forward 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. 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 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.