



Market Link
Technology that works for farmers, markets, and consumers

MICROFARMING: GROWING FOR FARMERS MARKETS

GROW YOUR CUSTOMER BASE & YOUR SALES

AUGUST 27, 2014

BY
DON WAMBLES

A Complete Solution for Farmers.
Farmers Markets and Consumers.





■ Expand Your Customer Base

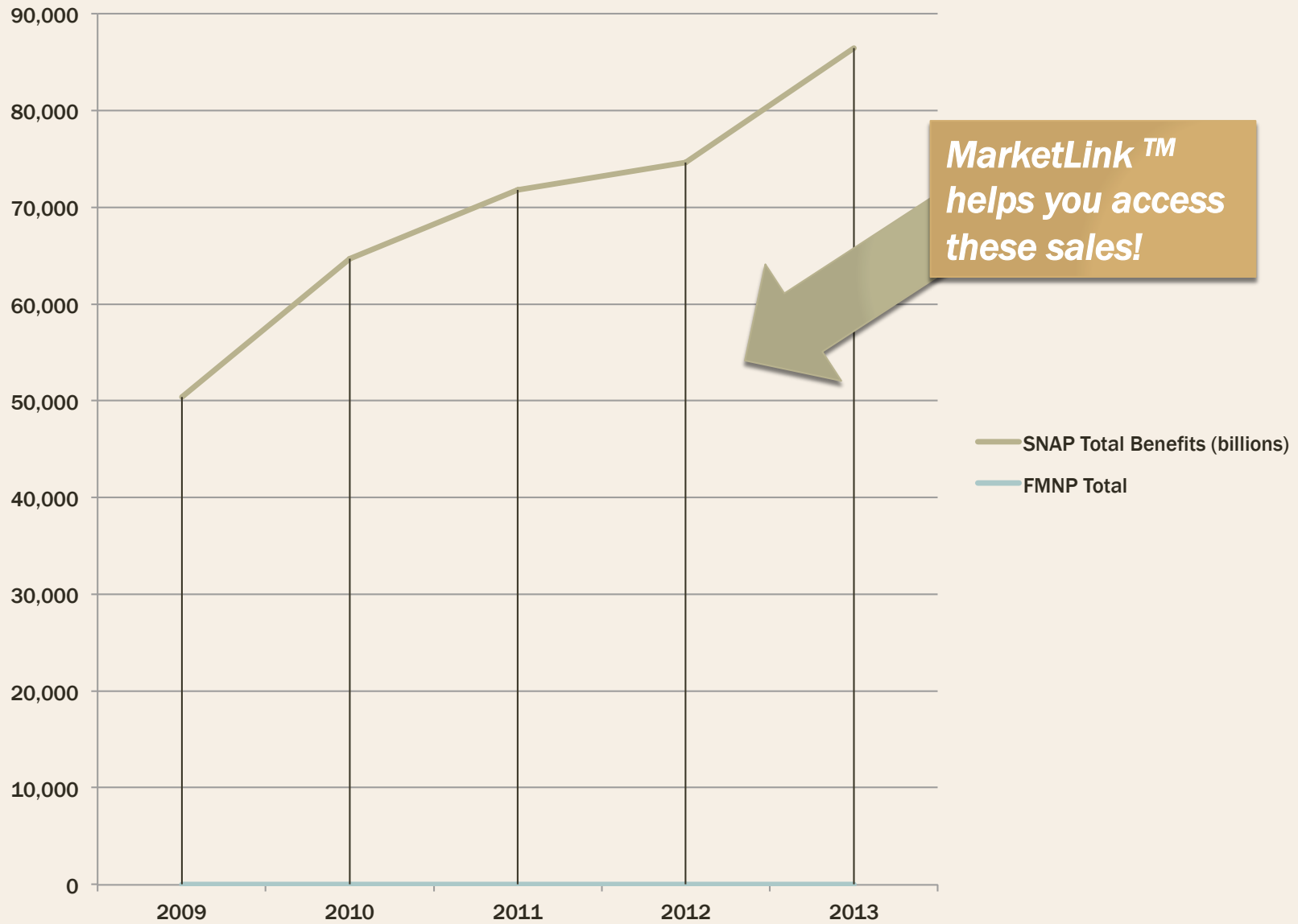
- Less than 40% of current FMNP clients are enrolled in SNAP; therefore, 60% plus of SNAP participants are eligible new customers!

■ Increase Your Sales

- Largest reason why purchases are limited at markets is people run out of cash.



Total Funding SNAP vs. FMNP



PURPOSE SNAP EBT FUNDING:

- Increase SNAP redemptions/participation at farmers markets...
- ...by providing wireless SNAP EBT equipment to:
 - FARMERS MARKETS and/or DIRECT MARKET FARMERS not currently participating in SNAP at such markets

HISTORY

■ FY12

- FNS received \$4M in FY12
- Allocation formula
- Allocated late in FY12 (May 2012)
- Extended through FY13

■ FY13

- Additional \$4M in FY13 (same conditions)
- Did not allocate FY13 funds
- Later in year, realized new approach necessary
- Rolled FY12 funds through FY14 (no feasible alternative)
- Issued RFP to deal with FY13 funds.

RFP/CONTRACT OBJECTIVES

■ Five Tasks

- Identify Eligible Farmers and Farmers Markets
- Recruit and sign them up
- Provide full spectrum technical assistance
- Record-keeping/Reporting
- Cooperate with States (on FY12 funds)

WHO WE ARE

- The NAFMNP was established in 1992 as a non-profit corporation.
- We are the only national organization linking the States, the District of Columbia, Indian Tribal Organizations, Territories, and other stakeholders in USDA's Farmers Market Nutrition Programs.
- We serve *Farmers Markets, Farmers*, low-income families, and seniors who share in our mission.

OUR MEMBERSHIP

- 45 members representing WIC FMNP and Senior Programs, and SNAP Agencies.
- Our program footprint which is critical in our delivery includes
 - Seniors FMNP
 - WIC FMNP
 - WIC CVV or FVV Training & Coordination
 - EBT Terminal Grants
 - Double Coupon Programs
 - SNAP Acceptance Training
- Members currently train more than:
 - 36,000 farmers
 - 6,000 farmers markets
 - 4,000 roadside stands
 - 141 CSAs

OUR MISSION

**Cultivating opportunities
for consumers to buy fresh produce
from local Growers**

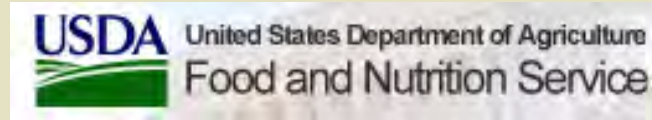
NOW THAT THE DECISION HAS BEEN MADE. WHAT WAS THE REAL PROBLEM?

- The Issue became evident that there was not **one complete solution** to accept all of the different types of payments in farmers markets
- The problem is compounded by the fact that there were at least 6 different signup processes to be completed :
 - Wireless data programs
 - Smartphone purchase programs
 - SNAP Processor agreements
 - SNAP authorization approval process
 - Signup processes for credit and debit payment processing and
 - Loyalty program signup.
- In Maryland, at one point there were 9 different systems to process SNAP, Credit, Debit, and the multiple loyalty incentive programs.

OUR SOLUTION

- Met with industry experts from all areas in the industry.
 - major processors
 - technology providers
 - software providers
 - terminal providers
 - advocacy groups and,
 - third party processors.
- Develop a solution that would have a simplified signup and authorization process.
- Negotiate a single payment processing solution with fees less than what any farmer could obtain on his/her own.
- Another important goal in our solution was that it be **SELF SUSTAINING.**
- We see this as a collaboration with all interested parties **ESPECIALLY** between **USDA** and our members!

- **USDA – Food & Nutrition Service**



- **National Association of Farmers Market Nutrition Programs (NAFMNP)**



- **The NOVO DIA Group, Mobile Market+™**



- **WorldPay™**



OUR PARTNERS

WHAT IS *MARKETLINK*TM ?

- *MarketLink*TM is a Complete Technology Solution.
- *MarketLink*TM provides new *state-of-the-art equipment* to direct-marketing farmers and farmers markets to increase sales and build customer base.
- *MarketLink*TM is a national program with a solution for ALL farmers and farmers markets!



MarketLink™ Options



Eligible for
FREE
terminal

- **New iPhone**, card reader, and printer with one-year warranty to process **ALL** SNAP, Debit, and Credit Card Transactions, *wherever* you sell.
- **Unlimited Mobile Market+™** data services for 2 years.
- **No** annual fee for Merchant processing account with WorldPay™ the first year.
- **World-Class Technical Support** from day one!

Not eligible
- need
terminal &
service

- Purchase terminal(s) and card reader(s) and get the processing plan

Not eligible
- need
service

- Sign up for the processing plan if you have a compatible terminal already

SNAP FACTS

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

- **Eligible foods:** All fruits and vegetables; meats, fish, and poultry; cheese and dairy products; eggs; baked goods;
 - processed foods: honey, cider, juices;
 - herbs (plants and bunched);
 - plants & seeds that bear fruit
- **Ineligible foods:**
 - Non-food products,
 - wine and alcohol products,
 - hot foods,
 - foods meant to be eaten on-site

WASHINGTON STATE UNIVERSITY RESEARCH REPORT

- Report published April 2013 about 17 farmers markets accepting EBT, credit, and debit transactions from July - October 2011.
- Only 6% of all sales in cash!
- Average electronic sale - \$34.57!
- **\$285,211** spent at markets using credit, debit, and SNAP EBT.
 - Credit - \$162,487
 - Debit - \$70,092
 - SNAP - \$30,438

OTHER STATE EXAMPLES

Alabama:

- A farmer reported that using wireless technology for SNAP, Debit, and Credit Card payments **increased Saturday sales by 60%** (\$1,000 up to \$1,600-1,800)!

Michigan:

- Farmers in Kent County, Michigan had dramatic sales **increases (\$44,000 to \$117,000) in one year** when they used wireless technology to accept SNAP transactions.

New York:

- The Farmers Market Federation of New York reported that a direct-marketing farmer **added \$40,000 in sales the first year** using a wireless terminal.
- SNAP sales at farmers markets have increased by triple digits for the past several years.

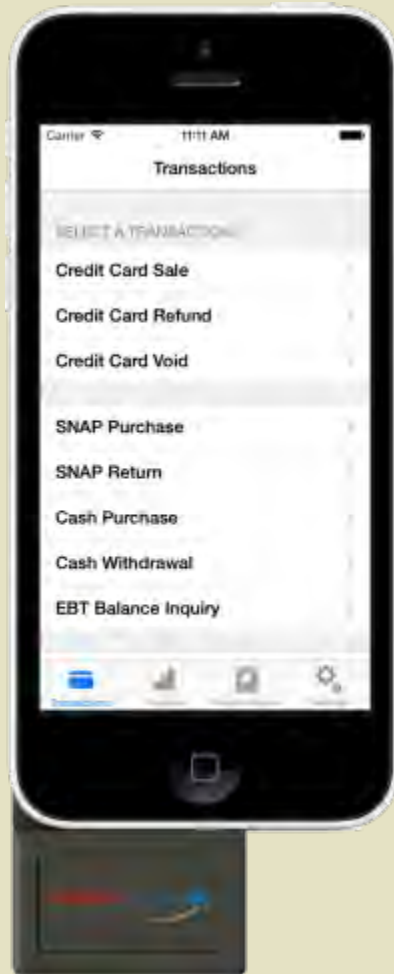
THE BOTTOM LINE

This program is a great opportunity for you to try accepting electronic payments without investing your own money for equipment.

SUPPORT FROM *MARKET LINK*™

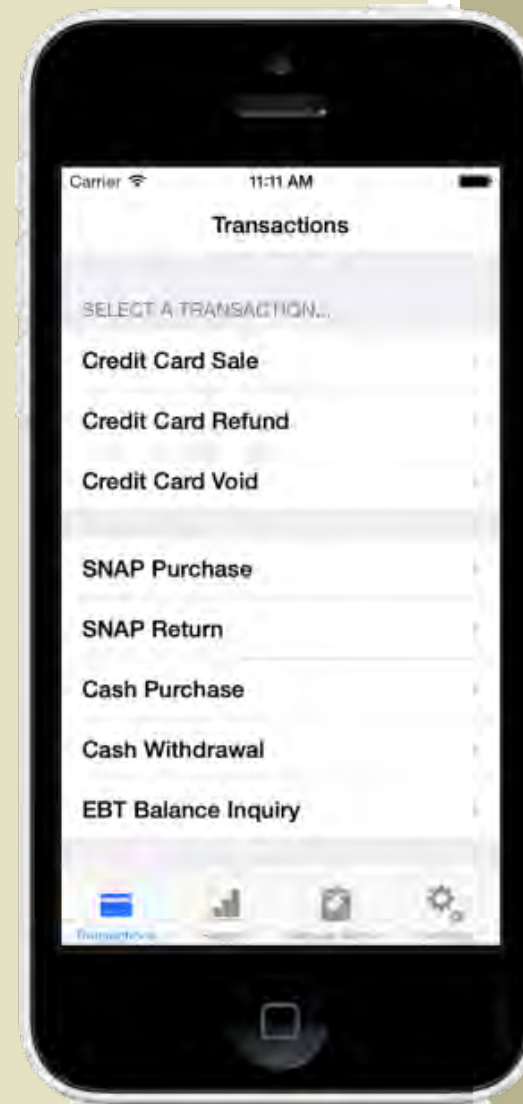
- *Technical support* from initial sign-up through USDA SNAP-authorization from the *MarketLink*™ Team!
- *Tailored setup assistance* of your iPhone and the application that processes all transactions – *Mobile Market+*™
- Technical Support Help Desk available
- Commitment from *MarketLink's*™ **own Customer Support Team—people who understand direct-marketing farmers and farmers markets!**

EQUIPMENT PACKAGE



DATA AVAILABLE TO YOU VIA IPHONE

- Ability to retrieve a transaction
- Weekly, monthly, annual sales data
- Great tool to track all of your electronic sales





MARKETLINK™ TERMINAL PROGRAM

Option	Description	USDA Program (Free to Eligible Farmers , & Farmers Markets)	Individual Cost
A	Full equipment package – iPhone, reader, printer	✓	\$1,963
B	Reader & Printer Bring Your Own Device Option*	✓	\$ 689
C	Vx610 Wireless Terminal	✓	\$ 650
D	Vx520 Wired Terminal	✓	\$ 225
*must be Apple iOS 6.0 or above device as of May 2014			



MARKETLINK™ TERMINAL PROGRAM: FEES & COMMITMENTS

Option	Description	Year 1	Year 2	Year 3
A / B / C / D	Annual fee for payment processing	\$0	\$120	\$120
A / B	License Fee for MobileMarket+	\$0	\$0	\$100
A / B / C / D	Transaction fees	SNAP: 15 cents per transaction Credit & debit: 1.79%** of sale plus 15 cents		
A / B	Wireless Data Service (2 yrs)	\$0	\$0	—
C	Data Cost	\$19.95 / month		
C	Transaction fees	Additional \$0.05 per transaction		

**For qualified transactions



MARKETLINK™

EARLY TERMINATION FEES

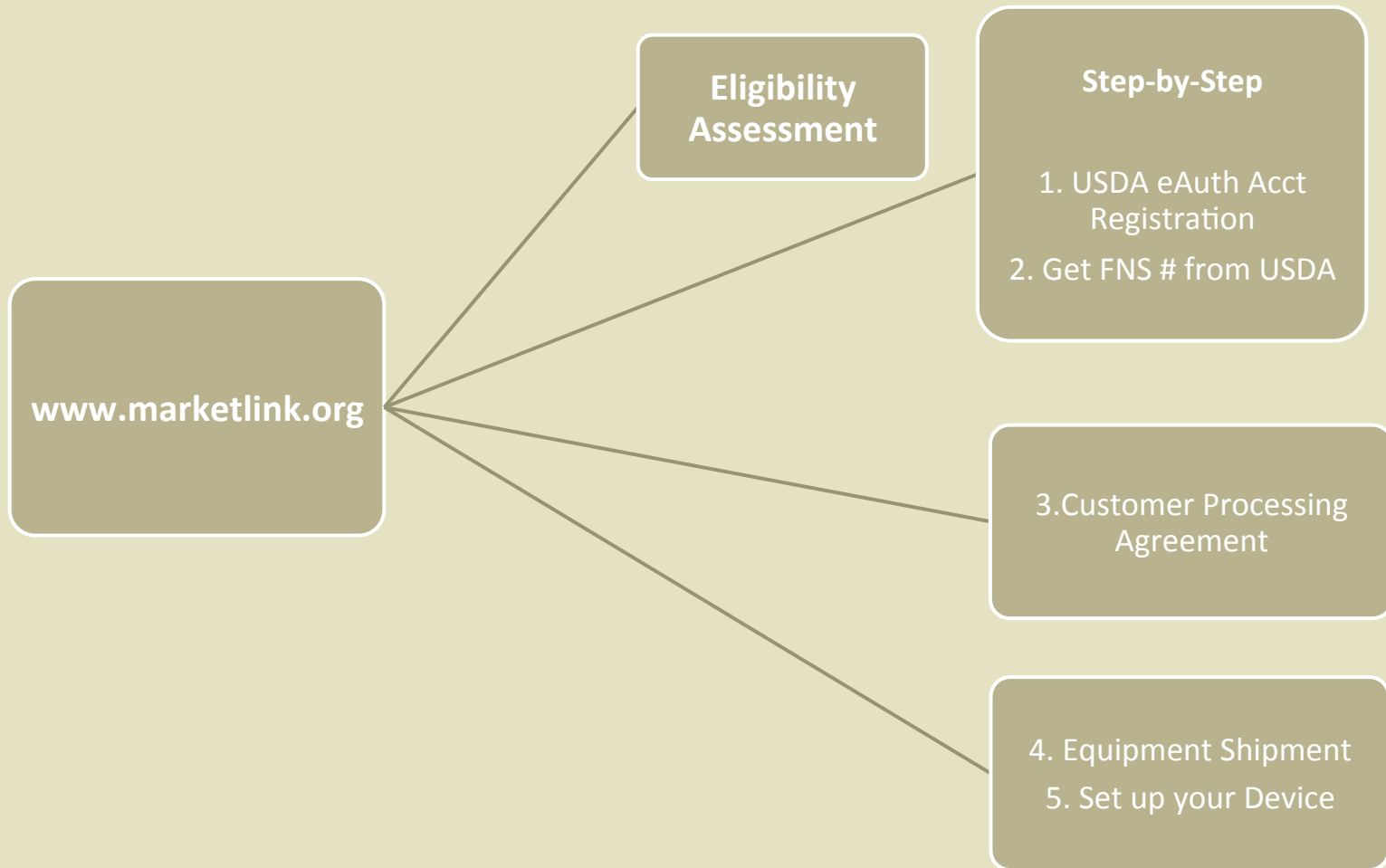
	Year 1	Year 2	Year 3
Early Termination Fees to exit WorldPay 3-year Contract:	\$295	\$195	\$95

You will receive a notice 90 days prior to the end of your 3-year contract asking you whether you want to continue on an annual basis on the same terms as the Fees & Commitments in Year 3.

MARKETLINK!



MARKETLINK PROCESS



MARKETLINK PROCESS

Your Application Received

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graph LR; A[Your Application Received] --- B[Novo Dia Group]; A --- C[Welcome]; A --- D[Training]; A --- E[Shipment];
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Novo Dia Group

Welcome

mobileebt@mobileebt.com

User Name & Activation Code

Click Orange box – Create
Password and set Security
Question

Training

support@novodiagroup.com

Shipment

shipping@novodiagroup.com

Mobile Market Select for World Pay

Troubleshooting Steps For the Equipment

- My SNAP transaction won't go through- the NEXT button will not light up
- My device won't activate. What's wrong?
- My Market is on Saturday, and I need a number to call if something goes wrong. Who do I call?
- I swipe my card but nothing's happening. What's wrong?
- My device is not working! Can I process SNAP transactions with the paper vouchers I was sent?
- There's something wrong with my printer. How do I fix it?

INFORMATION ON WEBSITE

- Eligibility Assessment
- Step-by-Step
- Details on each step
- Sample Completed Forms
- Informative Videos
- Contact information for assistance
- Upcoming Events where you can find a MarketLink Representative



INCENTIVE PROGRAMS

- USDA plans to announce the program in August- 'they' said to keep checking back on the NIFA website for the RFA
- **MarketLink is compatible with the electronic incentive programs or will work with token incentive program**
 - we are looking at other technical improvements to increase capabilities for incentives

QUESTIONS & ANSWERS

- Contact the team at:

- Phone: 443-212-8084

- Email: info@marketlink.org

- Amy Crone, amy.crone@marketlink.org

- Don Wambles, don.wambles@agi.alabama.gov

- <http://marketlink.org>