

Free SNAP EBT Point of Sale Equipment for Farmer's Markets and Direct Market Farmers

Prepared by Angela Albin

Presented by Latanya Rosenthal, Program Director

State EBT Coordinator's Office for SNAP/TANF

Indiana Family & Social Services Administration

Division of Family Resources



Questions to ask before applying to become a SNAP Authorized Retailer:

Have customers been asking if you accept SNAP EBT?

Is there adequate public transportation to your market?

How would you get the word out that you accept EBT?

Do you have the extra resources needed to run a SNAP EBT program?



Is a SNAP EBT Program Right For You?



- **Benefits:**

- Possible increase in sales by providing another purchasing option to customers
- Enables customers receiving SNAP benefits to purchase SNAP-eligible, fresh, healthy foods
- EBT POS equipment provides the option to accept credit and debit, also, for additional fees.

- **Challenges:**

- Marketing
- Needing extra staff/volunteers to manage the SNAP EBT program
- Having enough SNAP sales to justify extra expense and resources needed
- Extra recordkeeping responsibilities
- Training staff and vendors on SNAP regulations



Start by Applying to Be an Authorized SNAP Retailer:

Find info on how to apply here:

<http://www.fns.usda.gov/snap/retailer-apply>

Or call the SNAP Retailer Service Center:

877-823-4369

Applications can take up to 45 days to be processed



Changes in Market Managers, or Unsure if Market is Already Authorized:

- Contact the USDA FNS Farmer's Market Hotline at 312-353-6609

Free Wireless Point of Sale (POS) Equipment Programs:



- **Conduent** is Indiana FSSA's EBT system vendor. Their contract includes providing free wireless POS equipment to eligible farmer's markets.
 - Only requirement is to be a SNAP authorized retailer.
 - POS equipment is provided by CDE.
 - Conduent uses AT&T for wireless network service
 - Call Conduent Retail Operations Support at 844-226-8212 & tell them you are calling to get the state provided wireless farmers market equipment.
- **USDA FNS**, through a cooperative agreement with the **National Association of Farmers Market Nutrition Programs (NAFMNP)**, offers a SNAP Mobile App and free card reader.
 - Approved applicants receive a Mobile App and card reader that enable SNAP EBT, debit and credit payments to be accepted on the farmers market's own smart device.
 - For more information, call 443-212-8084.
 - Apply through MarketLink at www.marketlink.org/apply

Conduent Program

Provided at no cost:

- 3-year contract, which includes:
 - Wireless POS Equipment
 - Set-up costs
 - Monthly service fees
 - Wireless fees
 - Statement fees
 - Data plan fees
 - EBT transaction fees





Equipment Details for FSSA/Conduent/CDE Wireless POS	
Equipment Information	PAX A80 with internal printer, includes terminal, case, 2 batteries, initial training, download, activation. Terminal repairs are covered for 3 years.
Contract Length	3 Years
Cancellation Fee	None
Warranty	Three years- Shipping rates apply
Data Breach Insurance	None
Wireless Network Provider	AT&T
Transaction Fees Per Swiped Transaction	
EBT	\$0
Credit-Optional	Retailer is responsible for the additional fees that apply
Debit-Optional	Retailer is responsible for the additional fees that apply



To Order POS Equipment from Conduent:

- Call Conduent Retailer Assistance at 844-226-8212 to request the state provided wireless farmers market equipment.

FAQ's



- How and when will I be billed for transaction charges? Charges are automatically debited from your bank account the month following the month that the transactions occurred.
- If we have a few stands throughout the area, can we get free equipment for each stand? Only one free POS device can be allowed per FNS#.
- How long does the equipment last? How often will I need to replace it? A POS device can last for several years if properly taken care of.
- If my equipment breaks or needs repair, how soon can I get a repair/replacement? This can be anywhere from overnight to 2 days, depending on the circumstances.
- How long will free equipment be available? Indiana FSSA will continue to provide free equipment and service contracts through Conduent as long as this effort is supported by FNS. If the state's EBT vendor changes to someone other than Conduent, FSSA will work with the new vendor to provide a free equipment and service contract option.

Other questions?





Contact Information:

Latanya Rosenthal
Program Manager
State EBT Coordinator's Office-SNAP/TANF
Indiana Family & Social Services Administration
Division of Family Resources
Latanya.rosenthal@fssa.in.gov
317-232-7645

USDA FNS Retailer Authorizations:
877-823-4369

USDA FNS Farmer's Market Help Line:
312-353-6609