



FM Tracks App: How to Collect and Enter Daily Sales & Data

Use the FM Tracks app to record all payment types (including credit/debit, SNAP/EBT, and other federal benefits) as well as incentives distributed and redeemed. You can use the app at a farmers market, farm stand, mobile market, or CSA without an internet connection.

This guide shows you how to use the app before, during, and after the market day. Keep this guide with you as a reference and use the



to walk you through the steps.

Before You Use the App: What to Know

Before you use your app on-site at the market, you must customize your Market Profile on the FM Tracks website at www.fmtracks.com and download FM Tracks in the App Store on your iPad.

For instructions, see our tool “How to Set Up Your Market Profile.”

Mandatory Steps for Each Market Day

To meet data reporting requirements, you must:

- Enter Transactions for SNAP incentive program
- Enter Redemption data for SNAP incentive program
- Respond to Post Market Questions

Before & After Each Market Day

You must connect your iPad/iPhone to the internet to save your data to the website and download any updates to your market.

Navigating the App



Use the Main Menu to navigate between screens on the app.

Access the Main Menu dropdown by tapping on the 3 horizontal lines  that appear at the top of every screen.

FM Tracks IDs

FM Tracks IDs are a way for your market to track individual customers.

To assign a FM Tracks ID, collect their first and last initials and last 4 digits of customer’s EBT card (ex: KM1030)

New Transaction Page

Chamber of Secrets

New Transaction

TRANSACTION LOG

GL7240 12:29 \$20.00

Transactions \$10.00

Vendor Reimbursement \$40.00

Post Market Questions \$12.00

Sync Log \$10.00

FM Tracks Website \$12.50

Change Market \$20.00

Logout \$10.00

natashea@wholesomewave.org

11:13

RM3977 11:13 \$25.00

katiemerritt@wholesomewave.org

SNAP/EBT \$10.00

Produce Rx \$40.00

Add payment method

CUSTOMER

Enter ID Anonymous

LH6307

Disclaimer: Valid FM Tracks IDs have two letters followed by four numbers. Registering for an FM Tracks User ID is optional and does not affect your ability to shop, use food assistance benefits, or redeem incentives at the market.

OH SNAP! +\$10.00

CSA Discount +\$10.00

ADDITIONAL TRACKING

Research ID 1234

POS ID 1234

Show questions

Summary Payment Amount \$50.00

\$10.00 SNAP/EBT

\$40.00 Produce Rx

Complete Transaction

Cancel

AT THE MARKET

Step 1: Log In

Log in using email address and password.

Select the current market from the list of markets affiliated with your account.

Tip: 'Auto-Calculate' Saves Time & Reduces Errors

Information from your FM Tracks profile auto-calculates the incentive amount and applies a cap, if applicable. To override this function, tap 'Manual' and type new amount. When editing an old transaction, manual becomes the default.

Step 2: Enter Transactions



PAYMENT METHODS

Select payment method used and enter amount. You can select up to 4 payment methods per transaction.



INCENTIVES

Select incentive program(s) and confirm \$ amount(s).



CUSTOMER

Enter customer's FM Tracks ID.



ADDITIONAL TRACKING

If applicable, enter customer tracking information.



SUMMARY

Payment and incentive totals are listed at the bottom.

Delete a transaction from the log by swiping to the left and tapping the red 'Delete' button.

Chamber of Secrets New Transaction

TRANSACTION LOG

GL7240 12:29	\$20.00
KM6418 12:28	\$10.00
JP4831 12:28	\$40.00
SF7752 12:26	\$12.00
SH7620 12:26	\$10.00
EA6619 12:25	\$12.50
SC7118 12:24	\$20.00
Anonymous	\$10.00

Payment

PAYMENT METHODS

☒ SNAP \$10.00

☐ Add payment method

CUSTOMER

Enter ID Anonymous

HJ0731

INCENTIVES

☒ Double SNAPs +\$10.00

☐ SNAP CSA +\$7.50

ADDITIONAL TRACKING

Research ID 1234

POS ID 1234

Show questions

Summary

Payment Amount \$50.00

\$10.00 SNAP/EBT

\$40.00 Produce Rx

Complete Transaction **Cancel**

Delete

Step 3: Ask Customer Questions



Reveal or hide customer questions with the 'Show Questions' slider.

FM Tracks identifies customers from their FM Tracks ID and asks either New or Repeat Customer Questions.

Tip: Customer Questions Help You to Improve the Market

Learn about your customers, find out which outreach methods work, and enhance the consumer experience to keep shoppers coming back. You are encouraged – not required – to ask customer questions.

Step 4: Complete & Save a Transaction



Tap 'Complete Transaction' to save a transaction. You will receive a prompt to confirm. You are now ready for the next customer.



Saved transactions appear in the 'Transaction Log' on the left-hand side of the screen.

AT THE CLOSE OF THE MARKET DAY

Step 5: Record Redemption for SNAP and Incentives

Use the Vendor Reimbursement Tool to:

1. Enter SNAP and incentive amounts for each individual vendor. Vendor names will be saved each entry so you won't need to re-enter them each time; OR
2. Enter total amount of SNAP and incentive with "ALL VENDORS" as the name and the number of vendors as the # of transactions.

Best practices include using one system consistently across a market season so be sure to choose one of the two methods for your market(s) to use for each year.

Step 6: Answer Post Market Questions

Access 'Post Market Questions' on the Main Menu.

Tap 'Submit Post Market Report' when finished.

Note: Transaction, payment redemption totals, and other key metrics are calculated and appear in a log on the left-hand side of the Post Market Report when connected to the internet.

AFTER THE MARKET

Step 7: Connect to the Internet

Connect your iPad or iPhone to the internet. Your data will sync automatically and an alert will pop up when the sync is complete.

Review sync log for completeness and accuracy.

If you do not receive a pop up that your data has synced within 48 hours, tap 'Send Log' to send data to FM Tracks Developers. Please contact your Program Manager if you experience any problems.

NOTE: Pressing 'Send Log' does not sync your data.

Step 8: Log Out

After your data syncs, tap 'Logout' on the Main Menu. **NOTE:** You must log out and log back in before entering data on your next market day or for a different market.

Wholesome Wave

www.wholesomewave.org | 203.226.1112 | nutritionincentivenetwork@wholesomewave.org



Vendor	
Name <input type="text" value="Enter name"/>	Gross Sales \$0.00
<input type="radio"/> Sells fruit or vegetables	
<input type="radio"/> SNAP Eligible	
<div> <div> Payments Redeemed </div> <div> Incentives Redeemed </div> </div>	
SNAP/EBT \$0.00	OH SNAP! \$0.00
# of Transactions	
WIC CVV \$0.00	CSA Discount \$0.00
# of Transactions	
Produce Rx \$0.00	
# of Transactions	
Total Redeemed \$0.00	

Tip: See the Complete Sales Picture

Track the total sales at your market by asking vendors for their 'Gross Sales.'



Payments Distributed	\$141.00
Snap/EBT	\$94.00
Produce Rx	\$40.00
WIC CVV	\$7.00
Incentives Distributed	\$74.50
OH SNAP!	\$64.50
CSA Discount	\$10.00
Customers	7
New Users	5
Returning Users	2
Anonymous	0
Payments Redeemed	\$172.00
SNAP/EBT	\$132.00
Produce Rx	\$40.00
Incentives Redeemed	\$82.00
OH SNAP!	\$82.00

*How many total producer/vendors were selling at this market today?	4
*Today, how many of the producer/vendors were selling fruits and vegetables?	3
*Today, how many of the producer/vendors were eligible to accept SNAP?	4

Tip: Choose the Questions You Want to Ask

To customize Post Market Questions on the app: go to the FM Tracks website, click on the 'Manage Profile' tab and then the 'Choose Market Questions' tab.



Date	Transactions	Redemptions	Post Market Responses	Status
2016-04-03 14:31:12	7	6	0	Pending