

# Vendor Guide



# CHECKLIST FOR VENDORS

## FRESH BUCKS AT THE FARMERS MARKET



### Pre-Season

- ☐ Fill out the Vendor Application. This will be emailed to you if you have not completed it and it is also available at [freshbucksindy.org/get-involved](https://freshbucksindy.org/get-involved).
- ☐ Submit a Vendor Technology Agreement if borrowing equipment.
- ☐ Review Fresh Bucks training materials provided. In-person training is available upon request by emailing [FreshBucks@marionhealth.org](mailto:FreshBucks@marionhealth.org)
- ☐ Set up an ACH account with Epic Technology.
- ☐ Install the Fresh Incentives app on all devices that you will be using to complete Fresh Bucks transactions. This includes any device that may be used at any farmers market that you will be participating in. You can be logged in on up to six devices at a time.
- ☐ Set up your Fresh Incentives account. You will use the same account on all devices.
- ☐ Ensure that your information is up to date with the Fresh Bucks Project Specialist. This includes what markets you will be selling at, addresses, phone number and email.

### Every Market Day

- ☐ Ensure that your device is charged by charging the night before.
- ☐ Bring Fresh Bucks Vendor Quick Guide to the market.
- ☐ Put up Fresh Bucks signage that was provided to you, if replacements are needed: partner with your market manager or email [FreshBucks@marionhealth.org](mailto:FreshBucks@marionhealth.org)
- ☐ Login to the Fresh Incentives app and select your market.
- ☐ Review end-of-day reporting at [FreshIncentives.com](https://FreshIncentives.com).

### End of Season

- ☐ Fill out any vendor surveys requested. This will help us to improve the program.
- ☐ Return any borrowed materials.
- ☐ Check in with your market manager for any additional requirements.

# STEPS TO COMPLETE A FRESH BUCKS TRANSACTION



## SIGN IN



1. Locate the “FRESH INCENTIVES” application (carrot icon) on your device.
2. Enter your e-mail address and password.
3. Set your location to the farmers market you are currently at.

## SPEND FRESH BUCKS



1. Click on “INCENTIVE-”.
2. Enter the \$ amount of “PRODUCE” (Fresh Bucks eligible items).
3. Enter the \$ amount of “OTHER SNAP” and collect tokens.
4. Click the ARROW (top right).
5. Swipe or scan Fresh Bucks card and press the CHECKMARK (top right).
6. Receipt screen – review and offer to provide to customer.
  - A. Press “SEND” to text or email a customer copy.
7. Complete sale by pressing “DONE”.

## CHECK BALANCE



1. Press “BALANCE”.
2. Scan Fresh Bucks card with camera or swipe with card reader.
3. Balance appears.
4. Press “DETAILS” for a transaction summary, or “OK” to close.

## HISTORY & REPORTS



1. Click on “HISTORY”.
2. You will see transactions listed from newest to oldest, defaulted on the current date.
3. You can click on an individual transaction to see more information.
4. To find daily totals click on the “VIEW TOTALS” tab.

Note: This is the basic transaction history. To view the detailed transaction report, go to [FreshIncentives.com](http://FreshIncentives.com) and log in with your same app credentials. The menu on the lefthand side has a “Reports” section.

## VOID THE LAST COMPLETED TRANSACTION



1. Select “HISTORY”
2. Click on the last transaction to view the receipt screen.
3. Press “VOID TRANSACTION”

# PRODUCT ELIGIBILITY GUIDE

## FOR FARMERS MARKET NUTRITION PROGRAMS



What Products are Eligible?	SNAP (EBT)	Fresh Bucks	Indiana eFMNP
Fresh, locally grown fruits and vegetables	✓	✓	✓
Fresh herbs	✓	✓	✓
Food-producing plants and seeds (popcorn kernels)	✓	✓	✗
Maple syrup	✓	✗	✗
Honey	✓	✗	✗
Baked goods	✓	✗	✗
Jams & jellies	✓	✗	✗
Meat, dairy, & eggs	✓	✗	✗
Hot, prepared foods	✗	✗	✗

*In 2023, WIC and Senior FMNP transitioned from checks to electronic benefits. Recipients (WIC and Senior) can access their benefits on the MyMarketLink mobile app, and Merchants (farmers) are able to process these payments through the TotiPay Go mobile register app. To accept eFMNP, Merchants (farmers) may apply at [www.marketlink.org/apply](http://www.marketlink.org/apply).*

# FRESH BUCKS PROGRAM INFORMATION

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## How Fresh Bucks Works:

- Fresh Bucks is a SNAP-matching program that helps people who use SNAP, known as Hoosier Works in Indiana, to purchase and eat more fruits and vegetables.
- Fresh Bucks is a triple win for customers, farmers, and the local economy.
- Only a SNAP/EBT card is required to be eligible to enroll in Fresh Bucks. Anyone who receives SNAP is automatically eligible for the program.
- Purchases with a SNAP/EBT card earn up to \$20 in Fresh Bucks each day at farmers markets.
- Fresh Bucks can be spent on fresh fruits, vegetables, and herbs, as well as plants that grow fruits, vegetables, and herbs.

## Frequently Asked Customer Questions:

### **Q: Why are only certain sites participating in Fresh Bucks?**

A: We are still growing the Fresh Bucks program and are excited to offer it at many farmers markets in Marion County. As the program grows, additional farmers markets and retail sites may be added.

### **Q: How can customers check their Fresh Bucks card balance?**

A: The card balance can be found by creating an online account at [MyFreshBucks.com](http://MyFreshBucks.com). Once a shopper creates an account, they can log in and see their Fresh Bucks balance. Vendors and market managers can also check a card balance in the Fresh Incentives app by pressing “BALANCE” and then swiping or scanning the Fresh Buck card.

### **Q: What can a customer do if they lost their Fresh Bucks card?**

A: Customers must visit the market manager booth to get a new card. The customer will need the same EBT card they enrolled in Fresh Bucks with to transfer any existing Fresh Bucks onto their new card. When a manager assigns a new card, the old card will be invalidated. Any Fresh Bucks balance on the old card will be transferred to the new card.

### **Q: Does Fresh Bucks match WIC & Senior eFMNP?**

A: No, WIC & Senior eFMNP purchases are not eligible for Fresh Bucks dollars.

### **Q: What if a customer has an EBT card that is not connected to their Fresh Bucks card?**

A: Refer the customer to the market information booth.

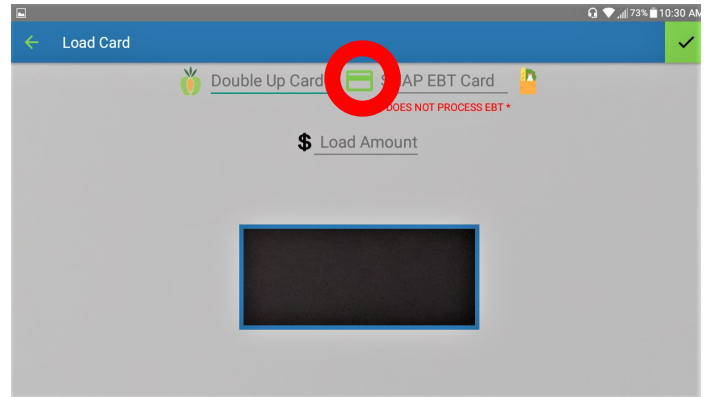
## Troubleshooting

### Issues with transactions:

- Ensure you are connected to Wi-Fi or cell service.
- Ensure the card reader is working properly. See below for card reader tips.

### Card reader not responding:

- Make sure the card reader is connected & recognized.
- A GREEN ICON will indicate the card reader is connected. If the icon is grey or red, the card reader is not connected.
- If the card reader is not connected:
  1. Unplug the card reader.
  2. Turn the volume all the way up.
  3. Reinsert the card reader.
  4. The card reader indicator should now be green.



### What if the card reader still won't work?

- You have two additional options:
  - Manually key in the card number.
  - Use the camera function to scan the card number.
- If the card reader is broken, contact your market manager.

### Common error messages:

- “Invalid, Card not Found”: the card is not yet linked to a shopper’s account.
  - Refer customer to the market information booth.
- “EBT Already in use”: the EBT number is recognized but attached to a different Fresh Bucks card.
  - Refer customer to the market information booth.

### Keeping your Fresh Incentives app up to date:

1. Make sure you have a Google Play Account (Android/Samsung) or Apple App Store (iPhone/iPad) on your device set up.
2. Check that the setting “Keep me up to date” is enabled.
3. If your device typically allows for app updates automatically, there is nothing further you need to do.
4. If your Fresh Incentives app prompts an update, be sure to apply it to ensure a smooth process for you and your customers. (Recommended to check and update the night before to avoid delays on market day)

**Technical difficulties and program support:**

- Contact the market manager for technical difficulties. Market managers can contact Epic Technology for app issues.
- For balance adjustments, account issues, and app questions, or if Epic Technology is unavailable, email [freshbucks@marionhealth.org](mailto:freshbucks@marionhealth.org) or call 317-221-5746.

**SNAP information:**

- We do not administer SNAP. If you live in Indiana, call the Division of Family Resources for information on how to enroll at 800-403-0864.

**WIC & Senior eFMNP information:**

- We do not administer WIC & Senior eFMNP. If you live in Indiana, call the Indiana Department of Health for information on how to enroll at 800-522-0874.

**If someone has an emergency food need, use Community Compass to find food pantries and emergency food assistance:**

- App: Search for “Community Compass” in the App Store or Google Play
- Website: <http://www.communitycompass.app/>
- Text: “hi” to 317-434-3758