

# Crop Cash Data Reporting Checklist & Instructions

In order to fulfill the requirements of the federal grant that funds Crop Cash, we need certain information about your market for each day it is open. This information includes how many SNAP tokens and Crop Cash coupons you gave out to customers, how many SNAP tokens and Crop Cash coupons you got back from vendors (i.e., a customer used them to pay for a vendor's product), and some details about each market day.

## Weekly Data:

Market managers (or the responsible individual) report their data into a software system called [FM Tracks 2.0](#). Below are items you will need to enter into FM Tracks 2.0 for each market day. Enter the data for each market on a monthly basis, **by the 7th of the following month** (e.g., enter all data for June market dates by July 7th).

- **Transactions** (aka, what you gave out to customers) *\*Note: you can write all this down in a Transaction Log (see page 2) to help you keep track*
  - **Number of transactions** = the number of times individual people swiped their EBT card or used SNAP to get \$1 SNAP tokens from the manager's tent
  - **Swipe amount** = the dollar amount of SNAP that customers swiped for with their EBT card or used cash (for EBT direct deposit customers). This also equals the amount of \$1 SNAP tokens given out to people from the manager's tent.
  - **Incentives distributed** = the amount of Crop Cash coupons given out to people from the manager's tent, as a match for their \$1 SNAP tokens
- **Vendor Reimbursement** (aka, what you got back from vendors) *\*Note: you can use a Vendor Reimbursement Log to help you keep track*
  - **Payments redeemed** = the amount of \$1 SNAP tokens you got back from vendors
  - **Incentives redeemed** = the amount of Crop Cash you got back from vendors
- **Post Market** (aka, what happened at today's market)
  - **Total number of vendors at the market**
  - **Number of vendors eligible to accept 3SquaresVT/SNAP (\$1 tokens)** = [see here](#) for more information about what items are SNAP-eligible
  - **Number of vendors selling fruits and vegetables** = vendors who sell fruits, vegetables, herbs, and edible plant starts (i.e., are eligible to accept Crop Cash)
  - **Number of paid staff involved in the administration of the incentive program**
  - **Number of volunteers involved in the administration of the incentive program**
  - **Hours spent by paid staff spent administering the program this week (total included at-market administration, data collection, reporting, and program promotion)?** = count the number of hours your market was open, and any time you spent entering data into FM Tracks 2.0 and reimbursing vendors

\*We are no longer requiring EBT batch reports to be submitted, unless requested by NOFA-VT. Additionally, it is not required (unless requested by NOFA-VT), but you may submit your Transaction Logs for each market day to [Johanna@nofavt.org](mailto:Johanna@nofavt.org) or mail to:

NOFA-VT, c/o Johanna Doren  
PO Box 697  
Richmond, VT 05477

# Transaction Log Form

MARKET NAME: VT Farmers' Market  
 MARKET DATE: June 10-2020

CUSTOMER INFO			EBT/CREDIT/DEBIT CARD SALES (\$)						INCENTIVES	NOTES
Tran. #	Transaction Type	New Customer?	Credit Amount <small>(\$5 tokens)</small>	Debit Amount <small>(\$5 tokens)</small>	EBT Cash Amount <small>(\$5 tokens) No Crop Cash</small>	EBT Cash Amount <small>(\$1 tokens) Crop Cash</small>	3SquaresVT/ SNAP Amount <small>(\$1 tokens)</small>	3SquaresVT Direct Deposit <small>(\$1 tokens)</small>	Crop Cash Amount <small>[Matches up to \$10 in 3SquaresVT/SNAP]</small>	Comments
1	Credit		20							
2	Debit		<del>20</del>	15						
3	EBT cash					10			10	
4	SNAP						20		10	
5	EBT Direct Deposit							30	10	
6	EBT cash				30					
7										
8										
9										
10										
11										
12										
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22										
23										
24										
25										

# 3SquaresVT/ SNAP Transactions	Credit Sales	Debit Sales	EBT Cash Sales	EBT Cash Sales	3SquaresVT/ SNAP Sales	3SquaresVT Direct Deposit	Crop Cash
TOTAL: 3	20	15	30	10	20	30	30

SNAP Total: 60

Total SNAP/EBT Transactions

Total Value of SNAP/EBT

Total Value of Crop Cash Distributed

You should use the last row (i.e. Total) to submit the "aggregate" (total) number of **SNAP/EBT transactions** for the market date.

Example above: For June 10<sup>th</sup> the data would be entered onto FM Tracks 2.0 as: **3 Transactions, \$60 Total Amount Swiped, \$30 Incentives Distributed**

## **How to Enter “Transaction Data”**

Most likely, you will enter your SNAP and Crop Cash transactions in a “batch” (daily totals). You can also choose to enter your SNAP and Crop Cash transactions per individual customer, if you wish. In either case, you can choose to do this manually (typing into the data portal) or by uploading a spreadsheet into the portal (see bottom of this page for information on this spreadsheet).

**Manual Transaction Entry** - see pages 11-12 of “FM Tracks 2.0 User Manual & Guide” (aka “Manual”)

**Importing Transactions from Spreadsheet** - see pages 13-16 of the “Manual”

*\*If you have no 3SquaresVT/SNAP transactions on a market date, please still enter zeros.*

## **How to Enter “Vendor Reimbursements”**

Just like with your transactions, you can choose to enter your SNAP and Crop Cash reimbursements individually by vendor or in a “batch” (daily totals). If you choose to enter each vendor individually, you will need to add a vendor list in your profile (see page 9). Whether you enter individual or batch reimbursements, you can choose to do this manually (typing into the data portal) or by uploading a spreadsheet into the portal.

**Manual Vendor Reimbursements Entry** - see page 17 of the “Manual”

**Importing Vendor Reimbursements from Spreadsheet** - see pages 18-21 of the “Manual”

## **How to Enter “Post-Market” Data**

As with the above sections, you may enter your post-market data manually, per market day, or upload a spreadsheet into the portal. The same steps will apply, as shown with the Transaction and Reimbursement data entry.

## **Spreadsheet Template (for data uploads)**

If you would like to upload your transaction, reimbursement, and post-market data into FM Tracks 2.0, the “Crop Cash Data Portal Template” spreadsheet has been created to make this process easy. The tabs you will be using are:

- “Batch Transactions” (*unless* you choose to enter individual customer transactions; then, you would use the “Individual Transactions” tab)
- “Batch Vendor Reimbursements” (*unless* you choose to enter individual vendor reimbursements; then, you would use the “Vendor Reimbursements” tab)
- “Post-Market Questions”

You may delete any tabs you do not need. Additionally, it is recommended that you create a new copy of the spreadsheet each time you upload data into the portal, so that it does not create duplicate records. For example, if you upload data on a monthly basis, you might create a “June Crop Cash Data” sheet for all June markets and a new “July Crop Cash Data” spreadsheet for July markets.