



## **Hoophouses for Health**

### **Market Card Distribution Instructions for Community Partners**

#### **Technology**

Conducting market card distributions requires multiple pieces of technology. If the partnering organization or farmer is 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 an iPad, MIFMA will provide each farmer and community partner with a card reader, extender, charger, and case for the iPad. This equipment is to be used solely for the purposes of the program.

#### **Market Card Distribution and Fund Loading**

On the day of the initial market card distribution, the iPad being used should already have the Hoophouses for Health app. If the iPad does not, download the app from the App Store.

To distribute funds to a family:

- Open the Hoophouses for Health App
- Log in by typing your email and the assigned password. Click “Authorize”.
- Choose your location
- Create a new card:
  - Select “New Card”
  - Swipe the “Market Card” or type in the “Market Card” number
  - Swipe the “State ID” or type in the “State ID” number. Just numbers no letters.
  - Type in the Last Name, First Name, and Address with Zip Code from the I.D.
  - Fill in the email address, phone number, mode of transportation and number of members in the household followed by their ages. If babies are under 1 year old, list as 0
  - Click “Submit”
  - “Accept” the Privacy Policy
  - “Accept” the Terms and Conditions
- Load funds to a market card (this is the same process that you will follow during a market card re-load):
  - Click “Earn Hoop”
  - Type in the amount (in increments of \$16) based on the number of family members
  - Swipe the “Market Card” or type in the “Market Card” number
  - Swipe the “State ID” or type in the “State ID” number
  - Update household size and ages as well as transportation if necessary
  - Confirm
  - Select if a receipt is desired via email
  - Finish

The app will time out after a few minutes; therefore, during market card distributions and re-loads you may have to log back in periodically. If a participant would like to check the balance of his or her market card any farmer can “Check Balance” of a card at his or her stall or the community organization can during a distribution. Simply click the “Check Balance” option in the main menu and swipe or type in the market card number. Click “Check” and the balance will pop up. Remind families to ask the farmer at their final Hoophouse stop to email their balance.

You can only re-load market cards once a calendar month, if you try to re-load more than once for that month the app will not allow you to add additional funds. The max a market card can have on its balance is \$150.00, if the market card has \$150.00 on it the app will not add funds to the market card. The family will have to spend the funds first to decrease from that \$150.00 for the app to allow you to add more funds. After two months the funds on the market card will expire.

If their State ID does not have 12 numbers (non-MI), add zeros to the end until it reaches the 12 digits. In case a family does not have a State I.D its okay to use another form of identifaction. If their other form of identification does not equal to the 12 digits add zeros to the end until it reaches 12 digits. Write on the back of the market cards their 12 digits, as well as in your records incase the number is lost, and inform farmers that they will have to manually input the numbers on the the State ID for that family.

### **Lost or Stolen Market Cards**

If a family loses their market card, they are able to receive a new one on distribution days. Each market card distributed is attached to an I.D number; therefore, if a family loses the physical card their funds are not lost. To replace a market card chose the “Replace Card” option from the main menu. Swipe or type in the State I.D associated with the lost market card followed by swiping or typing in the new market card. Click “Replace”.

### **Adding an Additional State I.D to a Market Card**

Families also have the option of having two State I.D’s attached to the market card in the event that two members of the household will do the shopping. To add a State I.D to a market card choose the “Add State I.D” option from the main menu. Swipe or type the families’ market card followed by the additional State I.D. Click “Add”.

### **Questions or Concerns**

If you have questions or concerns about this process, please contact the Michigan Farmers Market Association by email at [hoophousesforhealth@mifma.org](mailto:hoophousesforhealth@mifma.org) or by phone at 517-432-3381.

