



Farmers – Accepting Hoophouses for Health Market Cards

Technology

Accepting Hoophouses for Health market cards at the farmers market requires multiple pieces of technology. If you are not equipped with an iPad 4 or newer, or an iPhone 5 or newer, the Michigan Farmers Market Association (MIFMA) will assign one for the course of the season. Along with the iPad, MIFMA will provide you with a card reader, extender, charger, and case for the iPad. This equipment is to be used solely for the purposes of the program and promotion of the program. This equipment may be housed by the market manager if the market has the structure and capacity of each market to do so.

Accepting Market Cards

When a family comes to your booth to use a Hoophouses for Health market card:

- Log into the Hoophouses for Health App
- Choose your location
- Click “Spend Hoop”
- Type in the dollar amount of the products they wish to buy
- Choose “Next”
- Swipe or type their market card number (on back)
- Swipe or type the state I.D number (on front)
- Click “Next”
- “Confirm” the transaction

At the end of each market day, an “End of Day Report” will be sent to your email address showing sales for the day. These incoming funds will be applied to your Hoophouses for Health loan.

Checking the Balance of a Market Card

Participating families may ask you how much they have on their market card. Any Hoophouses for Health participant can ask you to check the balance of their market card.

To do so:

- Choose “Check Balance” from the main menu
- Swipe or type in the market card number
- Click “Check”
- The balance of the market card will pop up

About the Families

The partnering organization at your farmers market will host monthly distributions. These events will take place during a market day and will allow families to use their funds immediately after receiving them. For a family to use their Hoophouses for Health market card they must also have the state I.D associated with that card at the time of the purchase.

If you have any questions please contact Rebekah Faivor, Hoophouses for Health Program Manager, by email at Rebekah@mifma.org or by phone at 517-432-3381.

