

# CENTRAL TERMINAL MODEL SET-UP FOR SNAP/EBT REDEMPTION AT FARMERS' MARKETS\*

## CONGRATULATIONS ON YOUR APPROVAL TO ACCEPT SNAP AT YOUR FARMERS' MARKET!

<b>Description of Central Terminal Model</b>	<p>When a farmers' market manager assumes the responsibility for accepting SNAP benefits on behalf of all of their eligible vendors, the model used to redeem those benefits is called the central terminal model. A central terminal model simply means that one location, a booth for example, is set up where people may swipe their SNAP/EBT card to exchange their electronic benefits for scrip (tokens, paper scrip or receipts) which they may then use to buy SNAP eligible foods at participating and eligible vendors.</p> <ul style="list-style-type: none"> <li>Following is a quick reference list of steps to help guide you in the implementation of your SNAP/EBT program.</li> </ul>
<b>OBTAIN YOUR EBT MACHINE</b>	
<b>Get contacted by state EBT contractor, JP Morgan</b>	<p>Once authorized or soon after receiving approval you should have been contacted by Nevada's EBT contractor, JP Morgan, to discuss EBT machine options. Their number is (800) 350-8533.</p> <ul style="list-style-type: none"> <li>If your market operates at different locations and you do not have access to a telephone line or electricity, your best option is a wireless terminal. There usually is a fee to purchase or lease the terminal, however currently the state is offsetting the cost by providing a leased wireless terminal AT NO COST to you. Please ask about it when speaking to the EBT contractor.</li> <li>You can choose a machine that only accepts EBT, but you may choose to go with a machine that accepts credit and debit as well. This is a nice option in that it helps reduce stigma associated with using EBT benefits because other cards are also being swiped for scrip. It also increases sales considerably. If you decide to accept credit and debit ask your EBT contractor about your options, otherwise you will need to seek out a third-party processor (like merchant services) and will incur transaction fees of between 2-4% sales, depending on the plan you obtain. There are many other fees associated with these accounts so be sure to receive a full explanation of every fee, whether or not a contract is required, and if charges are incurred during months a market is closed (if not operating year-round).</li> <li>If you decide to accept EBT only there should be no transaction fees (if you have EBT sales of at least \$100 per month). BE SURE TO DISCUSS COSTS WITH THE JP MORGAN REPRESENTATIVE.</li> <li>Another option that has become available recently is to contract with <a href="#">MarketLink</a>. This program is FREE for qualifying farmers and markets and includes SNAP, debit and credit for a small fee per transaction. An iPhone5c, printer and data services are provided free of charge for the first year. Be sure to ask plenty of questions to determine if this is a good fit for your market.</li> </ul>
<b>DETERMINE WHETHER YOU WISH TO ISSUE TOKENS OR USE A RECEIPT SYSTEM TO REDEEM EBT BENEFITS</b>	
<b>Tokens</b>	<ul style="list-style-type: none"> <li>With tokens, you will need to design the tokens and purchase them. It's recommended that denominations of \$1 and \$5 be made in different colors. The tokens should contain the following information: name and/or logo of issuing market, serial numbers, denomination, and be made of sturdy hardwoods. If you also accept credit/debit then you will need to differentiate these tokens from the EBT ones. One way is to create the EBT tokens in a single color and make the credit/debit ones multicolored.</li> <li>Typically, the central terminal/booth will have a market employee available at all times to swipe a person's EBT card in exchange for the tokens. The customer will then be able to use the tokens like cash to purchase eligible foods at participating vendor stands within that market, except they are not allowed to receive change back. Customers may choose to return tokens for a refund onto their EBT account. They may also keep them for use on another day.</li> <li>The market manager will reimburse vendors for the tokens they turn in.</li> </ul>
<b>Receipts</b>	<ul style="list-style-type: none"> <li>With the receipt system, you will need to purchase and then give all participating vendors a receipt book, preferably one that keeps carbon copies for their records. Vendors need to ensure their name appears on the receipt.</li> <li>The customer shops at participating vendors but instead of being given his/her food, he/she is issued a paper receipt with the amount of purchase. Once the customer is done shopping, he/she goes to the central terminal/booth, hands the receipt(s) over to the market employee who then swipes the customer's EBT card for the amount of each purchase. The receipts are stamped as "paid" and the customer takes them back to each vendor to pick up their purchases.</li> <li>The market manager will reimburse vendors for the total sales receipts they had.</li> </ul>
<b>Video Demonstration</b>	<ul style="list-style-type: none"> <li>Watch our video on Farmers' Markets to see how a central terminal model works.</li> <li><a href="https://www.youtube.com/watch?feature=player_embedded&amp;v=KmT-utkEJDE">https://www.youtube.com/watch?feature=player_embedded&amp;v=KmT-utkEJDE</a></li> </ul>



<b>SET UP YOUR SNAP/EBT REDEMPTION BOOTH, ALSO KNOWN AS THE CENTRAL TERMINAL</b>	
<b>Obtain Equipment</b>	<p>It's a good idea to have one booth dedicated to SNAP/EBT redemption.</p> <ul style="list-style-type: none"> <li>You may wish to obtain the following items for the booth: canopy, table, chairs, banners, signs, pens, bookkeeping forms, EBT machine operation instructions and phone numbers, vendor packets, and SNAP information for market customers.</li> <li>You will also need the EBT machine and either tokens or receipts. If using the receipt system you will also need a personalized stamp that says "PAID." If using tokens, you will need containers to hold the tokens.</li> </ul>
<b>DEVELOP RULES &amp; PROCEDURES, ALONG WITH FORMS &amp; TRAINING FOR MARKET EMPLOYEES &amp; VENDORS</b>	
<b>Market Manager</b>	<p>Accepting SNAP/EBT carries along with it a responsibility to prevent fraud as well as maintain good record keeping in order to reimburse vendors correctly. You will receive a video and a guide detailing the rules for accepting SNAP. They are also available online at <a href="http://www.fns.usda.gov/snap/retailers/store-training.htm">http://www.fns.usda.gov/snap/retailers/store-training.htm</a></p> <ul style="list-style-type: none"> <li>learn what items are eligible for purchase with SNAP benefits</li> <li>watch a 17 minute training video</li> <li>read a 28-page guide that includes program rules and regulations</li> </ul>
<b>Market Employees</b>	<p><i>Market employees</i> that will be working at the central terminal/booth should be trained on machine operation and SNAP rules.</p> <ul style="list-style-type: none"> <li>Machine training should include how to use the EBT machine, what to do if it malfunctions, how to do a manual transaction, how to accept token returns, how to fill out the transaction log, and how to open and close out the day.</li> <li>They should also know what foods are eligible for purchase with SNAP benefits and which vendors accept SNAP/EBT. Part of their training should include watching the training video and/or reviewing the training manual that the USDA sent you.</li> </ul>
<b>Vendors</b>	<p><i>All vendors</i> should be aware of the SNAP/EBT program, however only those that sell SNAP eligible foods may participate. Participation is not mandatory, but vendors who participate may see increased sales.</p> <ul style="list-style-type: none"> <li>Participating vendors should be provided with a vendor packet which should include the following: rules and procedures, vendor agreement which should be signed and returned to manager, copy of vendor agreement for their own records, list of eligible foods, vendor sign that says "We accept SNAP/EBT", and any other information you would like to include. Be sure to include in the agreement how the vendor will be paid or reimbursed for tokens/receipts. You may choose to cut a check or credit their rent, but be sure to specify how long it will take them to get paid.</li> <li>This packet can serve as part of the training, however you should do an actual walk-through with the vendors to demonstrate how the program will operate and to provide an opportunity to answer questions or clarify anything.</li> </ul>
<b>RESOURCES</b>	
<b>Sample Vendor Agreements and Procedures</b>	<ul style="list-style-type: none"> <li><i>SNAP/EBT at your Farmers Market: Seven Steps to Success, Appendix D and E, p. 49-52</i> <a href="http://www.pps.org/pdf/SNAP_EBT_Book.pdf">http://www.pps.org/pdf/SNAP_EBT_Book.pdf</a></li> <li><i>SNAP at Farmers Markets: A How-to Handbook, Appendix C, p. 17—19</i> <a href="http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298">http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298</a></li> </ul>
<b>List of Sources for Tokens</b>	<ul style="list-style-type: none"> <li><i>SNAP at Farmers Markets: A How-to Handbook, Appendix E, p. 21</i> <a href="http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298">http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298</a></li> </ul>
<b>Recordkeeping Forms</b>	<ul style="list-style-type: none"> <li><i>Farmers Market Federation of New York EBT Program, under Program Administration follow link for EBT Transaction Logs</i> <a href="http://nyfarmersmarket.com/images/EBT%20logs.xls">http://nyfarmersmarket.com/images/EBT%20logs.xls</a></li> </ul>
<b>Webinars</b>	<ul style="list-style-type: none"> <li><i>"EBT and Nutrition Outreach: Practical Advice from Successful Programs" and "6050W and Farmers Markets: Electronic Payment Reporting Requirements." Farmers Market Coalition, scroll down to view list of webinars, PowerPoint presentations, and handouts</i> <a href="http://farmersmarketcoalition.org/information-marketplace">http://farmersmarketcoalition.org/information-marketplace</a></li> </ul>
<b>SNHD OCDPHP Contact</b>	<p>Feel free to contact Aurora Buffington, MS, RDN, LD for more info or technical assistance at (702) 759-1273.</p> <ul style="list-style-type: none"> <li>We would like to help spread the word if you are a market that accepts EBT in Southern Nevada on our <a href="http://www.gethealthyclarkcounty.org">www.gethealthyclarkcounty.org</a>, and <a href="http://www.vivasaludable.org">www.vivasaludable.org</a> websites. Let us know!</li> </ul>

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