EBT Tech Bytes

with Farmers Market Coalition

A quick scan of device categories:
Wired, Wireless, and Mobile (plus loyalty cards)
Farmers Market Coalition is an independent nonprofit 501(c)(3) dedicated to strengthening farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers.
About the tech byte series:

FMC is hosting a series of small presentations on EBT Tech – they’re brief info sessions on EBT technology, common challenges markets face, and they’re meant to be consumed in any order based on your market’s needs.
Three main categories:

Wired

Wireless

Mobile
Seeing Options:

Wired

- Connects to ethernet cable, router, or dial up internet.
- Some \textbf{wireless} devices are also capable of wired connection
Seeing Options: Wired

Verifone VX520

First Data 150 (FD150)

Ingenico Desk 3500
Seeing Options: Wireless

• Connects to wireless internet – WI-FI or a hotspot
• Many Mobile devices are also capable of wireless connection
• Ideal for places with strong wireless capabilities.
• KEY: your wireless connection needs to be secure to comply with PCI standards! Work with your Service Provider to ensure you’re meeting criteria.
Seeing Options: Wireless

- Ingenico Desk 3500
- TotiPay Go
- PAX S920
- Verifone VX520
- First Data 150 (FD150)
- Clover Flex
Seeing Options:

Mobile

- Runs on a monthly contract, like a cell phone
- Cost ranges from $10-40/month
- Ideal for places without WI-FI, routers, or hardwired internet connection. Also ideal for **farm stands**, who may be using their device in multiple locations.
- KEY: check with AT&T, Verizon, or other providers to make sure you have cellular coverage in your area.
Seeing Options: Mobile
Want to accept electronic payments including SNAP, credit & debit at your farm or farmers market?

Apply to the Grant Here

Technology that works for farmers, markets and consumers.
Bonus Option: Want to replace your tokens?

Service Providers like Epic Technology Solutions and Healthy Ways (part of Merchant Source) are building innovations for the Farmers’ Market field. They are combining mobile devices – often tablets or cell phones with software-based apps, much like the existing Square app on your phone -- with loyalty card systems. Market operators still operate a centralized kiosk, but instead of handing out tokens, they also have the option of loading a market-specific loyalty card with incentives and SNAP dollars – these are redeemed at each farmers’ booth via a smartphone app with a camera.
What markets are saying...
Many markets have alerted us that the Clover Flex DOES NOT CLEAR MANUAL VOUCHERS!

This step is crucial in the event of internet outages, or issues with card acceptance...if you’re looking for a similar, software-based point of sale device, look instead to the Pax A920.
In some ways, it is everything I ever wanted -- software on an iPad, integrated with Square for debit/credit. It's quick at market. Clears vouchers like greased lightning. Improved online data portal to extract after markets.
Merchant Source has a great customer service -- I have used their service on site during Saturday’s Market. They have returned calls when they see machine hasn’t batched out. They are willing and helpful to resolve all concerns.
More ideas on technology? Reach out:

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