

# Greenbucks: How GreenWheel Food Hub Created a Solution

Accepting EBT at Farmers' Markets on O`ahu

GreenWheel  
Food Hub



- \* In late 2012, only 3 farmers' markets on O`ahu accepted EBT
- \* Farmers' Markets face challenges in implementing EBT for customers and vendors:
  - \* Value of EBT to market and to vendors is unclear
  - \* EBT authorization and transaction process is intimidating!
  - \* Transactions rely on resources such as POS machine and coordinator

\* EBT in the market...what's the value?



\* Estimated \$33 million is spent in Hawaii in EBT food purchases. If just 1% of this total was routed to local farmers it would mean an increase in revenue for local businesses/local farms of \$3.96 million dollars per year (\$330,000 month)

\* Food dollars spent locally=investing in our own food security

- \* EBT Transaction Process--what does it take?
- \* Coordination with USDA and set up of merchant account- required for transactions and fund transfers
- \* Initial set up costs: wireless POS machine required, and monthly charges for service
- \* Transaction coordinator at market, booth, and signage



## \* GreenWheel Food Hub's Solution

- \* Research to determine the economic impact of EBT acceptance at farmers' markets on O`ahuA
  - \* Grow demand for EBT acceptance at markets while increasing community support and profitability
  - \* Provide assistance in the form of a Playbook to guide other markets through the process
  - \* Facilitate self sustainability for EBT service at select markets
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\* **Greenbucks: A system that relieves vendors from having to purchase the POS machine**

- \* Customers swipe their card at the GreenWheel Booth, determining how much they would like to spend at the market
  - \* Customers are provided with Greenbucks (\$1 denominations) which are accepted at most vendor booths
  - \* Customers can return to the GreenWheel Booth to swipe their card again if they need more Greenbucks
  - \* Vendors redeem their Greenbucks at the GreenWheel Booth at the close of the market
  - \* Currently in operation at Honolulu Farmers' Market and Wahiawa Farmers' Market
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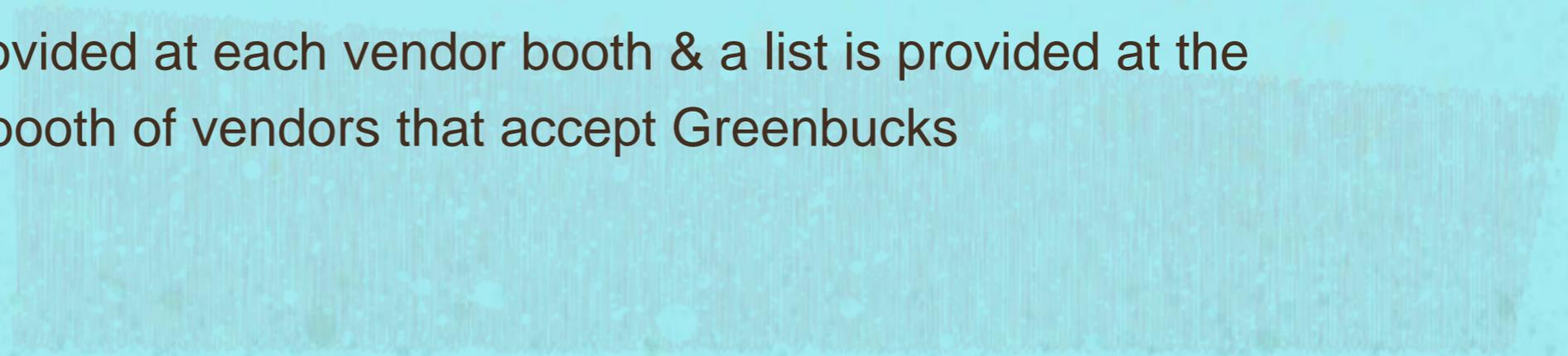


\* Transaction booths





## \* Rules and Advice:

- \* We encourage customers to take a look at what's available to purchase before deciding how much to swipe their card for
  - \* Greenbucks are market specific but can be used from week to week at the same market
  - \* No change can be given by vendor--customer may need some cash for transactions that are not a whole dollar amount
  - \* Signage is provided at each vendor booth & a list is provided at the GreenWheel booth of vendors that accept Greenbucks
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\* POS machine



## \* Greater Goods Value Added Social Enterprise



- \* To facilitate self sustainability: A GreenWheel Food Hub product line which will utilize surplus and off grade produce.
- \* Items include Slow Roasted Ho Farms Tomatoes, French Style Cornichon Gherkin Pickles, Spicy Pickled Okra, and more!
- \* These products will be available at select events, farmers' markets, and online by the end of 2013. Currently you can find them at the Honolulu Night Market, held monthly in Kaka`ako, and online via Oahu Fresh ([www.oahufresh.com](http://www.oahufresh.com)).



\* Mahalo to:

\* Feed the Hunger Foundation, our Fiscal Sponsor!

\* Hawaii Community Foundation

\* Whole Foods

\* Kaiser Permanente

\* Hawaii Farm Bureau Federation

