

Fresh Bucks Indy



A part of the Double Up Indiana Network



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Fresh Bucks Indy: Table of Contents

Program Overview	2
Roles and Responsibilities.....	3
Training Plan.....	4
Promotional Materials.....	5
Fresh Incentives.....	6
Eligible Foods	7
Fresh Fruits.....	8
Fresh Vegetables.....	10
Training	14
Cashier Talking Points.....	15
SMS LOC Condensed Cashier Instructions.....	16
SMS LOC Cashier Master Instructions.....	18
SMS LOC Sub-Department Instructions.....	23
SMS LOC Item Maintenance Instructions.....	24
SMS LOC Reports.....	26
FAQs	27



Fresh Bucks Indy: Program Overview

Fresh Bucks Indy is a SNAP-matching nutrition incentive program that provides a dollar-for-dollar match on fresh fruit, vegetables, herbs, and edible plant starts at participating farmers markets, farm stands, and grocery stores in Marion County, Indiana.

Only a SNAP EBT card, known as Hoosier Works in Indiana, is required to enroll. Incentives are operated through a Fresh Bucks Indy loyalty card and can be used interchangeably among the network of participating locations.

Goals of Fresh Bucks Indy include:

1. Increase access and affordability of fresh fruits and vegetables for families receiving SNAP benefits
2. Improve quality of diet for participants
3. Generate additional revenue for local farmers, growers, and grocers
4. Empower communities through socialization and economic activity

Fresh Bucks Indy is considered a “Triple Win”, here’s why:

1. Fresh Bucks Indy helps families to buy and eat more fruits and vegetables – the dollar-for-dollar match allows families to stretch their SNAP benefits and buy fresh produce with reduced risk.
2. Fresh Bucks loyalty cards are an additional stream of revenue for our participating locations – sales achieved through spending Fresh Bucks loyalty cards are a direct benefit from being a participating location.
3. Fresh Bucks Indy stimulates the local economy as incentives are re-spent along the local supply chain – as participating locations earn additional revenue through Fresh Bucks Indy loyalty cards, those dollars are re-spent through hiring local staff, procuring local supplies, etc.

Fresh Bucks Indy: Roles and Responsibilities

Creating an accepting and welcoming environment for SNAP shoppers:

It is imperative that staff attitudes toward SNAP shoppers are positive, friendly and accepting while representing the Fresh Bucks Indy program and your outlet; this should be communicated in training and monitored by management. While the perceptions and beliefs of staff administering SNAP and Fresh Bucks are their own, staff must positively represent the Fresh Bucks Indy program while on duty. The intentions of the program are to provide dignity and choice for SNAP shoppers and to that end, create a welcoming and accepting environment for shoppers to access the program.

For a quick reference, below are common tasks and the responsibility of each:

Task*	Store	MCPHD	Varies
Provide training to store contact		X	
Provide training to new staff	X		
Provide printed training resources to store		X	
Incorporate training check-ins during regular program calls and store visits		X	
Ensure lanes are stocked with all appropriate materials	X		
Design and provide in-lane marketing materials			X
Maintain promotional materials, request replacements in a timely manner	X		
Design and provide promotional materials			X
Create and maintain “Fresh Bucks eligible” sub-department category within point-of-sale	X		

**This list is not a comprehensive list of agreed upon tasks assigned for all parties. For more information, please review the executed Memorandum of Understanding and contact Ally Osburn with additional questions.*

Fresh Bucks Indy: Training Plan

A knowledgeable and engaged cashier is the best promoter of Fresh Bucks Indy. They are the primary way that shoppers interact with the program, and their job is more demanding and complex than most people realize. MCPHD appreciates all their retail partners and will treat cashiers with the respect and professionalism they deserve.

Please incorporate the following training materials into new staff training and check in with current staff regularly to reduce training gaps.

Training Materials		
Material	Purpose	Printing and Placement
Cashier Talking Points	Quick Fresh Bucks Indy program descriptions that can be used to communicate with shoppers.	Laminated and posted at cash registers.
Cashier Pocket Guide	A quick-reference tool combining cashier talking points and brief instructions for Fresh Bucks Indy earn and spend transactions.	Printed, laminated, and available at all cash registers.
SMS LOC Cashier Instructions	A one-pager for common Fresh Bucks Indy transactions, including sign-ups and earn and spend transactions.	Printed, laminated, and available at all cash registers.
SMS LOC Master Instructions	A comprehensive guide that includes all transaction types that a cashier may need to do to operate the Fresh Bucks Indy loyalty card.	Included within the Retail Binder, see “Training Materials” section. Retail Binder should be kept in the office of each store for reliable access.
SMS LOC Produce Sub-Section Instructions	A step-by-step guide to create, maintain, and audit the Fresh Bucks Indy eligible food list within the point of sale (POS) system.	Included within the Retail Binder, see “Training Materials” section. Retail Binder should be kept in the office of each store for reliable access.
Fresh Bucks FAQ	A comprehensive list of questions that retail partners may experience when implementing the Fresh Bucks Indy program.	Included within the Retail Binder, see “Common FAQ” section. Retail Binder should be kept in the office of each store for reliable access.

Fresh Bucks Indy: Promotional Materials

As a Fresh Bucks Indy Retail Partner, we will provide promotional materials to help you advertise and communicate the program in your outlet and community. Prior to launch, we will work with you to design the promotional package that makes sense for your outlet. It is the outlet's responsibility to maintain materials and placement – damaged materials can affect the program image and materials in incorrect locations can cause confusion among shoppers.

Stores are empowered to include Fresh Bucks Indy language and branding within independent initiatives, such as store circulars, ads, etc. Increasing program awareness and participation not only helps local families to afford more fruits and vegetables, but it also increases revenue for your store. Prior to executing promotional and outreach efforts that may include Fresh Bucks Indy branding, please contact Ally Osburn (aosburn@marionhealth.org) to review branding guidelines and obtain logo files.

To re-order promotional materials, please contact FreshBucks@marionhealth.org.

Fresh Bucks Indy: Fresh Incentives

Fresh Bucks Indy works with Epic Technology Solutions to provide nutrition incentives on a loyalty card. Fresh Bucks Indy outlets have the ability to log into Fresh Incentives to review administrative data and pull reports unique to their store.

To do so, visit www.freshincentives.com and log in with your outlet's username and password. If you aren't sure what your login is, please contact: FreshBucks@marionhealth.org.

Using the left column, navigate to "Reports" and select the appropriate report for the information you're looking to collect.

The screenshot shows the 'Select a Report' interface. On the left is a sidebar with navigation links: Dashboard, Sales, Cardholders, Vendors, and Reports. The main area is titled 'Select a Report' and has a search bar. Below the search bar are several report categories, each with a 'View Report' button:

- Cardholders**
 - Customer Traffic By Zip**: A report of customer traffic by zip code - showing how many customers shopped at each.
 - Top Cardholders**: Get a report of the top cardholders at your program, ranked by metrics such as transactions, earn and spend totals.
 - Usage Statistics**: Shows aggregated usage stats over a certain period, such as average earns, spend, and sign-ups.
- Vendors**
 - Vendor Payout**: Get a report of vendor data useful to reimburse them off of.
- Transactions**
 - Tender Type Detail**: A detailed report on each tender type (earn, spend) showing several categories counts, refunds, amounts, net amounts, and more.
 - Tender Type Summary**: A slimmed down version of the Tender Type Detail Report.
 - SNAP Sales (Batch)**: A report of all things SNAP! Includes regular spends, refunds, as well as incentive earned on each snap bin.
 - Transaction List by Currency Type**: A report of transaction list by type (MATCH, PPR, SNAP) filtered by markets.
 - Outlet Detail by Vendor**: For given outlets, aggregates vendor activity under them in detail - total volume, earned, spent, refunded, and signed up.
 - Core Metrics**: All the most important transaction data, in one place - tm volume, total earned, spent, signups, and more.
- Others**
 - Exchanges In (Vouchers)**: A report of exchanges in (earn) - includes date of exchange, and associated EIT and incentive card #.

Additionally, Epic Technology Solutions offers a no-cost hotline to contact if you are to experience any technical issues with Fresh Bucks Indy loyalty cards.

For immediate technology assistance, please contact Epic Technology Solutions at 1-866-259-2934.



Fresh Bucks Indy: Eligible Foods

Fresh Bucks are eligible on fresh fruits, vegetables, herbs, and edible plant starts.

☑ Eligible Items – Fresh Bucks can be earned or spent on:

- Fresh fruits, vegetables, herbs, and/or edible plant starts with no added salt, sugar, or oils. They can be purchased in their natural form, pre-packaged, or processed in-house.

☒ Not Eligible – Fresh Bucks can't be earned or spent on:

- Items with sauce(s) or seasoning(s)
- Deli or prepared foods
- Canned or frozen fruits or vegetables
- Juice, salad dressings, or dips
- Nuts, dried fruits, or any other non-produce item

This list can be used to understand which fruits and vegetables are eligible for nutrition incentives with participants, outlets, and other invested parties.

If you have any questions, please contact: FreshBucks@marionhealth.org

Fruit

Abiu

Açaí

Acerola (Barbados
cherry)

Akebi

Ackee

African cherry orange
(omuboro)

American mayapple

Apple

Apple pear (Asian pear)

Apricot

Araza

Asian pear (apple pear)

Atemoya

Banana

Barbados cherry
(acerola)

Bilberry

Blackberry

Blackcurrant

Black sapote

Blood orange

Blueberry

Boysenberry

Breadfruit ('ulu)

Buddha's hand (fingered
citron)

Cactus pear

Calamondin

Canistel

Cantaloupe

Carambola (star fruit)

Casaba [melon]

Cashew apple

Cempedak

Cherimoya (custard
apple)

Cherry

Chico fruit

Clementine

Cloudberry

Coco De Mer

Coconut

Cowberry (lingonberry)

Crab apple

Cranberry

Currant

Custard apple
(cherimoya)

Damson

Date

Dragonfruit or pitaya

Durian

Egg Fruit

Elderberry

Falsa (grewia asiatica)

Feijoa

Fig

Finger lime or caviar
limeFingered citron
(Buddha's hand)

Galia melon

Goji berry

Gooseberry

Grapes

Grapefruit

Grewia asiatica (phalsa
or falsa)

Ground cherry

Guanabana (soursop)

Guava

Hala Fruit

Honeyberry

Honeydew

Horned melon (kiwano)

Huckleberry

Husk cherry

Ice cream beans

Jabuticaba (plinia)

Jackfruit

Fruit (Continued)

Jambul or jambu or jamun	Manzanita (tejocote)	Plumcot or pluot
Japanese plum	Marionberry	Pomegranate
Jobos	Melon	Pomelo
Jocote (Spanish plum)	Miracle fruit	Prickly pear
Jostaberry	Momordica fruit	Prune (dried plum)
Jujube	Monstera deliciosa	Purple mangosteen
Juniper berry	Mouse melon	Quince
Kaffir Lime	Mulberry	Raspberry
Kiwano (horned melon)	Musk melon	Rambutan or mamin chino
Kiwifruit	Nance	Redcurrant
Kumquat	Navajo banana (wild banana)	Salmonberry
Lemon	Nectarine	Rhubarb
Lime	Omuboro (African cherry orange)	Rose apple
Lingonberry (cowberry)	Orange	Salal berry
Loganberry	Papaya	Salak
Longan	Passion fruit	Sapodilla (loquat)
Loquat (sapodilla)	Pawpaw	Sapote
Lulo	Peach	Satsuma
Lychee	Pear	Shine Muscat or vitis vinifera
Magellan barberry	Persimmon	Sloe or Hawthorn Berry
Mamey apple	Pineapple	Soursop (Guanabana)
Mamey sapote	Pineberry	Spanish plum (jocote)
Mandarine	Pitanga (Surinam cherry)	Star apple
Mango	Plinia (jabuticaba)	Star fruit (Carambola)
Mangosteen	Plum	Strawberry
		Sumac berries

Surinam cherry (pitanga)	Basil	Chayote (mirliton)
Sweet limes	Bean sprouts	Chili pepper
Tamarillo	Beetroot	Chinese broccoli (kai lan)
Tamarind	Bell pepper	Chinese cabbage (Napa cabbage)
Tangelo	Bitter melon or bitter gourd or balsam pear	Chives
Tangerine	Bok choy	Choy sum or yao choy
Tayberry	Bologi	Cilantro
Tejocote (manzanita)	Bottle gourd	Collard greens
Ugli fruit	Broccoflower	Corn/maize
Ulu (breadfruit)	Broccoli	Cucumber
Watermelon	Broccolini	Cucuzzi squash (spaghetti squash)
Water caltrop	Broccoli raab (rapini)	Culantro (recao)
Wild banana (Navajo banana)	Brussels sprouts	Daikon or mooli radish
White currant	Burdock root	Datil pepper
White sapote	Butternut squash	Delicata squash
Ximenia	Cabbage	Dill
Yuz	Cactus pads (nopales)	Drumstick pods (moringa)
	Calabaza	Edamame
	Callaloo	Eddoe
<u>Vegetables</u>	Cardoon	Eggplant or aubergine
Acorn squash	Carrot	Fennel bulb
Alfalfa sprouts	Cassava	Fenugreek or methi
Arrowroot	Cauliflower	Fiddlehead ferns
Artichoke	Celeriac	Fufu
Asparagus	Celery	
Avocado	Chard	
Bamboo shoots		

Vegetables
(Continued)

Gai lan or gailan

Galangal

Garlic

Ginger [root]

Gongura or pitwaa

Green beans (string
beans)

Green lima beans

Green onion or scallion

Green peas

Greens

Habanero pepper

Heart of palm

Hokkaido squash or red
kuri squash

Hominy

Horseradish

Hot peppers

Hubbard squash

Ivy gourd or kovakkai or
tindora

Jalapeño

Jerusalem artichoke
(sunchoke)

Jicama

Jute

Kabocha squash

Kai lan (Chinese
broccoli)

Kale

Kangkong (water
spinach)

Kelp

Kimchi

Kohlrabi

Kombu

Konjac

Kuka or baobab

Kurrat

Lakota squash

Laver

Leeks

Lemongrass

Lotus root

Lovage

Luffa or Chinese okra

Malanga

Manchurian wild rice
(Zizania latifolia)

Mashua

Mirliton (chayote)

Moringa (drumstick
pods)

Mozuku

Mulukhiyah or molokhia

Mushrooms

Napa cabbage (Chinese
cabbage)

Nettle

Nori

Nopales (cactus pads)

Oca

Ogo

Okra

Onion

Orach

Oregano

Palava greens

Pandan

Parsley

Parsnip

Pattypan squash

Peanut

Peas

Peppers

Perilla leaves

Pignut

Plantain

Poblano pepper

Potatoes

Pumpkin

Radish

Vegetables
(Continued)

Rakkyo

Ramps

Ramsons or wild garlic

Rapini (broccoli raab)

Recao (culantro)

Red kuri squash

Rhubarb

Romanesco

Rosemary

Rutabaga (swede)

Sage

Salsify

Samphire

Scallions

Scorzonera

Sea beet

Sea kale

Sea moss

Seaweed

Serrano pepper

Shallot

Skirret

Snow pea

Spaghetti squash
(cucuzzi squash)

Spinach

Spring greens

Sprouts and shoots
(e.g., broccoli sprouts,
pea shoots, etc.)

Squash blossoms

String beans

Sugar snap pea

Summer squash

Sunchoke (Jerusalem
artichoke or topinambur)

Swede (rutabaga)

Sweet peppers (e.g., aji
dulce)

Sweet potato (may have
orange, white, or purple
flesh)

Sweet potato greens

Swiss chard

Tapioca

Taro leaves

Taro root or dasheen or
cocoyam or yautia or
kalo

Thyme

Tigernut

Tomatillos

Tomato

Topinambur (sunchoke)

Turban squash

Turmeric

Turnip

Turnip greens (Do not
count greens used for a
salad here.)

Ube or purple yam

Ulluco

Wasabi

Water chestnut

Water spinach
(Kangkong)

Wax beans

Wheatgrass

Winged beans

Winter squash

Yacon

Yam

Yardlong beans

Yarrow

Yellow squash

Yuca flowers

Yucca

Zizania latifolia
(Manchurian wild rice)

Zucchini or courgetti

**Vegetables – Salad /
Leafy Greens
(Continued)**

Amaranth leaves

Arugula

Batavia lettuce

Beet greens

Bibb lettuce

Bok choy

Boston lettuce

Butterhead lettuce

Chamnamul

Chard or Swiss chard or
silverbeet

Chicory

Chrysanthemum leaves

Collard greens

Dandelion greens

Endive

Escarole

Frisée

Gem lettuce

Iceberg lettuce

Kale

Komatsuna

Lambsquarter

Lamb's tongue or lamb's
lettuce (mâche)

Landcress

Lettuce

Little gem lettuce

Lollo rosso

Looseleaf lettuce

Mâche (lamb's tongue or
lamb's lettuce)

Malabar spinach

Mesclun

Microgreens

Mizuna

Mustard greens

Oakleaf lettuce

Pokeweed or poke
greens

Purslane

Radicchio

Romaine lettuce

Silverbeet (chard)

Sorrel

Spinach

Spring mix

Swiss chard

Tatsoi

Turnip greens

Watercress



Fresh Bucks Indy: Training Materials

A knowledgeable and engaged cashier is the best promoter of Fresh Bucks Indy. They are the face of the program and are the primary way that shoppers interact with the program.

Below are the following guides included in the “Training Materials” section. Please let the training guides included in the Retail Binder serve as master copies – keep them on hand and make copies as needed.

Training Materials		
Material	Purpose	Printing and Placement
Cashier Talking Points	Quick Fresh Bucks Indy program descriptions that can be used to communicate with shoppers.	Laminated and posted at cash registers.
Cashier Pocket Guide	A quick-reference tool combining cashier talking points and brief instructions for Fresh Bucks Indy earn and spend transactions.	Printed, laminated, and available at all cash registers.
Condensed Cashier Instructions	A one-pager for common Fresh Bucks Indy transactions, including sign-ups and earn and spend transactions.	Printed, laminated, and available at all cash registers.
SMS LOC Cashier Master Instructions	A comprehensive guide that includes all transaction types that a cashier may need to do to operate the Fresh Bucks Indy loyalty card.	Included within the Retail Binder, see “Training Materials” section. Retail Binder should be kept in the office of each store for reliable access.
SMS LOC Sub-Category Instructions	A step-by-step guide to create, maintain, and audit the Fresh Bucks Indy eligible food list within the point of sale (POS) system.	Included within the Retail Binder, see “Training Materials” section. Retail Binder should be kept in the office of each store for reliable access.
Fresh Bucks FAQ	A comprehensive list of questions that retail partners may experience when implementing the Fresh Bucks Indy program.	Included within the Retail Binder, see “FAQ” section. Retail Binder should be kept in the office of each store for reliable access.

Fresh Bucks Indy: Cashier Talking Points

Being a Fresh Bucks Indy outlet is a benefit to your store, as joining the network allows you connect to your community on a level other stores can't compare to. Additionally, it brings additional revenue to your store as customers shop with the Fresh Bucks loyalty card. These are some of the bonuses with being a Fresh Bucks Indy outlet, so be sure to train staff to engage with customers at the POS lane.

If a cashier sees someone paying with a SNAP/EBT/Hoosier Works card, ask:
“Are you using your Fresh Bucks loyalty card today?”

This subtle question opens a door to opportunities, such as reminding the customer to retrieve their loyalty card from their wallet, enrolling new customers in the program, generating additional sales, or spreading Fresh Bucks Indy awareness within your community. Other questions that may come up:

What is Fresh Bucks Indy?

A: Fresh Bucks Indy is a SNAP-matching program to help families afford more fruits and veggies.

How does Fresh Bucks Indy work?

A: When you buy fresh fruits and veggies with your SNAP/EBT/Hoosier Works card, you can earn a dollar-for-dollar match, up to \$20 per day, loaded directly onto a loyalty card!

What can I use my Fresh Bucks loyalty card to buy?

A: You can use your Fresh Bucks loyalty card to buy fresh fruits, veggies, herbs, and edible plant starts.

Does my Fresh Bucks loyalty card expire?

A: Your Fresh Bucks loyalty card balance expires every three months: March 31st, June 30th, September 30th, and December 31st. Check your balance at: MyFreshBucks.com.

Fresh Bucks Indy: SMS LOC Condensed Cashier Instructions

Anyone who pays with SNAP and shopping at this store is eligible to sign up for a Fresh Bucks Indy loyalty card. Shoppers can earn a dollar-for-dollar match, up to \$20 per day, when using SNAP to buy fresh fruits, vegetables, herbs and edible plant starts. Loyalty cards can be used to buy fresh fruits, vegetables, herbs, and edible plant starts. Loyalty cards expire every three months: March 31st, June 30th, September 30th, and December 31st. Customers can manage their loyalty card at www.MyFreshBucks.com.

Sign up a new Fresh Bucks loyalty card

1. Ring up customer's basket items as normal
2. If you see a customer plans to pay with SNAP/EBT (Hoosier Works card), **before** payment, ask *"Are you using your Fresh Bucks loyalty card today?"*
3. Scan a new Fresh Bucks loyalty card at the point of sale, and press **"Sign Up"** then "Go"
4. Direct customer to swipe their SNAP/EBT card on the card reader
5. Customer will type their phone number and zip code on the pin pad
6. Inform customer that they will receive an SMS text message to set up their online account to manage their Fresh Bucks loyalty card, check their balance, etc.
7. Sign Up process is complete, follow "Earn" steps

Earn with a Fresh Bucks loyalty card

1. Ring up customer's basket items as normal
2. If you see a customer plans to pay with SNAP/EBT (Hoosier Works card), **before** payment, ask *"Are you using your Fresh Bucks loyalty card today?"*
3. Scan the customer's Fresh Bucks loyalty card at the point of sale, and press **"Earn"** then "Go"
4. The point of sale will automatically calculate which items are eligible and how much Fresh Bucks can be earned on the total purchase, noted on the line "SNAP Can Earn"
5. Shopper will swipe their SNAP/EBT card to confirm correct cards are linked, and swipe their SNAP/EBT card again to pay for the total purchase
6. Sale is finalized. An itemized receipt will print with the available Fresh Bucks loyalty card balance noted at the bottom

Fresh Bucks Indy: SMS LOC Condensed Cashier Instructions (Continued)

Spend with a Fresh Bucks loyalty card

1. Ring up customer's basket items as normal
2. If you see a customer plans to pay with SNAP/EBT (Hoosier Works card), **before** payment, ask *"Are you using your Fresh Bucks loyalty card today?"*
3. Scan the customer's Fresh Bucks loyalty card at the point of sale, and press **"Spend"** then "Go"
4. Ask the customer how much of their Fresh Bucks loyalty card balance they would like to spend and enter amount
 - Amount cannot exceed eligible items, noted on line "SNAP Can Spend"
 - If amount exceeds eligible items, you will receive an error message
5. The point of sale will deduct that amount from the final purchase total, if a balance remains, ask for another method of payment to complete the sale
6. Sale is finalized, an itemized receipt will print with the remaining Fresh Bucks loyalty card balance noted at the bottom

Balance inquiry of a Fresh Bucks loyalty card

1. At any point in the sale, scan the customer's Fresh Bucks loyalty card, and press **"Balance"**
2. Receipt will print with the current Fresh Bucks loyalty card balance

Customers can check the balance of their Fresh Bucks loyalty card by:

1. Customer visits MyFreshBucks.com and logs in with their username and password. Balance is available under "Account Funds"
 - If shopper set up their online account from the SMS text message delivered after enrollment, they will use their login info here
 - If shopper did not set up their online account from the SMS text message delivered after enrollment, they will click "Sign Up" and follow the process

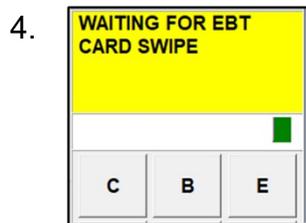
Fresh Bucks Indy: SMS LOC Cashier Master Instructions

Sign up a new Fresh Bucks loyalty card

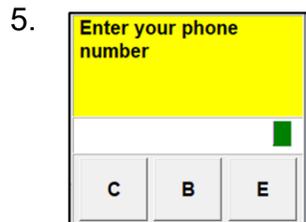
1. Ring up customer's basket items as normal
2. If you see a customer plans to pay with SNAP/EBT (Hoosier Works card), **before** payment, ask "Are you using your Fresh Bucks loyalty card today?"



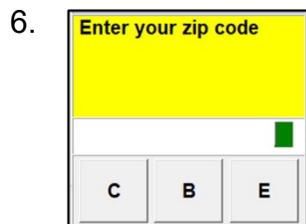
Scan a new Fresh Bucks loyalty card at the point of sale, and press "Sign Up" then "Go"



Direct customer to swipe their SNAP/EBT card on the card reader



Customer will type their phone number on the pin pad



Customer will type their zip code on the pin pad

7. Inform customer that they will receive an SMS text message to set up their online account to manage their Fresh Bucks loyalty card, check their balance, etc.
8. Sign Up process is complete, follow "Earn" steps

Fresh Bucks Indy: SMS LOC Cashier Master Instructions (Continued)

Earn with a Fresh Bucks loyalty card

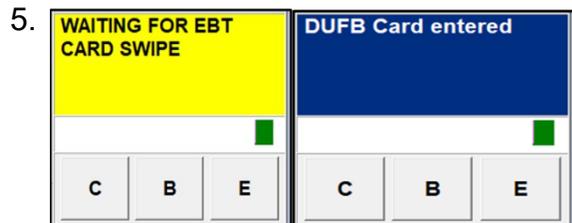
1. Ring up customer's basket items as normal
2. If you see a customer plans to pay with SNAP/EBT (Hoosier Works card), **before** payment, ask "Are you using your Fresh Bucks loyalty card today?"



Scan the customer's Fresh Bucks loyalty card at the point of sale, and press "Earn" then "Go"



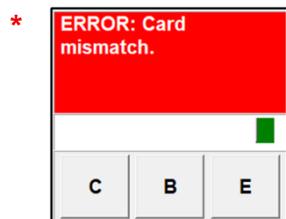
The point of sale will automatically calculate which items are eligible and how much Fresh Bucks can be earned on the total purchase, noted on the line "SNAP Can Earn"



Customer will swipe their SNAP/EBT card to confirm correct cards are linked, if successful you will see "DUFBI Card entered"

If unsuccessful, see error below*

6. Customer will swipe their SNAP/EBT card again to pay for the total purchase
7. Sale is finalized. An itemized receipt will print with the available Fresh Bucks loyalty card balance noted at the bottom



If you see the error "Card mismatch" this is caused when the SNAP/EBT card swiped doesn't match the SNAP/EBT card that was used to sign up for the Fresh Bucks Indy loyalty card.

Fresh Bucks Indy: SMS LOC Cashier Master Instructions (Continued)

Spend with a Fresh Bucks loyalty card

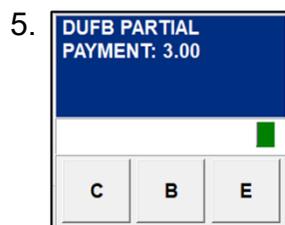
1. Ring up customer's basket items as normal
2. If you see a customer plans to pay with SNAP/EBT (Hoosier Works card), **before** payment, ask "Are you using your Fresh Bucks loyalty card today?"



Scan the customer's Fresh Bucks loyalty card at the point of sale, and press "Spend" then "Go"



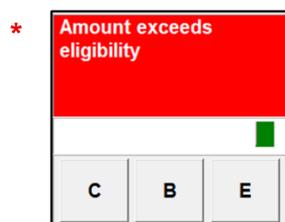
The point of sale will automatically calculate which items are eligible and how much Fresh Bucks can be spent on the total purchase, noted on the line "SNAP Can Spend"



Ask the customer how much of their Fresh Bucks loyalty card balance they would like to spend and enter amount

If amount exceeds eligible items, see error below*

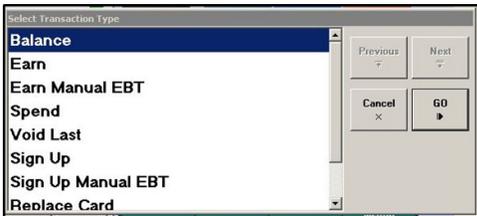
6. Point of sale will deduct that amount from the final purchase total, if a balance remains, ask for another method of payment to complete the sale
7. Sale is finalized, an itemized receipt will print with the remaining Fresh Bucks loyalty card balance noted at the bottom

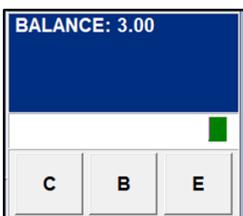


If you see the error "Amount exceeds eligibility" this is caused when the spend amount exceeds the "SNAP Can Spend" amount.

Fresh Bucks Indy: SMS LOC Cashier Master Instructions (Continued)

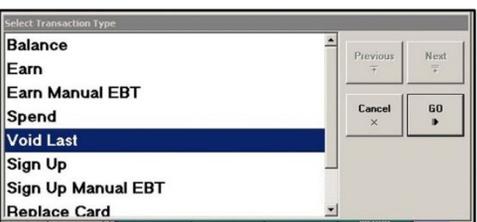
Balance inquiry of a Fresh Bucks loyalty card

1.  At any point in the sale, scan customer's Fresh Bucks loyalty card, and press "**Balance**" then "Go"

2.  Receipt will print with the current Fresh Bucks loyalty card balance

Voiding a Fresh Bucks loyalty card transaction

Voiding a Fresh Bucks tender from a transaction does not void or reverse the payment back on their Fresh Bucks card. To return the funds, you will need to perform a "Void Last" to put the amount back on their card. Void Last is most often used if there was a mistake made by the cashier, not to return purchases made with a SNAP/EBT card.

1.  After voiding the Fresh Bucks loyalty card tender from the sale, scan the customer's Fresh Bucks loyalty card again

2.  Select "**Void Last**" then "Go" to return the funds to the Fresh Bucks loyalty card. In this example, \$3.00 was returned to the Fresh Bucks loyalty card.

Fresh Bucks Indy: SMS LOC Cashier Master Instructions (Continued)

Replacing a Fresh Bucks loyalty card

1. Ring up customer's basket items as normal

2.  Scan a new Fresh Bucks loyalty card at the point of sale, and press **“Replace Card”** then **“Go”**

3.  Direct customer to swipe their SNAP/EBT card on the card reader

4.  If the replacement was successful, the balance from the lost Fresh Bucks loyalty card will be transferred to the new Fresh Bucks loyalty card

If unsuccessful, see error below*

5. Replacement process successful, follow “Earn” steps

- *  If you see the error **“EBT card not found”**, the SNAP/EBT card swiped was not the same card swiped during the original sign-up process. Follow the process for **“Sign Up”** instead.

For immediate technology assistance, please contact Epic Technology Solutions at 1-866-259-2934.

Fresh Bucks Indy: SMS LOC Sub-Department Instructions

Fresh Bucks Indy integrates within the store point-of-sale (POS) system to offer a smooth shopping experience for store staff and customers. Prior to launch, program partners will work with the store management team to install the encryption key(s) at the store server and eligible POS lane(s) and configure sub-departments to identify eligible items.

For file maintenance and accurate sales reporting, at least two sub-departments will be created:

1. “Fresh Bucks Produce” to move all fresh fruits, vegetables, herbs and edible plants starts
2. “Produce Non-DUFB” to move ineligible produce items.

It is important that stores audit sub-departments regularly (recommended monthly) to ensure seamless transaction flow and program reporting. Items that are not set up correctly could cause issues at the POS by not allowing an earn or spend, creating confusion for customers and staff. Additionally, you will be required to submit sub-category lists and respective sales reports to fulfill reporting requirements for the Fresh Bucks Indy program.

For program questions, please contact: FreshBucksIndy@marionhealth.org

For immediate technology assistance, please contact Epic Technology Solutions at 1-866-259-2934.

Fresh Bucks Indy: SMS LOC Item Maintenance Instructions

Item Maintenance: Earn

1. To manage items in the POS at the store server, open “SMS Pro Item Maintenance”.
2. Within the POS window, find the item you wish to configure.

3. Pos

Target	POS description	S-Dept
PAL	PRODUCE	3

Deposit <input type="checkbox"/>	Scalable <input type="checkbox"/>	<input type="checkbox"/> Follow S-Dept
FSA eligible <input checked="" type="checkbox"/>	Manual <input type="checkbox"/>	<input type="checkbox"/> Taxable 1
Food stamp <input type="checkbox"/>	Divisor <input type="text"/>	<input type="checkbox"/> Taxable 2
WIC item <input type="checkbox"/>	Tare link <input type="text"/>	<input type="checkbox"/> Taxable 3
Others <input type="text"/>	Prop.tare <input type="text"/>	<input type="checkbox"/> Taxable 4

Not for sale <input type="checkbox"/>	Electronic <input type="checkbox"/>	<input type="checkbox"/> Force quantity
Not in net <input type="checkbox"/>	Store cpn <input type="checkbox"/>	<input type="checkbox"/> Stop quantity
Capture data <input type="checkbox"/>	Vendor cpn <input type="checkbox"/>	<input checked="" type="checkbox"/> Force price
Ticket <input type="text"/>	Rain check <input type="checkbox"/>	<input type="checkbox"/> Visual verify
Status <input type="text"/>	Rejected <input type="checkbox"/>	<input checked="" type="checkbox"/> Price override
Restrictor <input type="text"/>	Multipliable <input checked="" type="checkbox"/>	<input type="checkbox"/> Stop discount
Client age <input type="text"/>	Bottle return <input type="checkbox"/>	<input type="checkbox"/> Stop repeat
Oper age <input type="text"/>	M.Fam. <input type="text"/>	<input type="checkbox"/> Stop return
	P.ID <input type="text"/>	<input type="checkbox"/> Stop refund

Check that “FSA eligible” is applied. This allows products to **earn** Fresh Bucks Indy with the loyalty card. Continue to configure the settings unique to your store, your settings may not look exactly like the example to the left.

Rather than configuring all items individually, instead you can assign a set of rules to a sub-department, As you configure items, you can apply “Follow S-Dept”. Check that your Fresh Buck sub-department has “FSA eligible” applied.

Please note, when configuring items by sub-department rules, it will automatically apply “FSA eligible” if checked, but it will not automatically configure “Add t1z” to 95, this still needs applied.

Fresh Bucks Indy: SMS LOC Item Maintenance Instructions (Continued)

Item Maintenance: Spend

Continuing from the steps listed on the previous page:

4. Price

Target	Lev	Last date	time	Active price	Next date	time	Next price	Source
PAL	1	8/16/2018	11:12	\$3.99	1			

	Reg	TPR	Sale	Store	SRP
Price	\$3.99	1			1
Start					TGM round
End					srp
Time	:	:	Ad	:	:
				tpr	sal
Pkg price					pkg
Limited qty					lmt
Disc \$ %					Disc desc.
Mix Meth					
Points					<input type="checkbox"/> Exc.spend
Start		Redeem D/F		Like code	
End		Disc/Prog		Item link	
User level		Time included		Commission	
				Add tiz	95

Within the Price window, type "95" in the "Add tiz" box. This allows products to **spend** Fresh Bucks Indy on with the loyalty card. Continue to configure the settings unique to your store, your settings may not look exactly like the example to the left.

Rather than configuring all items individually, instead you can assign a set of rules to a sub-department, As you configure items, you can apply "Follow S-Dept". Check that your Fresh Buck sub-department has "FSA eligible" applied.

Please note, when configuring items by sub-department rules, it will automatically apply "FSA eligible" if checked, but it will not automatically configure "Add tiz" to 95, this still needs applied.

Fresh Bucks Indy: SMS LOC Reports

SMS LOC Reports

You can add the “DUFBI” report to “Preferred Reports” for quicker navigation. To do so:

Open SMS Pro>Reports>search “DUFBI”

OR: Open SMS Pro>Reports>Financial>Store>DUFBI

Preferred Reports

Store Multi Totals

Display all store totals for any period. CRITERIA: Period, Totalizer section and Target

Operator Multi Totals

Display all operators totals for any period. CRITERIA: Period, Operator, Totalizer section

Department Multi Totals

Display multiple lines of information by department. CRITERIA: Period, Department, Totalizer section

Sub-department Multi Totals

Display all the totalizers available by sub-department. CRITERIA: Period, Sub-department, Totalizer section

Customer Multi Totals

This report displays all the available totalizers by customer. You can narrow the query by Customer, Totalizer section and Target

DUFBI

Display all store totals for any period. CRITERIA: Period, Totalizer section and Target



Fresh Bucks Indy: Common FAQ

Q: What is Fresh Bucks Indy?

A. Fresh Bucks Indy helps make fruits and vegetables more affordable for shoppers paying with SNAP (formerly called food stamps). It provides a dollar-for-dollar match on fresh fruits, vegetables, herbs, and edible plant starts, up to \$20 per day – loaded instantly on the Fresh Bucks loyalty card.

Q: Who is eligible for Fresh Bucks Indy and how do they enroll?

A. Anyone paying with SNAP and shopping at this store is eligible. Shoppers enroll in Fresh Bucks Indy by asking an outlet manager or support staff to sign up.

To finish the enrollment process:

1. Cashier will scan a new Fresh Bucks card at the point of sale, and press “Sign Up”
2. Customer will swipe their SNAP/EBT card on the card reader
3. Customer will type their zip code and phone number on the numerical pad of the card reader
4. Customer will receive an SMS text message to set up their online account to manage their Fresh Bucks card, check their balance, etc.

Q. Where is Fresh Bucks Indy available?

A. Fresh Bucks Indy works with local growers, local farmers markets, and locally owned retailers. For a list of locations where Fresh Bucks Indy is available, please visit: FreshBucksIndy.org.

Q. How do shoppers earn Fresh Bucks Indy?

A. Shoppers earn a dollar-for-dollar match, up to \$20 per day, on their Fresh Bucks loyalty card when they purchase eligible products and pay using their SNAP benefits.

To earn a match on Fresh Bucks loyalty cards, cashiers should:

1. Ring up all items from the shopping cart as normal; the point of sale will automatically calculate which items are eligible and how much Fresh Bucks can be earned on the total purchase, noted on the line “SNAP Can Earn”
2. After all items are scanned, cashier will scan the Fresh Bucks loyalty card and press “Earn”
3. Shopper will swipe their SNAP/EBT card to confirm correct cards are linked, and swipe their SNAP/EBT card again to pay for the total purchase
4. Once the sale is finalized, an itemized receipt will print with the available Fresh Bucks loyalty card balance noted at the bottom

For additional instructions, please see the “Training” section.

Q. What products are eligible for Fresh Bucks Indy?

A. Eligible products include fresh fruits and vegetables, without added sugar, salt, or preservatives. This includes pre-cut fruits and vegetables, bagged lettuce and greens, etc. For a list of all eligible products, please see the “Eligible Foods” section.

Products that are not eligible are: canned, dried, and frozen items; bagged salad kits with dressing; juices; fruit cups with added sugar; self-service salad bar items, etc.

Q. How do shoppers redeem Fresh Bucks Indy?

A. When purchasing eligible items with a SNAP benefits, shoppers should provide the cashier with their Fresh Bucks loyalty card at the beginning of the checkout process.

To redeem Fresh Bucks loyalty cards, cashiers should:

1. Ring up all items from the shopping cart as normal; the point of sale will automatically calculate which items are eligible and how much Fresh Bucks can be spent on the total purchase, noted on the line “SNAP Can Spend”
2. After all items are scanned, cashier will scan the Fresh Bucks loyalty card and press “Spend”
3. Cashier will ask the customer how much they would like to spend of their available Fresh Bucks loyalty card balance and enter that value. Value cannot exceed the number noted on line “SNAP Can Spend”

4. Point of sale will deduct that value from the final purchase total
5. If a balance remains, cashier will ask for another method of payment to complete the sale
6. Once the sale is finalized, an itemized receipt will print with the remaining Fresh Bucks loyalty card balance noted at the bottom

For additional instructions, please see the “Training” section.

Q. Is there a limit on the amount of Fresh Bucks Indy shoppers can use at one time?

A. Earning: Shoppers can earn a maximum of \$20 per day across all participating locations.

Redeeming: There is no limit to the value of Fresh Bucks that can be redeemed in a transaction or day.

Q. Do Fresh Bucks loyalty cards expire?

A. Fresh Bucks loyalty cards expire every three months: March 31st, June 30th, September 30th, and December 31st. For reminders, please ask the shopper to follow our Facebook or Instagram: @FreshBucksIndy.org. Shoppers can also enroll in SMS text message reminders within their online account: MyFreshBucks.com.

Q. How do you check the balance of a Fresh Bucks Indy loyalty card?

A. Outlet staff can check the balance of a Fresh Bucks loyalty card by:

1. Cashier will scan customer’s Fresh Bucks loyalty card, and press “Balance”
2. Receipt will print with the current Fresh Bucks loyalty card balance

Shoppers can check the balance of their Fresh Bucks loyalty card by:

1. Shopper opens an internet browser, visiting MyFreshBucks.com
2. Shopper logs in with their username and password

If shopper set up their online account from the SMS text message delivered after enrollment, they will use their login info here

If shopper did not set up their online account from the SMS text message delivered after enrollment, they will click “Sign Up” and follow the process

3. Once logged in, shopper can see their Fresh Bucks loyalty card balance under “Account Funds”, located on the landing page

Q. What happens if a shopper’s Fresh Bucks Indy loyalty card is lost?

A. Outlet managers and support staff can replace a Fresh Bucks loyalty card.

To replace a Fresh Bucks Indy loyalty card:

1. Cashier will scan a new Fresh Bucks loyalty card at the point of sale, and press “Replace Card”
2. Customer will swipe their SNAP/EBT card on the card reader
3. Customer will type their zip code and phone number on the numerical pad of the card reader
4. Customer will receive an SMS Message to set up their online account to manage their Fresh Bucks card, check their balance, etc.

* If the customer uses the same SNAP/EBT card for the replacement as they did with the original card, the balance will automatically transfer. If a shopper uses a different SNAP/EBT card for the replacement, it will be considered a new enrollment.

Q. What if the Fresh Bucks Indy loyalty card does not work?

A. For transaction issues or questions please inform the outlet manager, email FreshBucks@marionhealth.org, or call 317-221-5746. It is important to communicate and document issues as soon as possible to limit ongoing effects. The longer an issue goes unresolved, the more customers are impacted, resulting in more complaints being received.

Q. If a shopper has an EBT card from another state, can they earn Fresh Bucks?

A. Yes, shoppers can earn Fresh Bucks Indy with any state’s EBT card.

Q. Why are Fresh Bucks only available to shoppers using SNAP?

A. Fresh Bucks Indy is funded by the United States Department of Agriculture (USDA). According to the federal guidelines, it is only available to shoppers using SNAP.

Q. What if shoppers have additional questions and would like more information?

A. Shoppers can speak with the outlet manager, visit FreshBucksIndy.org, or call 317-221-5746.

Q. How can cashiers support Fresh Bucks Indy?

A. Cashiers are the face of Fresh Bucks Indy. You can help the program succeed by:

- Issuing and accepting Fresh Bucks loyalty cards for all eligible shoppers and transactions. Use the “Behind the Register Guide.”
- Answering shopper’s questions about the program. Use “Cashier Talking Points” and the information in this FAQ guide.
- Making sure your checkout lane is stocked with program information and handouts.
- Informing outlet manager or email FreshBucks@marionhealth.org right away if there are any problems with Fresh Bucks Indy.

For immediate technology assistance, please contact Epic Technology Solutions at 1-866-259-2934.