

NOFA VT MARKET MANAGER CONFERENCE

MARCH 24, 2016



WHOLESOME WAVE STAFF



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WHO IS IN THE ROOM?

- Market Managers!
 - Currently operating incentives?
 - New (1st year) or experienced operators?
 - Paid staff or volunteers?
 - Size of your market?
 - Urban or Rural?
- Name and location of market + number of vendors

OVERVIEW

- Incentives – The Big Picture
- Wholesome Wave – Vision and Mission
- NOFA VT – Incentive Pioneers!
- Tour of Wholesome Wave Resources
 - Community of Practice
 - FM Tracks
- Q&A

NATIONAL VIEW OF INCENTIVES



GROWTH AND SCALE

NATIONAL SPREAD

- In 2005 the first nutrition incentive program was started by the NYC Dept. of Health.
- In 2008 4 farmers markets piloted incentive programs in CA, MA and NY.
- As programs grew and evolved, they outgrew any single iteration, spread nationally.
- 2014 Farm Bill introduces \$100 million in funding through FINI.
- Today incentive programs are in nearly every state and DC.



WHAT IS FINI?

- Food Insecurity Nutrition Incentive Program
- USDA Grant Program
- 2014 Farm Bill
- First instance of direct federal support for incentives
- Increases guidelines and the need for documentation
- Up for renewal in next Farm Bill

FINI 2015 MULTI-YEAR, LARGE-SCALE PROJECTS



WHOLESOME WAVE

- Works with over 400 direct to consumer sites in 17 states + DC to provide F&V incentives to 110,000 SNAP consumers

ECOLOGY CENTER

- California Market Match provides dollar-for-dollar match for CA SNAP shoppers; designed to reduced diet related illness and stabilize farming communities

AARP FOUNDATION

- Incentive programs in 22 Kroger stores and 31 farmers markets in TN and MS

FLORIDA ORGANIC GROWERS

- Aims to expand access for SNAP consumers to Florida-grown fruits and vegetables to 50 markets in 21 FL counties, over three years.

FINI 2015 MULTI-YEAR, LARGE-SCALE PROJECTS (CONT.)

MASSACHUSETTES DEPT OF TRANSITIONAL ASSISTANCE

- Provide healthy incentives for each SNAP dollar spent on targeted F&Vs at farmers' markets, farm stands, mobile markets and CSAs in MA

FAIR FOOD NETWORK

- Expand DUFEB: from farmers markets to retail grocery outlets, from seasonal to year-round, and from tokens to technology as means of processing transactions

INTERNATIONAL RESCUE COMMITTEE

- Increase availability of locally-grown, culturally appropriate F&V among refugee and immigrant populations in Salt Lake City, Phoenix, Baltimore and Charlottesville

WASHINGTON DEPT. OF HEALTH

- Offer a variety of cash incentives to SNAP shoppers at 168 Safeway supermarkets and 86 farmers markets and CSAs in 21 WA counties



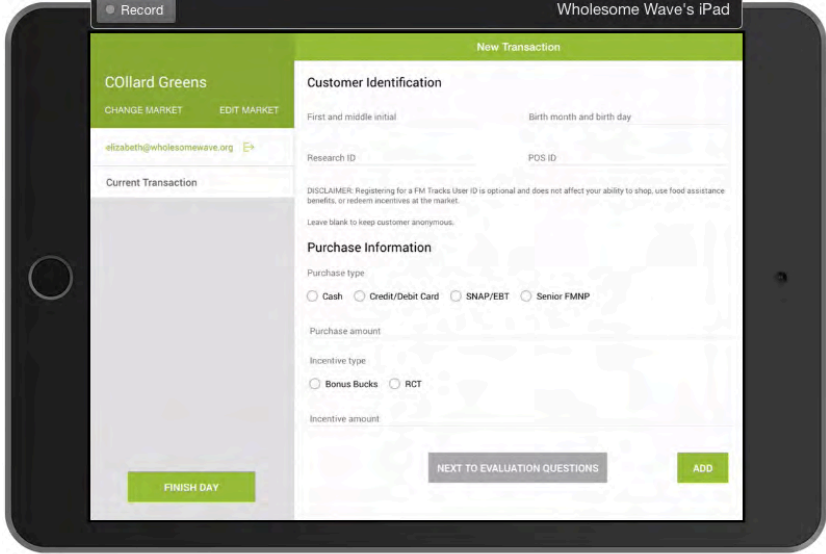
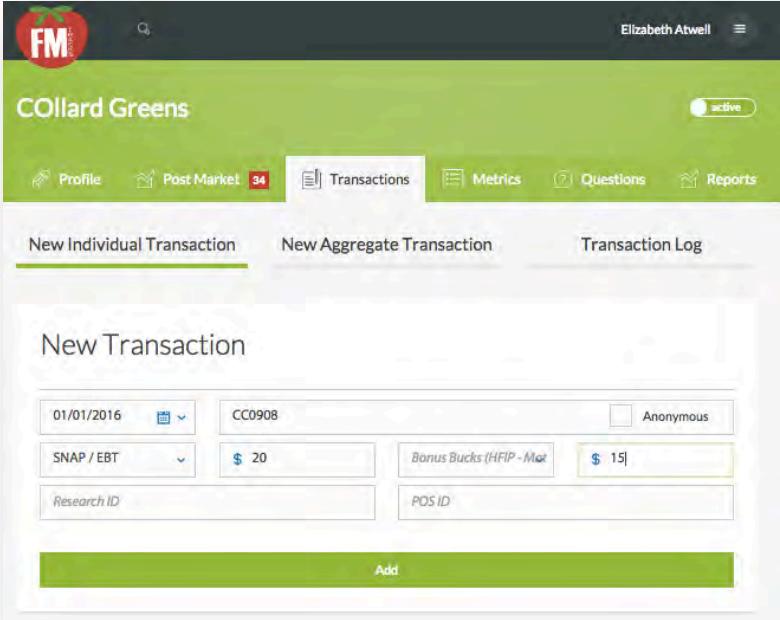
NATIONAL THEMES AND TRENDS

- Drive for scale and increase of impact
- Maintaining impacts to small, local, family farms and diversified production operations through that expansion
- Focus on SNAP incentives
- Incentives for fruits and vegetables vs. other SNAP-eligible foods
- Donor fatigue and need for states to get involved in match
- New sectors and organizations getting into the space
 - AARP and United Health Care



STANDARDIZED METRICS TO QUANTIFY IMPACT

“Any measurement of success for markets across the US needs to identify universal indicators for any or all of these changes, to allow markets to compare that change to others while still making room for each market and its partners to tell its own unique story.”
- Farmers Market Coalition



WHOLESOME WAVE

VISION

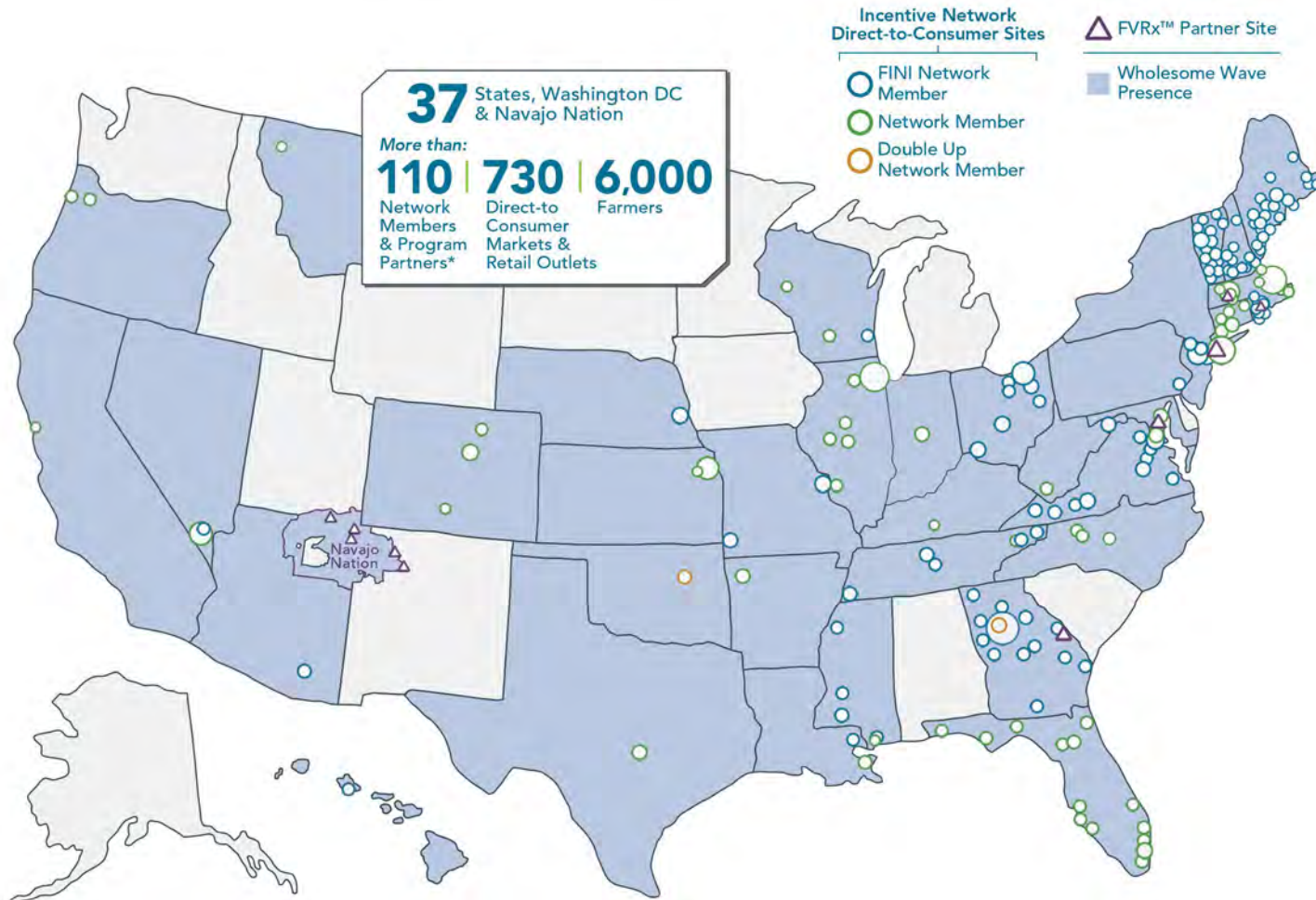
Affordable, healthy, local food for all

MISSION

Wholesome Wave inspires underserved consumers to make healthier food choices by increasing affordable access to fresh, local and regional food.

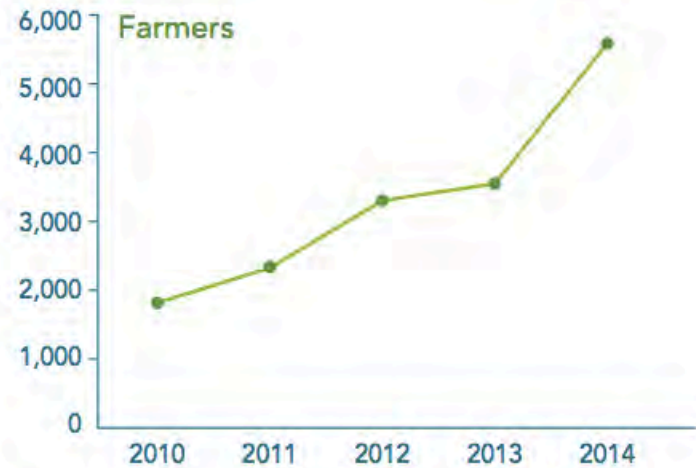
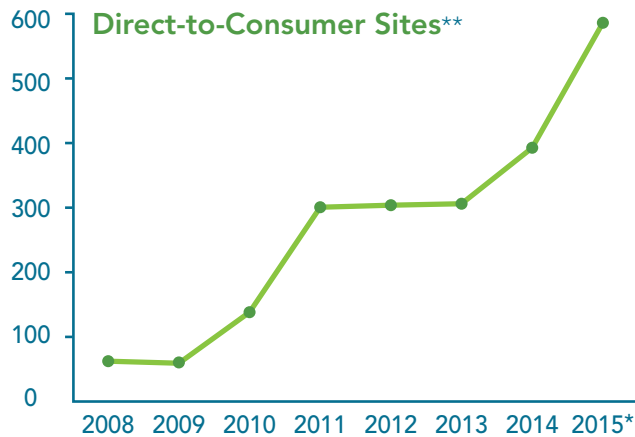
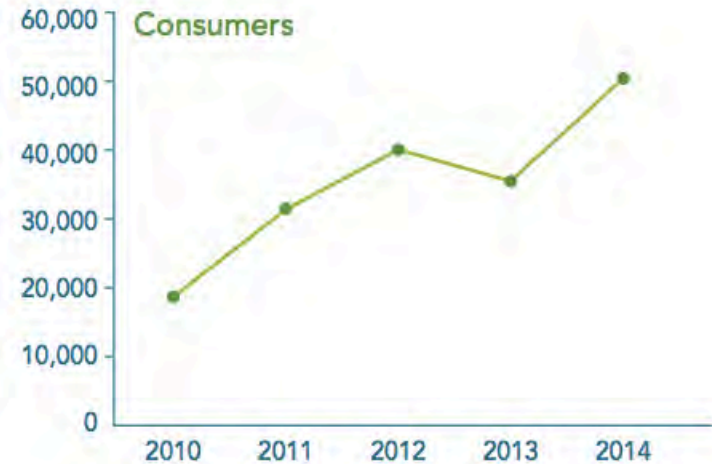
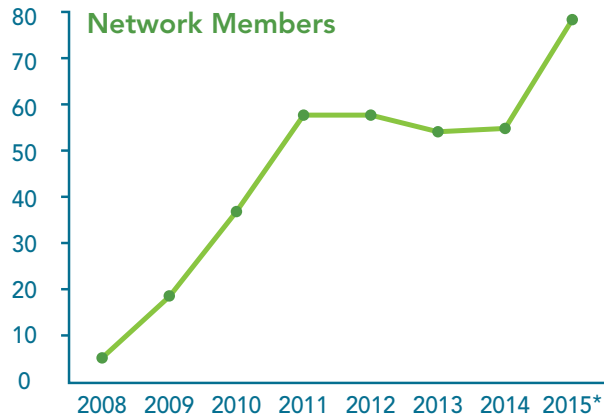


WHOLESOME WAVE'S NATIONAL NUTRITION INCENTIVE NETWORK: 2015 GROWTH



*Community-based Organizations, Healthcare Centers, and Hospitals

NETWORK GROWTH



* Projected

** Includes Farmers Markets, Mobile Markets, and Community Supported Agriculture (CSA) sites

ON THE GROUND IMPACT

"I love the double your food stamps program because it allows me to buy fruits and vegetables for my family which is what we need in order to maintain health. I have a son with a genetic disorder that is prone to getting tumors and twice already since we've been on food stamps he has had two tumors when we had to use food banks because we didn't have enough money for food. But now that we have this program I'm able to get \$60 more a month in groceries that is only fruits and vegetables, which has increased my ability to give him what he needs in order to maintain health.

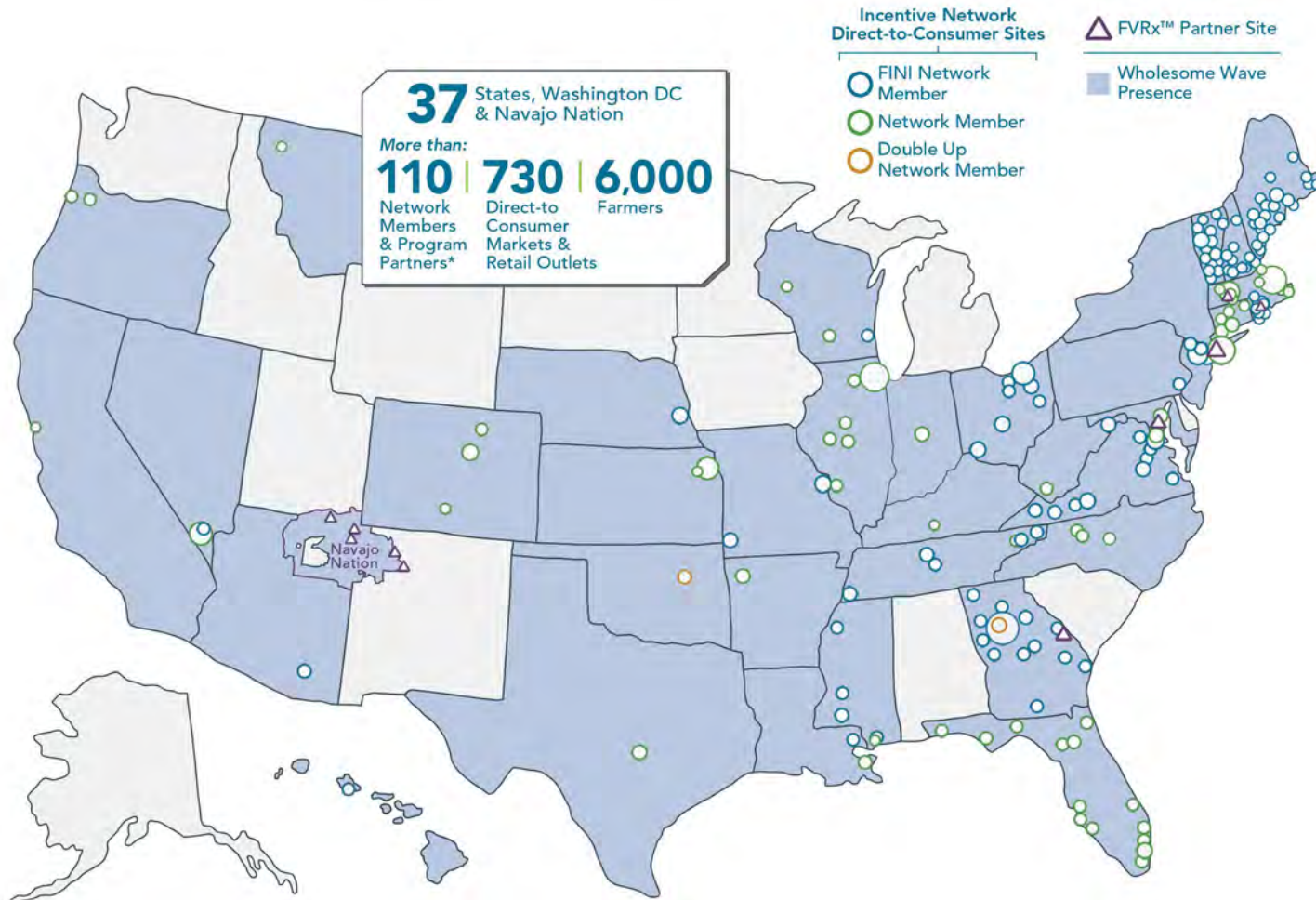
And I think it's a great program the government has something to do with, you know, because it's so much better to help people proactively maintain health rather than use Medicaid to pay for all their sicknesses after the fact. It just makes so much more sense and it's one of the best programs I've ever seen the government do for people of low income.

We haven't always been people of low-income. Before I was divorced we had as much money as we wanted to spend on food and healthcare and everything, but that's just not the way it is right now and sometimes people are in this situation and if the government is going to help it's helpful that it's actually helping and not hurting."

- Stacey Gordon, Webb City Farmers Market - 9/26/15



WHOLESOME WAVE'S NATIONAL NUTRITION INCENTIVE NETWORK: 2015 GROWTH



*Community-based Organizations, Healthcare Centers, and Hospitals



Network Member Capacity Building

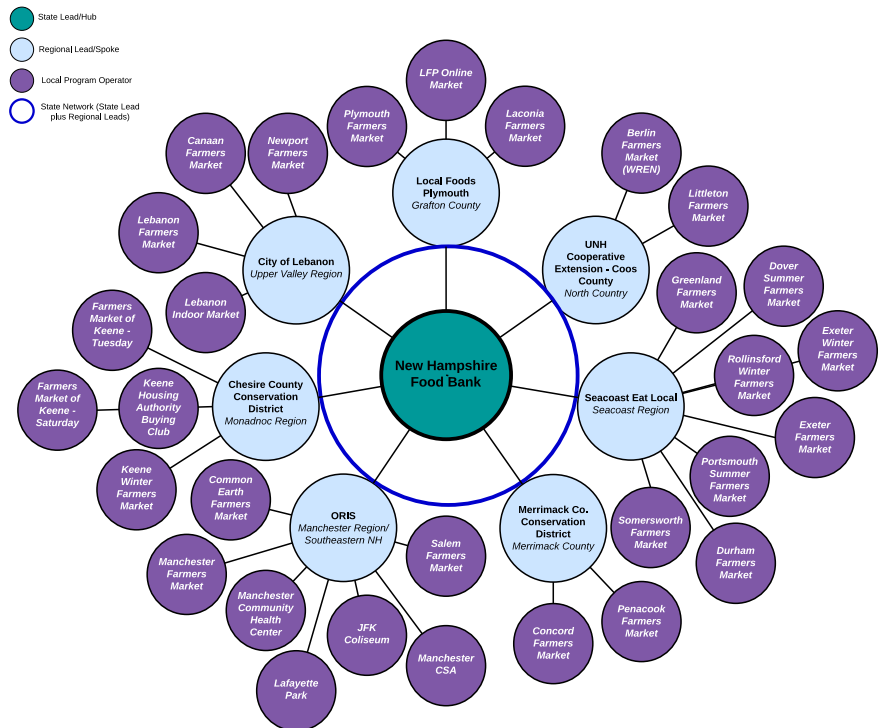
Through our network, we build the capacity of nutrition incentive practitioners, advancing them from a Stage 1 to Stage 4 member.

STATEWIDE PROGRAMS

- Local program operators collaborating together at the state level to leverage their collective strengths, draw down funds and reach more consumers and farmers.
- Statewide organizations centrally administering programs that can be adopted locally across a state

STATE EXAMPLES

- CMMC
- New Hampshire
- Ohio
- NOFA VT!



CONSISTENCY IN COMMUNICATIONS

MAINE HARVEST BUCKS



THE FARMERS MARKET CO.

A promotional flyer for The Farmers Market Co. featuring various food items like tomatoes, carrots, and asparagus. The flyer includes the market's name, location, and a promotion for SNAP EBT users.

The Farmers Market.co
FREDERICKSBURG • SPOTSYLVANIA • KING GEORGE

**USE SNAP EBT
GET BONUS
TOKENS FREE**

**\$10 SNAP =
\$20 Fresh Food***

*Bonus for Fruits and Vegetables only
See Market Manager for details. Cash and credit cards also welcome.

**Spotsylvania
Farmers Market**

Commuter Lot
at Rt. 3 & Gordon Rd.
(12150 Gordon Rd.)

**Spotsylvania Regional
Medical Center**
HCA Virginia Health System
4600 Spotsylvania Pkwy.

**Saturdays,
8am - 1pm**

**Wednesdays,
3pm to 7pm**

Spotsylvaniafarmersmarket@gmail.com
(540) 845-4267
www.TheFarmersMarket.co

DOUBLE UP FOOD BUCKS



NOFA VT CROP CASH PROGRAM

Use your EBT card to buy fresh local food!

This summer, use your 3SquaresVT benefits at the farmers market near you.



Use your EBT Card to purchase food at the market and double your 3SquaresVT dollars with Crop Cash for fresh fruits and veggies.



Buy more fresh, delicious food for your family and support your local farmer.

Find a participating market near you:

Visit www.vermontfoodhelp.com or dial 2-1-1 for information and a list of participating markets.



DOUBLE your 3SquaresVT benefits at your community Farmers Market!



Turn \$10 in 3SquaresVT benefits into \$20 with CROP CASH



What is CROP CASH?

FREE bonus funds (up to \$10) that can be used at participating farmers markets in Vermont to buy fresh fruits and vegetables.

How/where do I get CROP CASH?

By using your 3SquaresVT benefits at one of the 46 participating farmers markets in Vermont.

Why should I shop at the Farmers Market?

Because with Crop Cash, you're getting the best deal in town for the best tasting produce! Plus, you'll be supporting a local farmer. Which is pretty cool.

For an up-to-date listing of participating farmers markets, as well as directions and hours of operation, visit www.nofavt.org/CROPCASH

CROP CASH is made possible by:



Visit www.nofavt.org/cropcash or call (802) 434-4122 to learn more.

NOFA VT CROP CASH PROGRAM

- A Pioneer in the Field of Incentives
- One of the largest networks of markets in the country – well over 50 markets!
- Providing incentives to customers since 2008

DISTRIBUTION AT-A-GLANCE

Transactions
All

5,209

Dollars
All

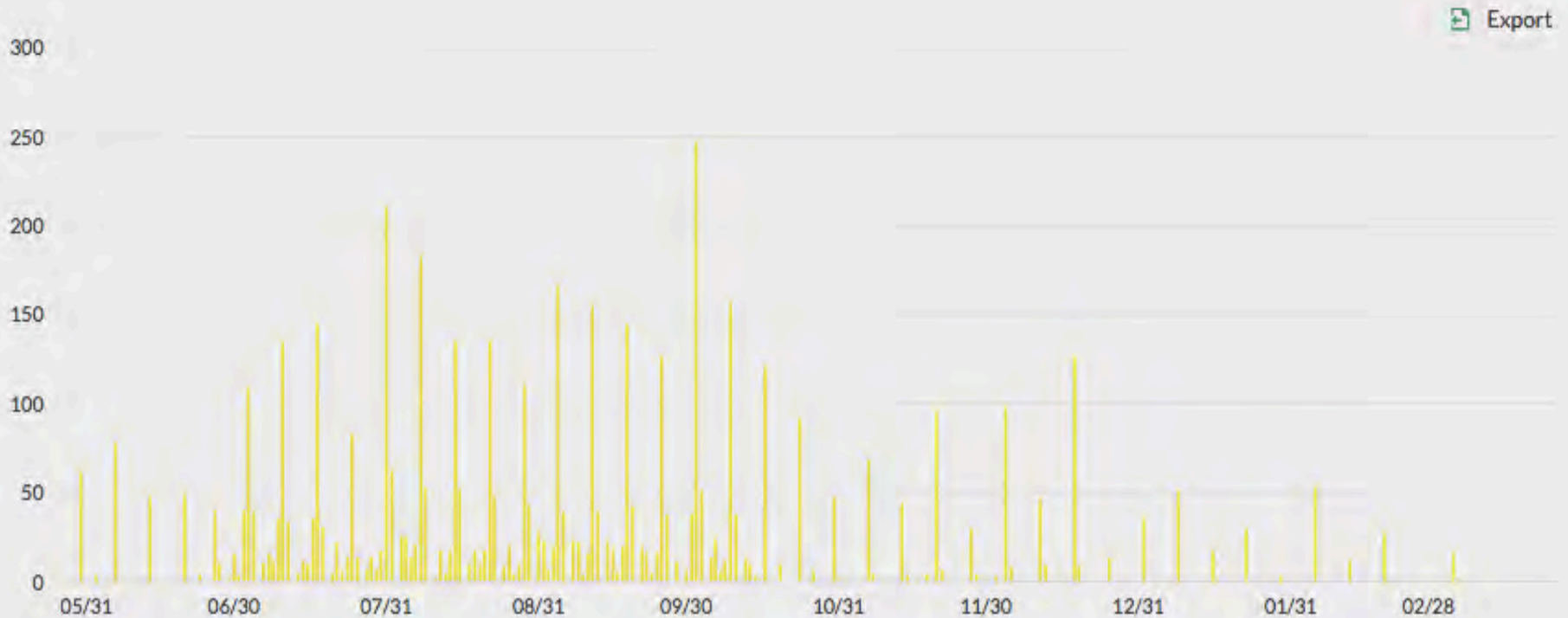
\$81,950

Incentives
All

\$38,211

New Users
All

5



National Nutrition Incentive Network Resources for Market Managers





Network Member Capacity Building

Through our network, we build the capacity of nutrition incentive practitioners, advancing them from a Stage 1 to Stage 4 member.

Network Services

TOOLS AND TECHNICAL ASSISTANCE



Members have access to tools, toolkits and direct assistance to build their capacity from a Stage 1 to a Stage 4 member. Subjects include:

- Program Operations
- Data Collection and Evaluation
- Communications, Outreach and Marketing
- Fundraising
- Policy and Advocacy

ADVOCACY AND EDUCATION



Members are engaged as policy advocates and educators to inform public policy.

DATA COLLECTION AND EVALUATION



Wholesome Wave has a national incentive program data set based on reporting from members. Wholesome Wave provides common metrics and data reporting platforms for members to submit their data and for evaluators to conduct research.

COMMUNITY OF PRACTICE



Members interact, share ideas, resources, solutions and build the body of knowledge for nutrition incentive programs through five platforms:

- Listserv
- Topical webinars
- Annual conference
- Newsletter
- Resource library

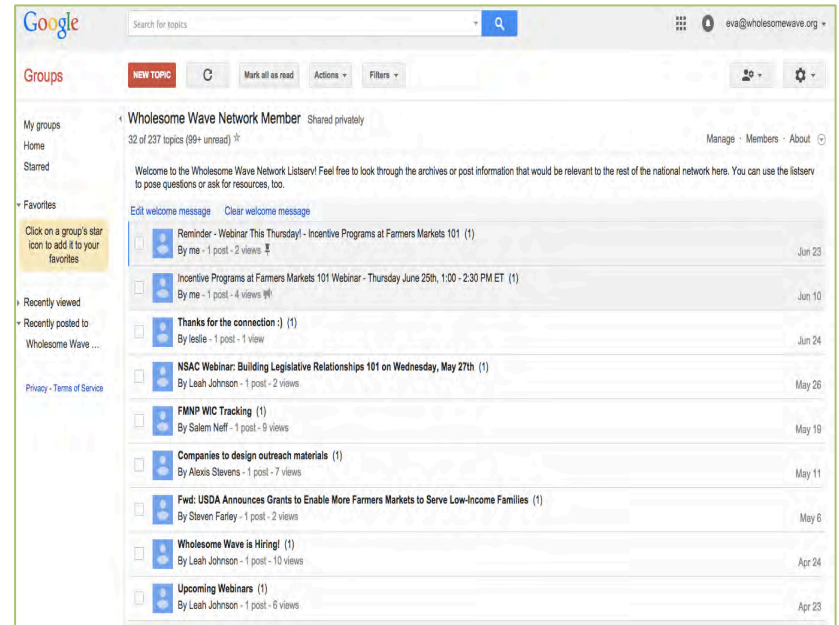
LIST SERVE

GOALS

- Facilitate communication between WW and members
- Facilitate communication between members and each other
- Share resources and best practices
- Communicate news of interest
- Draw from the wisdom of the group

HOW IT WORKS

- Email: WWIncentiveNetwork@googlegroups.com
- View archive by logging in and visiting: groups.google.com



NEWSLETTER



MAY, 2015

With market season (for many) kicking into high gear, we'll be sharing a number of new tools and resources that we hope will make this the most successful year for nutrition incentive programs yet.

On June 4th at 2pm EST, there will be a webinar training on the Wholesome Wave Data Portal for those who have not used the system before. This training will be recorded and available for viewing on-demand throughout the season.

Also, keep an eye out for three new toolkits that will be released within the next month:

- **How to Run a Farmers Market Incentive Program**, including on-site administration guides and tools, financial controls, optimizing program design for your community, and outreach basics.
- **How to Run a CSA Incentive Program**, including payment models, customer recruitment, enrollment, and retention, and data collection and finance management.
- **Growing Your Incentive Program**, including setting goals for program growth, taking your outreach and marketing to the next level, creative fundraising, and getting to data outcomes.

And following later this season:

- **Outreach Idea Book**, a national scan and compilation of the best in outreach and marketing materials for incentive programs. Whether it's brand logos, taglines, flyers, bus ads, or billboards, we've brought them together along with best practices and innovations.

If you have materials from the current season that you

Important Dates:

June 4: WW Data Portal Training -- 2pm EST

Helpful Links:

[Partner Listserv](#)

- [Submit a post!](#)

[Resource Library](#)

(soon to move to the WW website!)



Spotlight on: Greensgrow.
Philadelphia, PA

Greensgrow's SNAP Box grew its participation by 40% since 2013. At weekly Saturday afternoon pick-ups, West Philly residents and SNAP Box members gather to collect their produce shares, discuss recipes and healthy eating habits, and enjoy the newly renovated Greensgrow West farm.

GOALS

- Updates on WW programs, policy, research, innovations, and funding opps
- Promote events and resources
- Highlight partners to the network

HOW IT WORKS

- All members automatically subscribed

ONLINE RESOURCE LIBRARY

Welcome to the Network Resource Library

The Network Resource Library contains tools, templates, and case studies focused on 5 key areas of critical importance to incentive program practitioners.

Now that you are logged into the library, you can access resources by clicking on the icons or titles below:



Program Design & Implementation

You will find toolkits, nutrition education guides, and information on member innovations in this section of the Resource Library.



Communications

This section will guide you to story gathering and photo collection resources.



Fundraising

For case studies, grant proposals, and information on funding your incentive program,



Data Collection & Reporting

Visit this section for a guide on how to use the WW Data Portal.



Policy & Advocacy

For our Advocacy Toolkit, Insecurity Nutrition Incentive

Main Resources

"How to Run an Incentive Program" Toolkit



Innovations in DVCP



SNAP/EBT at Your Farmers Market



Nutrition Education and Maine SNAP Ed



Incentive Programs at Farmers Markets 101 – Webinar Slides



Incentive Programs at Farmers Markets 101 – Webinar Recording



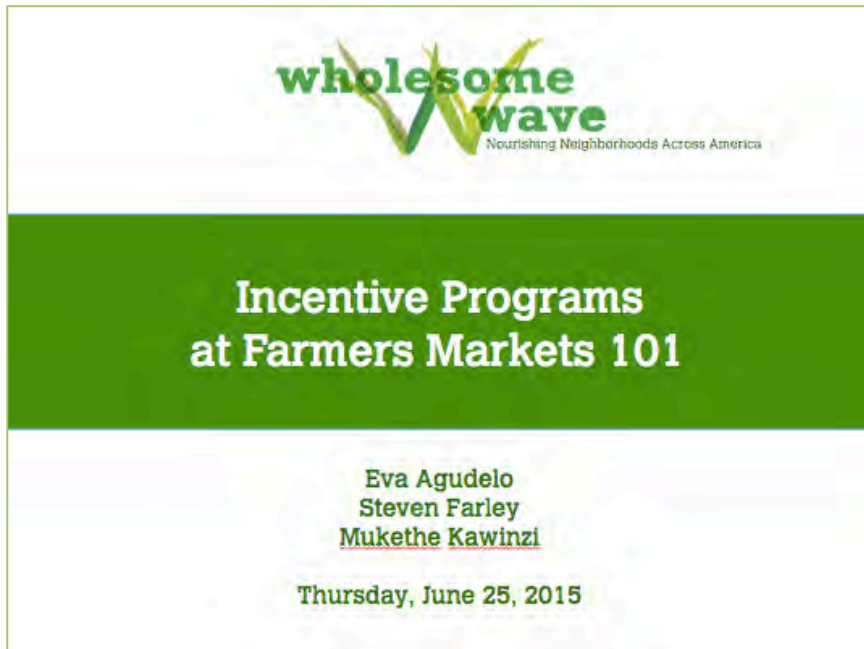
GOALS

- Provide general information, toolkits, templates, case studies, and research
- Highlight best practices and innovations

HOW IT WORKS

- Available to all network members
- Lives on the WW website:
<http://www.wholesomewave.org/our-initiatives/nationalnutritionincentivenetwork/resourcelibrary/>
- Requires login

WEBINARS



GOALS

- Train on fundamentals of program operations
- Educate on timely topics of interest
- Highlight member expertise
- Build unparalleled collection of high quality resources for practitioners

HOW IT WORKS

- Receive registration links as they become available

UPCOMING EVENTS

Next Webinar:

- Fruit and Veggie Prescriptions 101
 - Tuesday, 4/19, 1:30PM
- Mastering the Numbers: Data Collection and Accounting
 - Thursday 4/21, 1:30 PM

Community of Practice

- Webinars
- Listserv – send messages to:
WWIncentiveNetwork@googlegroups.com
- Monthly Newsletters
- Resource Library:
<http://www.wholesomewave.org/our-initiatives/nationalnutritionincentivenetwork/resourcelibrary/>



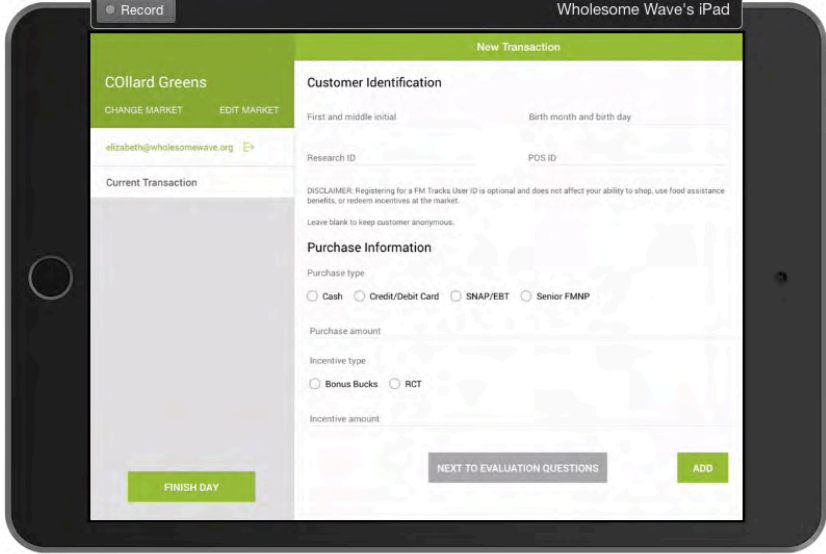
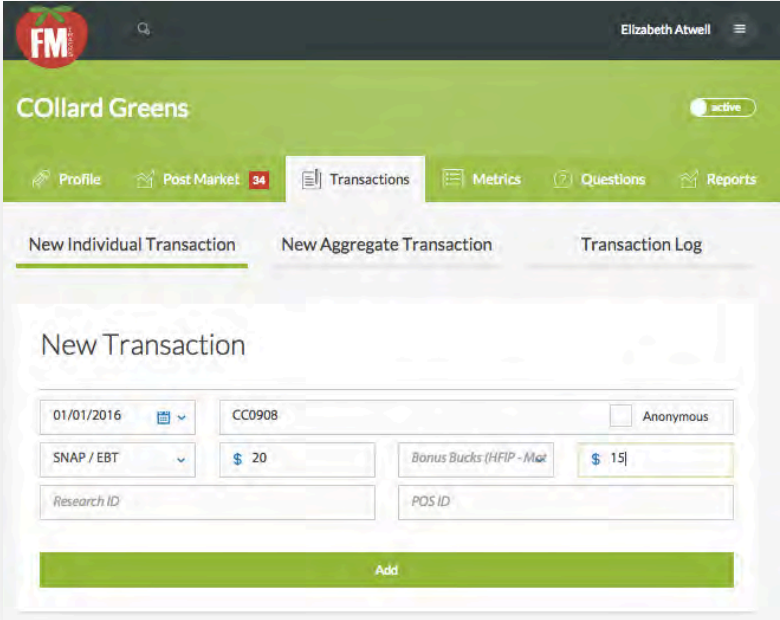
FM TRACKS 2.0

WHY FM TRACKS?



STANDARDIZED METRICS TO QUANTIFY IMPACT

“Any measurement of success for markets across the US needs to identify universal indicators for any or all of these changes, to allow markets to compare that change to others while still making room for each market and its partners to tell its own unique story.”
- Farmers Market Coalition



HOW DOES THIS HELP...?

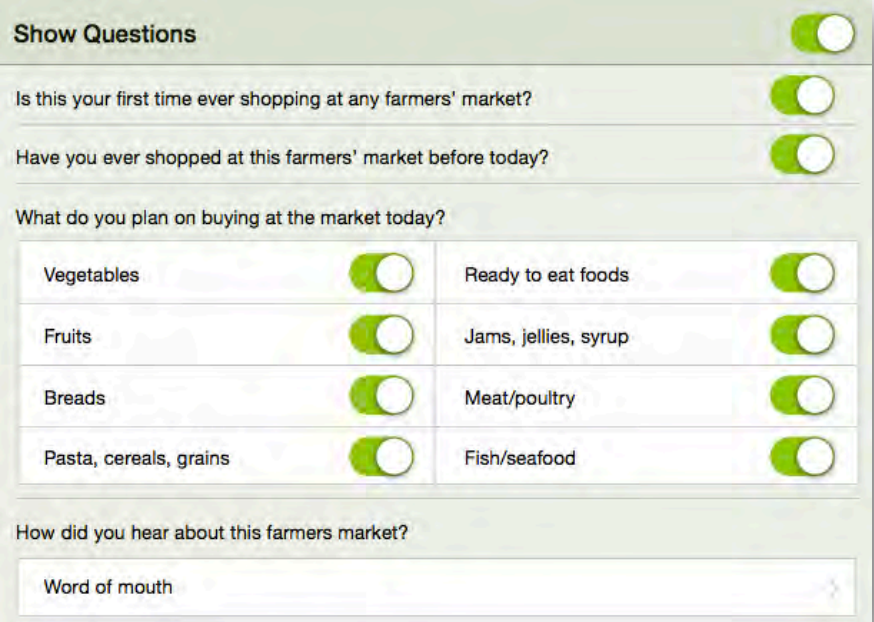
- Target marketing and outreach efforts
- Evaluate program design for maximum effectiveness and efficiency
- Analyze individual customers' sales in tandem with behavioral and demographic data
- Track distribution and redemption of alternative currencies to better inform financial planning
- Demonstrate impact with reports and graphics



LEARN ABOUT MARKET CUSTOMERS

MAKE DATA-DRIVEN DECISIONS BASED ON:

- Where customers live
- How people heard about the market
- What SNAP shoppers are buying
- What problems customers may experience with the incentive program
- How purchasing connects to market-day characteristics



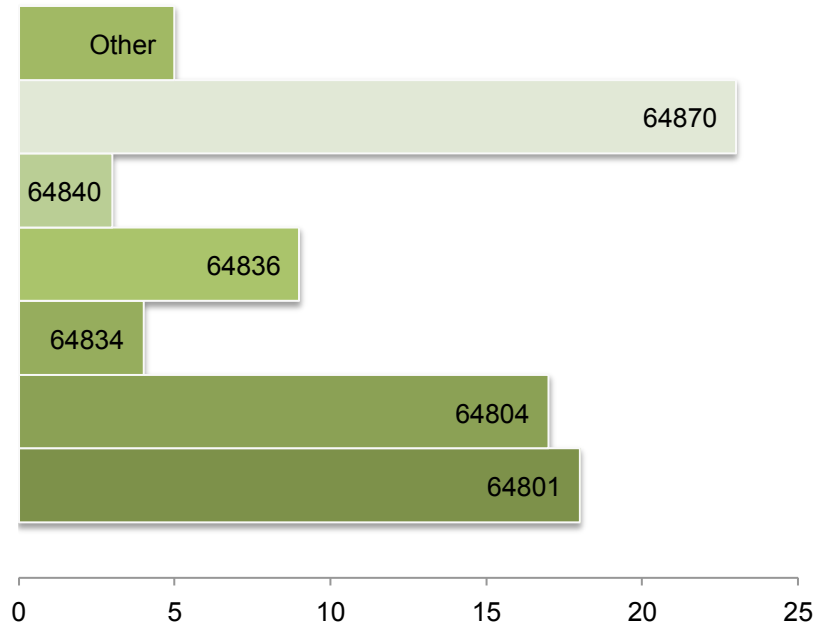
The image shows a digital survey form with a light green header and a white body. The header contains the text "Show Questions" and a green toggle switch that is turned on. Below the header, there are several questions, each with a green toggle switch to its right. The questions are: "Is this your first time ever shopping at any farmers' market?", "Have you ever shopped at this farmers' market before today?", and "What do you plan on buying at the market today?". The third question is followed by a table of food categories, each with a green toggle switch. The categories are: Vegetables, Fruits, Breads, Pasta, cereals, grains, Ready to eat foods, Jams, jellies, syrup, Meat/poultry, and Fish/seafood. Below the table, there is a question "How did you hear about this farmers market?" followed by a dropdown menu showing "Word of mouth".

Show Questions <input checked="" type="checkbox"/>	
Is this your first time ever shopping at any farmers' market?	<input checked="" type="checkbox"/>
Have you ever shopped at this farmers' market before today?	<input checked="" type="checkbox"/>
What do you plan on buying at the market today?	
Vegetables <input checked="" type="checkbox"/>	Ready to eat foods <input checked="" type="checkbox"/>
Fruits <input checked="" type="checkbox"/>	Jams, jellies, syrup <input checked="" type="checkbox"/>
Breads <input checked="" type="checkbox"/>	Meat/poultry <input checked="" type="checkbox"/>
Pasta, cereals, grains <input checked="" type="checkbox"/>	Fish/seafood <input checked="" type="checkbox"/>
How did you hear about this farmers market?	
Word of mouth	

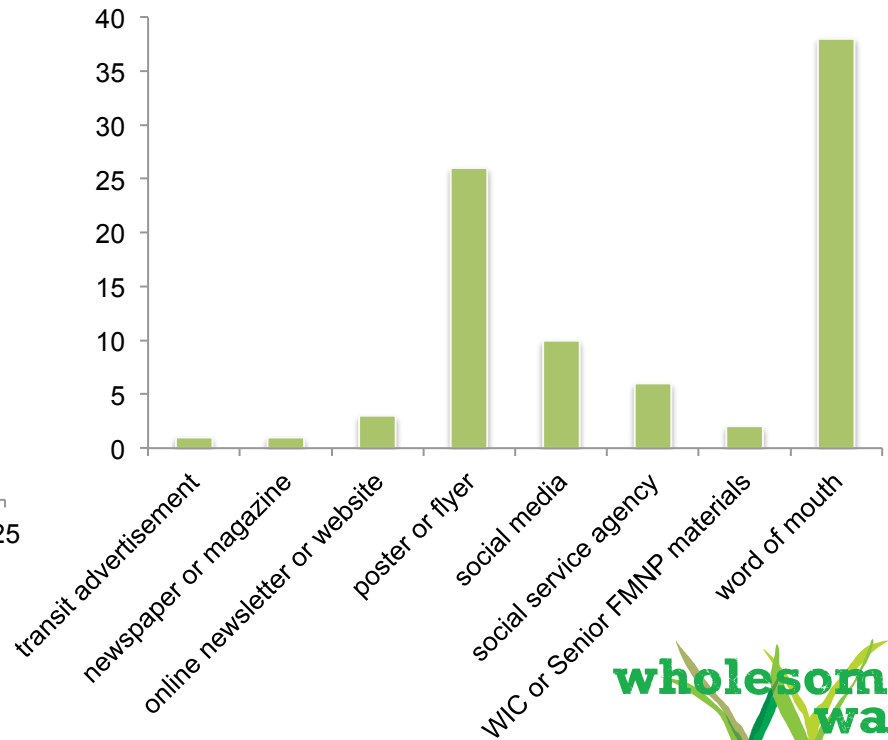
DATA FOR DECISION-MAKING

TARGET OUTREACH EFFORTS

Zip Codes of New Customers



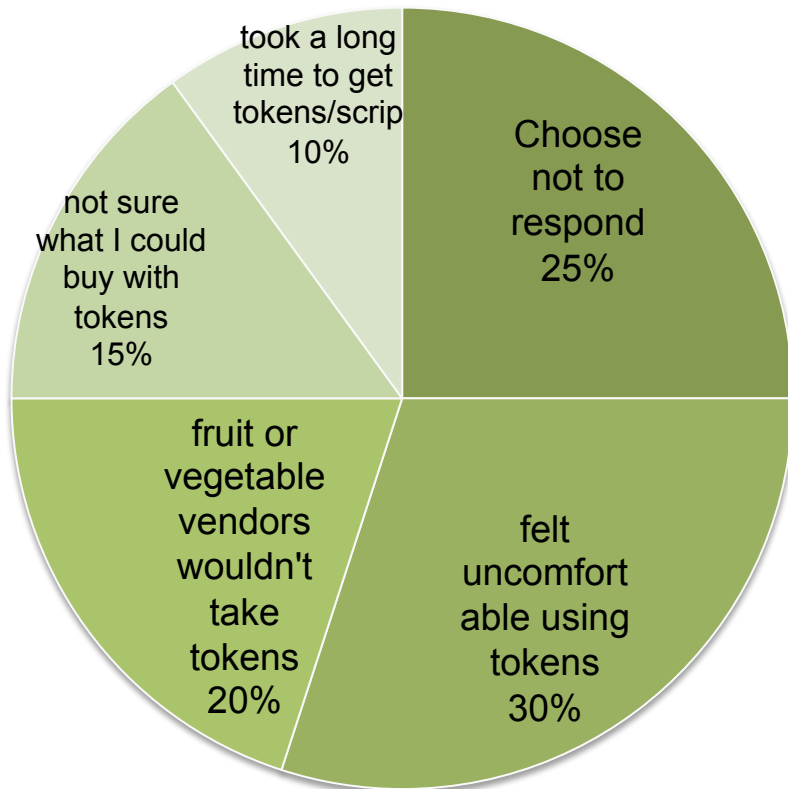
How Customers Heard About the Market



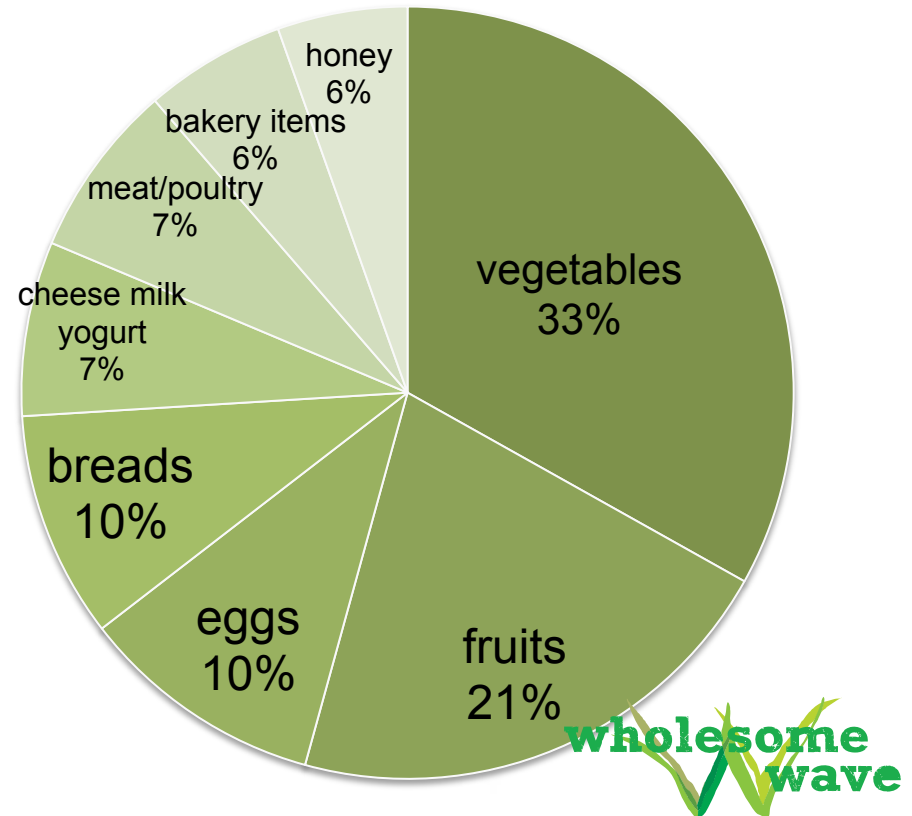
DATA FOR DECISION-MAKING

DETERMINE HOW MARKET AND PROGRAM IMPROVEMENTS CAN BE MADE

Problems with Incentive Program?



Top 8 Items Shoppers Plan to Buy



YOUR 2015 DATA



DISTRIBUTION AT-A-GLANCE

Transactions
All

5,209

Dollars
All

\$81,950

Incentives
All

\$38,211

New Users
All

5



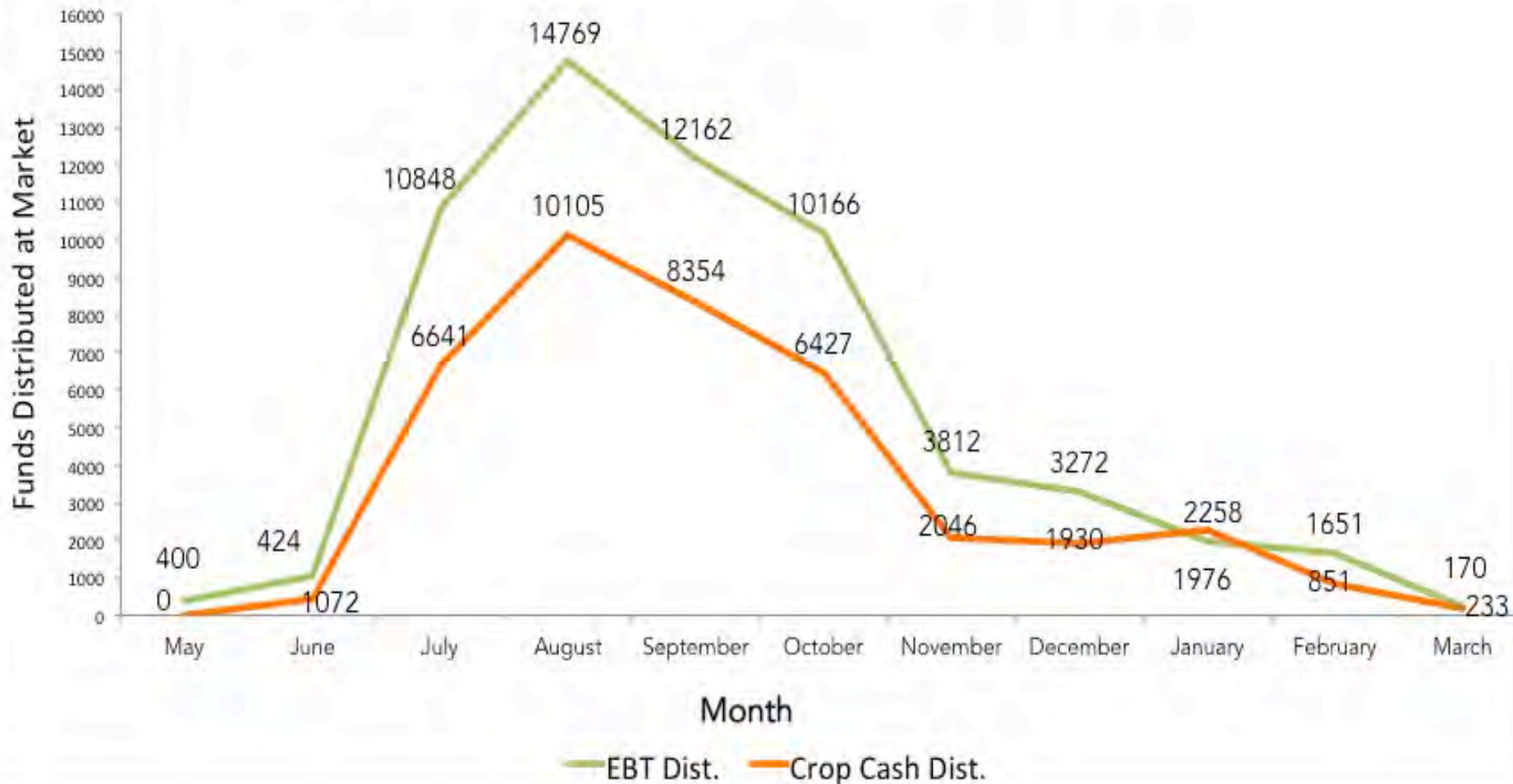
DISTRIBUTION AT-A-GLANCE

Crop Cash and EBT Distributed at Market



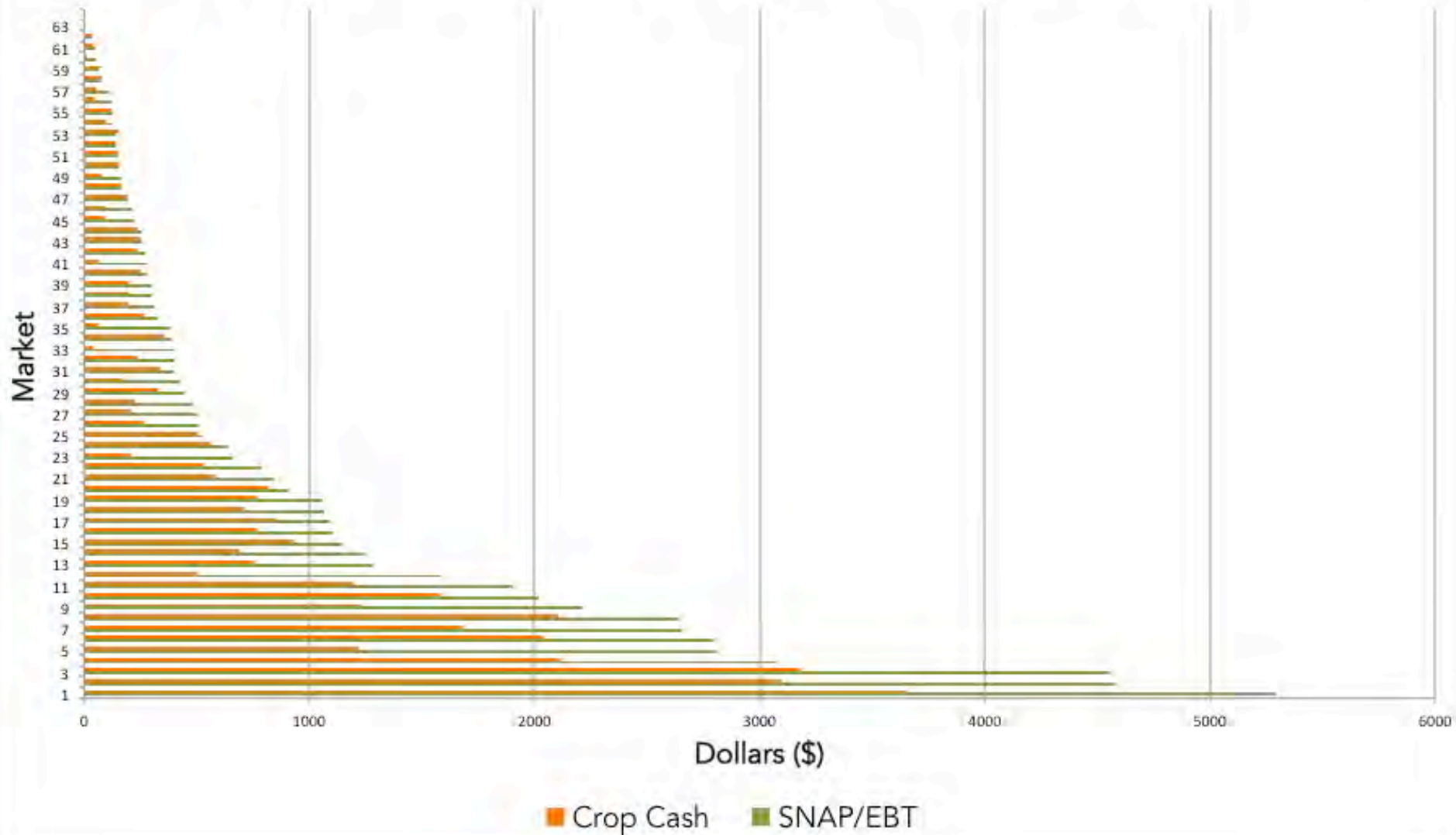
DISTRIBUTION AT-A-GLANCE

Crop Cash and EBT Distributed at Market



DATA BY MARKET

NOFA Vermont: EBT/SNAP & Crop Cash Distributed at Markets



FM TRACKS UPDATES



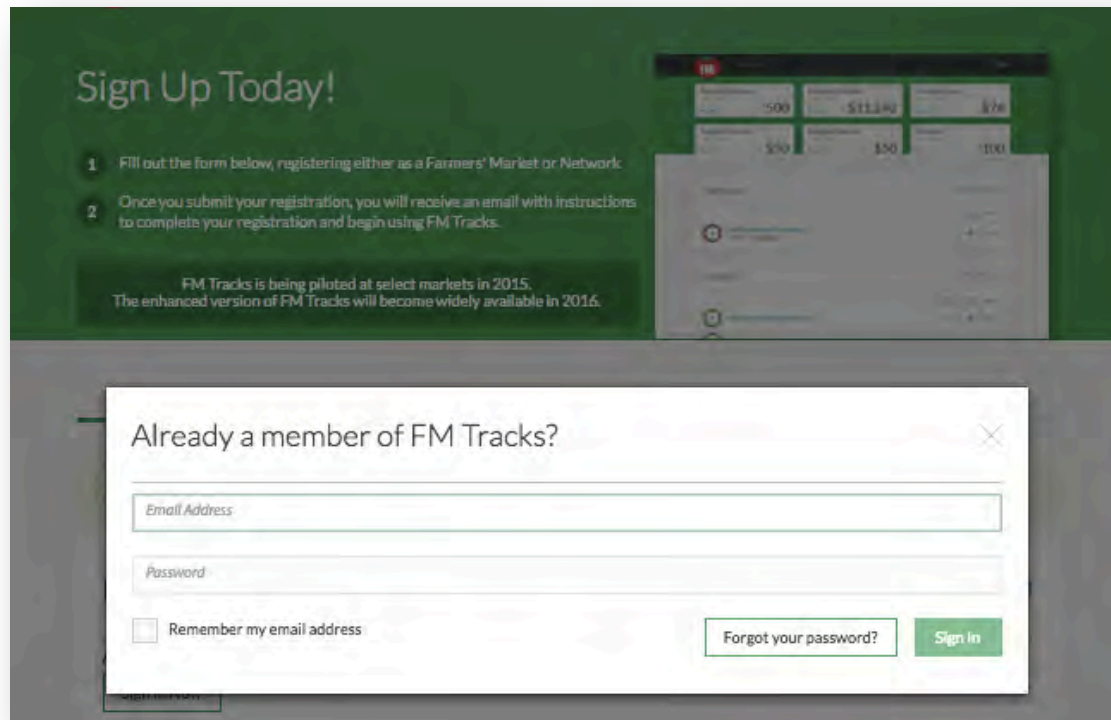
OVERVIEW

FM Tracks Updates:

- Reorganized Website Layout
- Improved Transaction Flow
- Editable Redemption Log
- Customer Surveys on Website
- Improved Reports and Graphics
- App Interface



SOME NOTES ON HOW TO USE FM TRACKS



- At market using App (doesn't require wifi)
- At market using laptop (requires wifi)
- At market using mobile site (requires wifi or data plan)
- At home using website and paper entry forms

CUSTOMIZING YOUR PROFILE

The screenshot shows a web application interface for a user named Elizabeth Atwell. The main header is green and contains the 'FM' logo, a search icon, and the user's name. Below the header, there are navigation tabs for 'Market Days', 'Profile', and 'Reports'. A notification bubble indicates '23 open post market reports'. The main content area is white and features a 'Setup' button, 'Metrics', and 'Questions' links. A 'Delete' button is highlighted with a red border, and a 'Save' button is visible on the right. The 'Contact Information' section is expanded, showing a form with the following fields:

Collard Greens		
Elizabeth	eatwellLnc@gmail.com	8284062272
<i>Alternate Contact Name</i>	<i>Alternate Contact Email</i>	<i>Alternate Contact Phone Number</i>
33 Pendelton St.	<i>Mailing Apartment/Suite/Unit.</i>	
New Haven	CT	06511

MARKET METRICS

FM

Elizabeth Atwell

Collard Greens

Market Days **Profile** Reports

23 open post market reports

Setup Metrics Questions

Save Answers

Market Metrics

Day Metrics

Vendor Metrics

- What is the status of the market manager at this market location?
- Is the market manager employed by the market or another organization?
- What year did this market open at this location?
- Is your market located in a low income and low food access area considered to be a food desert by the USDA?
- What type of parking is available at this market location? (select all that apply)

CUSTOMIZIZING QUESTIONS

The screenshot shows the FM (Farm Market) dashboard for a user named Elizabeth Atwell. The dashboard is for the 'Collard Greens' market, with navigation options for Market Days, Profile, Reports, Setup, Metrics, and Questions. A notification indicates 23 open post-market reports. The 'Post Market Questions' section is active, displaying a list of questions for the current market day. Each question has three checkboxes for System, Network, and Market responses. Some checkboxes are checked, indicating that data has been recorded for those categories.

Collard Greens
Market Days Profile Reports 23 open post market reports

Setup Metrics Questions

Post-Market Questions Repeat Customer Questions New Customer Questions

Post Market Questions

Add new Question (+)

	System	Network	Market
Did any vendors donate food to social service groups today?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much in all other types of incentives did all vendors redeem today? (If none or you don't offer incentives, enter 0)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What was the total net sales for all vendors for today? (If none or you don't collect this information, enter 0)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much in debit did all vendors redeem today? (If none, you don't accept debit, or you don't collect this information, enter 0)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much in WIC CVV did all vendors redeem today? (If none, you don't accept WIC CVVs, or you don't collect this information, enter 0)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much in Senior FMNP did all vendors redeem today? (If none, you don't accept Senior FMNP, or you don't collect this information, enter 0)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much in WIC FMNP did all vendors redeem today? (If none, you don't accept WIC FMNP, or you don't collect this information, enter 0)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What was the average temperature today? (°F)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much in produce prescriptions did all vendors redeem today? (If none, you don't accept Produce Rx, or you don't collect this information, enter 0)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Were there be any non-vendor groups (non-profits, schools, county or municipal programs, etc...) at the market today using a table or booth to share information, provide free goods or services, or conduct a survey?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What was the weather like today? pick all that apply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes, which non-vendor groups were at your market today? (type all groups in text box below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

INDIVIDUAL TRANSACTIONS

Transactions Vendor Redemption Post Market

New Individual Transaction New Aggregate Transaction Transaction Log

Payment Auto-Calculate

Please Select Payment Type \$ 0.00

[Add Another Payment Method](#)

Customer ID

Remain Anonymous

Questions

Is this your first time ever shopping at any farmers' market?

yes no

choose not to provide

What is your zipcode? (If you choose not to answer, enter 0)

Have you ever shopped at this farmers' market before today?

yes no

choose not to provide

How did you hear about this farmer's market?

<input type="checkbox"/> word of mouth	<input type="checkbox"/> poster or flyer
<input type="checkbox"/> newspaper or magazine	<input type="checkbox"/> radio or TV
<input type="checkbox"/> social service agency (SNAP office or WIC clinic) or community organization	<input type="checkbox"/> WIC or Senior Farmers' Market Nutrition Program materials
<input type="checkbox"/> billboard	<input type="checkbox"/> healthcare provider
<input type="checkbox"/> text promotion	<input type="checkbox"/> online newsletter or website
	<input type="checkbox"/> social media (facebook, twitter, etc..)

Total Currency

\$0.00

Payment

\$0.00

Incentive

\$0.00

Incentives

Bonus Bucks (+\$0.00) [edit](#)

RCT (+\$0.00) [edit](#)

Additional Tracking

NEW & REPEAT USER QUESTIONS ON SAME PAGE AS TRANSACTIONS

New Individual Transaction New Aggregate Transaction Transaction Log

Payment Auto-Calculate

Please Select Payment Type

Customer ID Remain Anonymous

Questions

vbn
Is this your first time ever shopping at any farmers' market?
 yes no
 choose not to provide

What is your zipcode? (If you choose not to answer, enter 0)

Have you ever shopped at this farmers' market before today?
 yes no
 choose not to provide

How did you hear about this farmer's market?

<input type="checkbox"/> word of mouth	<input type="checkbox"/> poster or flyer
<input type="checkbox"/> newspaper or magazine	<input type="checkbox"/> radio or TV
<input type="checkbox"/> social service agency (SNAP office or WIC clinic) or community organization	<input type="checkbox"/> WIC or Senior Farmers' Market Nutrition Program materials
<input type="checkbox"/> billboard	<input type="checkbox"/> healthcare provider
<input type="checkbox"/> text promotion	<input type="checkbox"/> online newsletter or website
<input type="checkbox"/> bus or transit promotion/advertisement	<input type="checkbox"/> social media (facebook, twitter, etc..)
	<input type="checkbox"/> choose not to provide

Total Currency

Payment

Incentive

Bonus Bucks (+\$0.00) edit

RCT (+\$0.00) edit

- Great to enter new customer data (zipcode, how they heard about the market, new customer) without using the app at the market
- Repeat users questions vary more than new user questions, but the market can push out a question consistently that they collect from everyone



AGGREGATE TRANSACTIONS

March 17

Transactions Vendor Redemption Post Market

New Individual Transaction **New Aggregate Transaction** Transaction Log

New Aggregate Transaction

<input type="text" value="# of New Customers"/>	<input type="text" value="# of Transactions"/>
<input type="text" value="Payment Type"/> ▼	<input type="text" value="\$ Total Payment Amount"/>
Incentives	
<input type="checkbox"/> Bonus Bucks	<input type="text" value="\$ 0.00"/>
<input type="checkbox"/> RCT	<input type="text" value="\$ 0.00"/>

Add

EDITABLE TRANSACTION LOG

[Transactions](#) [Vendor Redemption](#) [Post Market](#)

[New Individual Transaction](#) [New Aggregate Transaction](#) [Transaction Log](#)

Transaction Count: **1** Payment Distributed: **\$50.00** Incentives Distributed: **\$50.00**

[View More Days | Export](#)

Time	Customer	Research ID	POS ID	QTY	Payment	Amount	Incentive	Distributed	Entry
08:00 PM	Anonymous	None	None	SNAP / EBT	\$50.00	Bonus Bucks	\$50.00	Manual	

REDEMPTION BY VENDOR

Collard Greens | 23 open post market reports

Market Days | Profile | Reports

March 17

Transactions | **Vendor Redemption** | Post Market

Add Redemptions

Vendor Name

Name

Sells fruits or vegetables

SNAP Eligible

Gross Sales

Payments Redeemed

<input type="text" value="Cash"/>	<input type="text" value="# of Transactions"/>
<input type="text" value="Credit / Debit Card"/>	<input type="text" value="# of Transactions"/>
<input type="text" value="SNAP / EBT"/>	<input type="text" value="# of Transactions"/>
<input type="text" value="Senior FMNP"/>	<input type="text" value="# of Transactions"/>

Incentives Redeemed

Total Redeemed

\$0.00

Submit Post Market Report

EDITABLE REDEMPTION LOG

Transactions Vendor Redemption Post Market







Add Redemptions Redemption Log

Redemption Count: **3**

Payment Redeemed: **\$1,244.00**

Incentives Redeemed: **\$870.00**

[View More Days](#) | [Export](#)

Time	Vendor	Payments Redeemed	Incentives Redeemed		
8:00 PM	Farmer John	\$658.00	\$70.00		
8:00 PM	Farmer Lisa	\$31.00	\$400.00		
8:00 PM	Farmer Jesi	\$555.00	\$400.00		

EDIT REDEMPTION DATA ANY TIME

Last 3 Redemptions for March 17

Time	Vendor	Payments Redeemed	Incentives Redeemed	
8:00 PM	Farmer John	\$658.00	\$70.00	 
8:00 PM	Farmer Lisa	\$31.00	\$400.00	 
8:00 PM	Farmer Jesi	\$555.00	\$400.00	 

POST MARKET QUESTIONS

FM Elizabeth Atwell

Collard Greens

23 open post market reports

Market Days Profile Reports

March 17

Transactions Vendor Redemption Post Market

You are submitting a post-market report for 03/17/16.

- How much in WIC CVV did all vendors redeem today? (If none, you don't accept WIC CVVs, or you don't collect this information, enter 0)
- How much in Senior FMNP did all vendors redeem today? (If none, you don't accept Senior FMNP, or you don't collect this information, enter 0)
- If you had problems using the app, please explain in the textbox below
- *How many total producer/vendors were selling at this market today?

ENTER REDEMPTION AMOUNTS BY VENDOR

Vendor Name

Name

Sells fruits or vegetables

SNAP Eligible

Gross Sales

SNAP

Payments Redeemed

SNAP

Of Transactions

Credit/Debit

Of Transactions

Incentives Redeemed

GTP

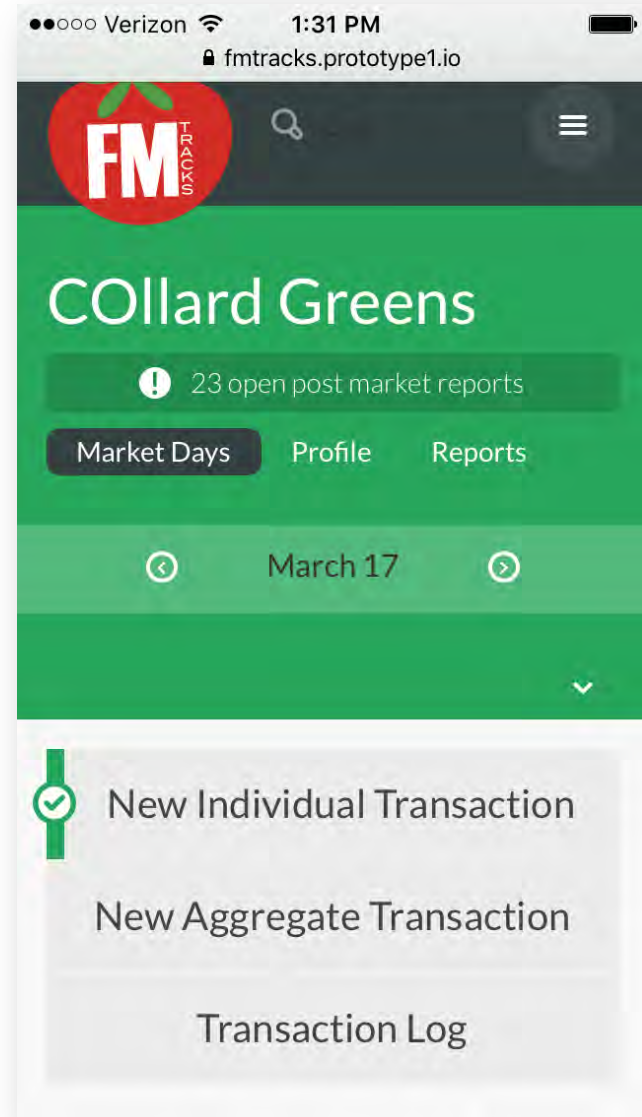
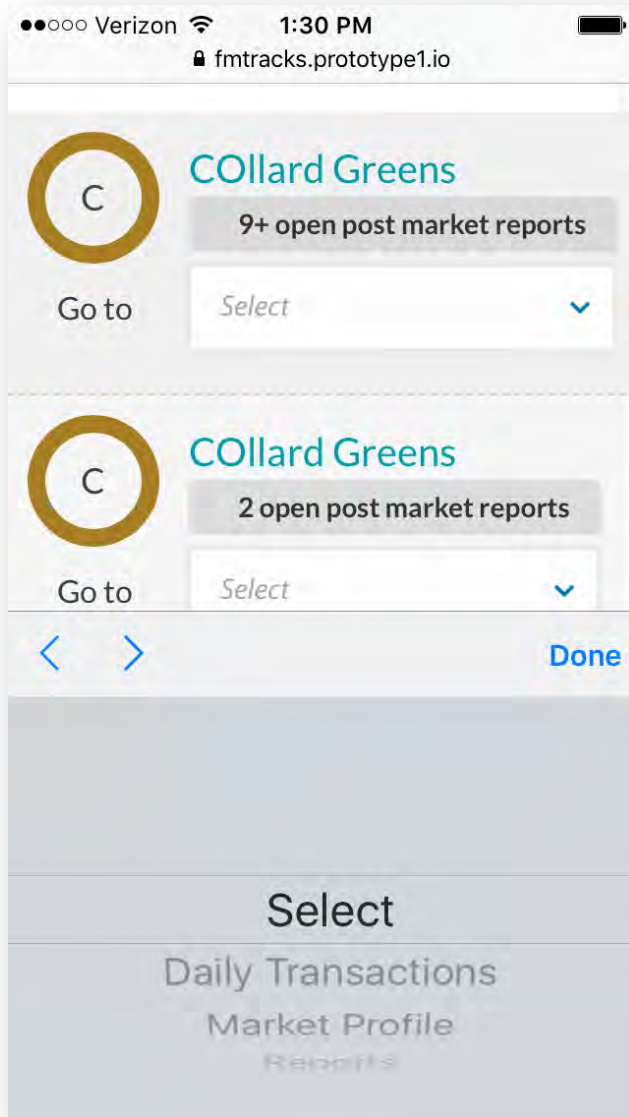
Healthy Promotion

Total Redeemed

\$25

Submit Post Market Report

MOBILE SITE



MOBILE SITE

Verizon 2:07 PM fmtracks.prototype1.io

Payment Auto-Calculate

Please Select Payment Type

\$ 0.00

Customer ID

Remain Anonymous

Questions

Verizon 2:07 PM fmtracks.prototype1.io

Customer ID

Remain Anonymous

Questions

Is this your first time ever shopping at any farmers' market?

yes no

choose not to provide

What is your zipcode? (If you choose not to answer, enter 0)

Have you ever shopped at this farmers' market before today?

FM TRACKS APP DEMO





Transactions

ce

New Horizons Healthcare

Redemptions

Post Market Question

ity Church

Carilion SE

Sync Log

Edit Market

is

North Port Farmers Market

Change Market

Logout





TRANSACTION LOG

WW0101 \$30.00
13:18

EA1013 \$30.00
13:17

Payment

Auto-Calculate

Manual

PAYMENT METHODS

SNAP/EBT	\$15.00
Add payment method	

INCENTIVES

<input checked="" type="checkbox"/> Bonus Bucks	+\$15.00
<input type="checkbox"/> RCT	+\$0.00

CUSTOMER

Enter ID	Anonymous
WW0101	

ADDITIONAL TRACKING

Research ID	1234
POS ID	1234

Disclaimer: Registering for an FM Tracks User ID is optional and does not affect your ability to shop, use food assistance benefits, or redeem incentives at the market.

Show questions



Summary

Total currency **\$30.00**

\$15.00
SNAP/EBT

\$15.00
Bonus Bucks





TRANSACTION LOG

EA1013
13:17

\$30.00

Show questions



Is this your first time ever shopping at any farmers' market?

yes <input type="radio"/>	no <input type="radio"/>
choose not to provide <input type="radio"/>	

What is your zipcode? (If you choose not to answer, enter 0)

Have you ever shopped at this farmers' market before today?

yes <input type="radio"/>	no <input type="radio"/>
choose not to provide <input type="radio"/>	

How did you hear about this farmer's market?

word of mouth <input type="radio"/>	poster or flyer <input type="radio"/>
newspaper or magazine <input type="radio"/>	radio or TV <input type="radio"/>
social service agency (SNAP of... <input type="radio"/>	WIC or Senior Farmers' Market... <input type="radio"/>
healthcare provider <input type="radio"/>	billboard <input type="radio"/>
online newsletter or website <input type="radio"/>	text promotion <input type="radio"/>





Vendor Name

Total

Vendor

Name Enter name

Gross Sales \$0.00

Sells fruit or vegetables

SNAP Eligible

Payments Redeemed

Incentives Redeemed

Cash \$0.00

Bonus Bucks

of Transactions

\$0.00

Credit/Debit Card \$0.00

RCT

of Transactions

\$0.00

SNAP/EBT \$0.00

of Transactions

Senior FMNP \$0.00

of Transactions





Vendor Name	Total
Farmer John	\$172.50

Vendor

Name

Gross Sales \$0.00

Sells fruit or vegetables

SNAP Eligible

Payments Redeemed

Cash \$0.00

of Transactions

Credit/Debit Card \$0.00

of Transactions

SNAP/EBT \$0.00

of Transactions

Senior FMNP \$0.00

of Transactions

Incentives Redeemed

Bonus Bucks

\$0.00

RCT

\$0.00





Payment Distributed \$160.00

SNAP/EBT \$100.00

CREDIT \$10.00

CASH \$50.00

If you had problems using the app, please explain in the textbox below

enter your text

*How many total producer/vendors were selling at this market today?

*Today, how many of the producer/vendors were selling fruits and vegetables?

*Today, how many of the producer/vendors were eligible to accept SNAP?

How much in SNAP/EBT did all vendors redeem today?

*What was the amount of SNAP redeemed by vendors today (If none, enter 0)?

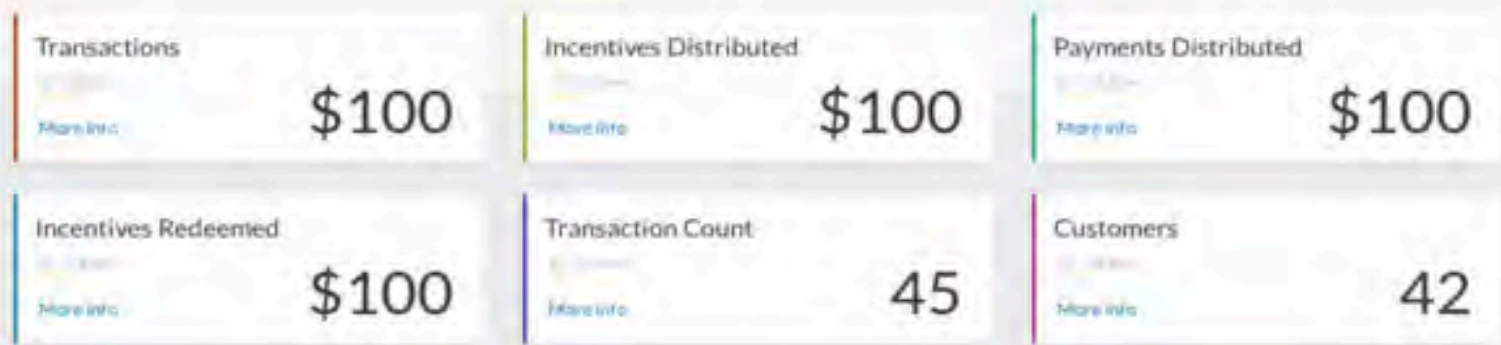
*What was the amount of SNAP incentives, specifically restricted for fruits and vegetable purchases, redeemed by vendors today (If none or you don't offer incentives, enter 0)

*What was the amount of SNAP incentives, eligible to be used for all SNAP-eligible purchases, redeemed by vendors today? (If none or you don't offer incentives specific for all-SNAP eligible products, enter 0)

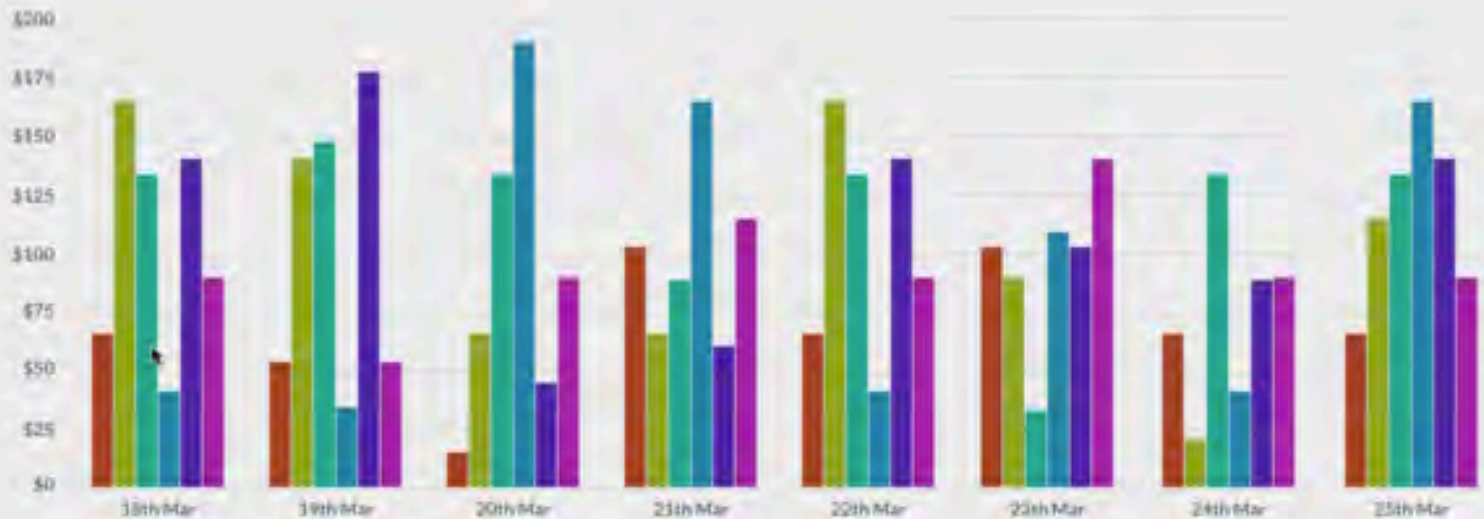
Submit Post Market Report



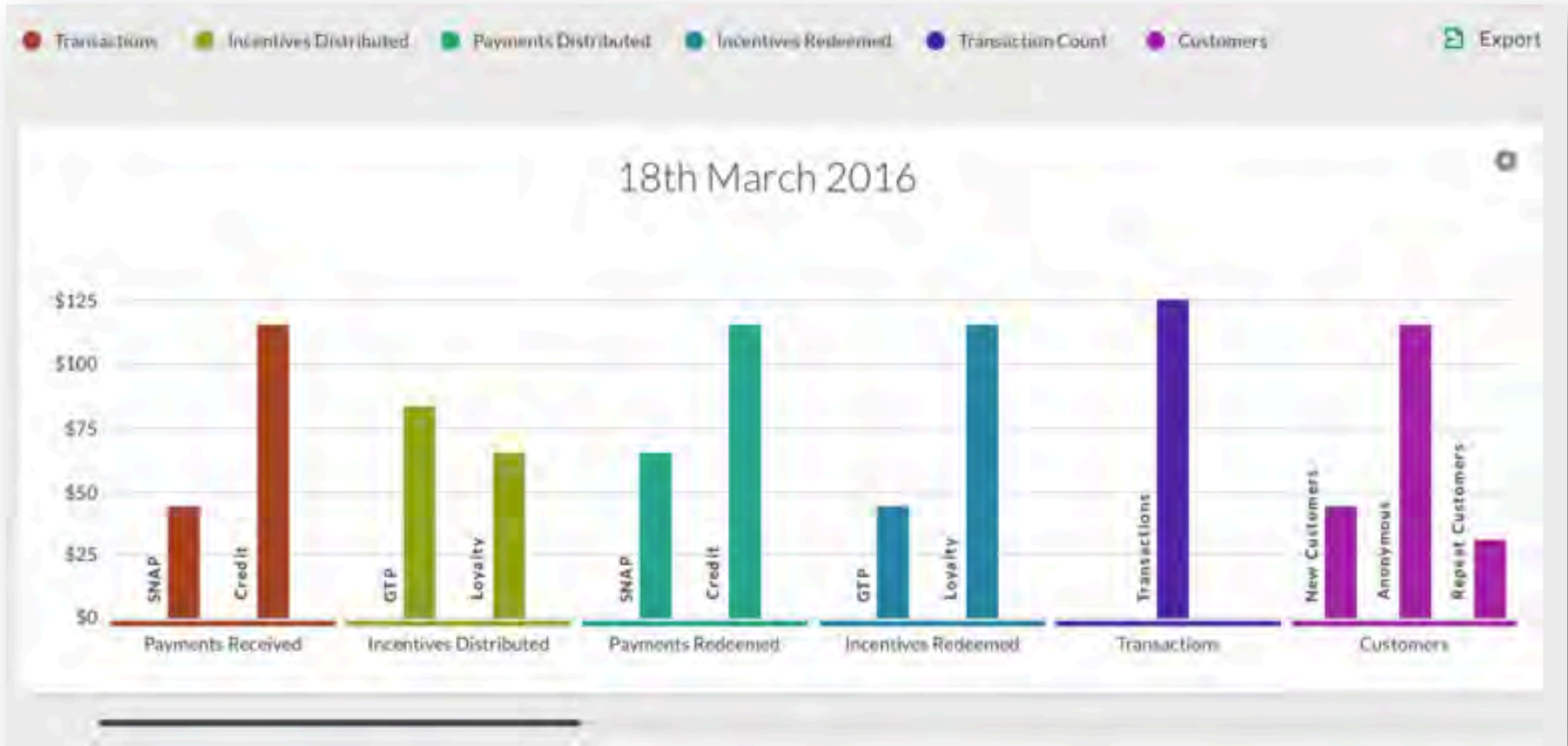
MARKET PERFORMANCE SUMMARY



Transactions Incentives Distributed Payments Distributed Incentives Redeemed Transaction Count Customers [Export](#)



BREAKDOWNS OF CATEGORIES OF DATA BY MARKET DAY



WHATS COMING NEXT



FM TRACKS 2016 RELEASE



WEBSITE:

- Website in "staging" mode
- Goes "live" ~ April 1st

APP:

- Updates in Apple Store beginning of April

MORE TRAINING OPPORTUNITIES

WITH WW STAFF:

- “Office Hours” this afternoon!
- Webinars (3) – Late March/Early April
- Potential for additional trainings

ADDITIONAL MATERIALS:

- 1-Page briefs on using the app, entering data on the website, advanced data collection and reporting
- Custom manual entry forms
- Updated video tutorials
- Wholesome Wave Staff – Call us anytime. Really.



Q&A

- Incentive operations onsite
- Record keeping
- Data collection at the market
- Outreach – bringing people to the market
- Other topics of interest?

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