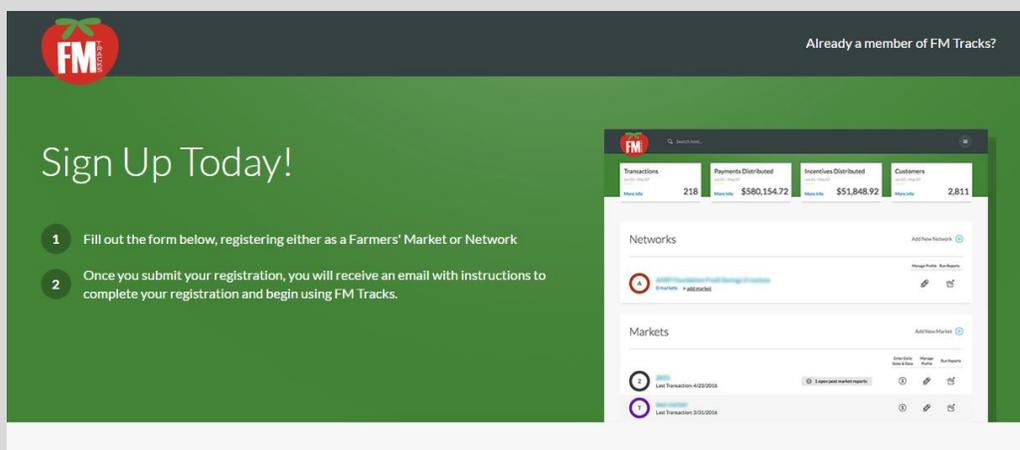
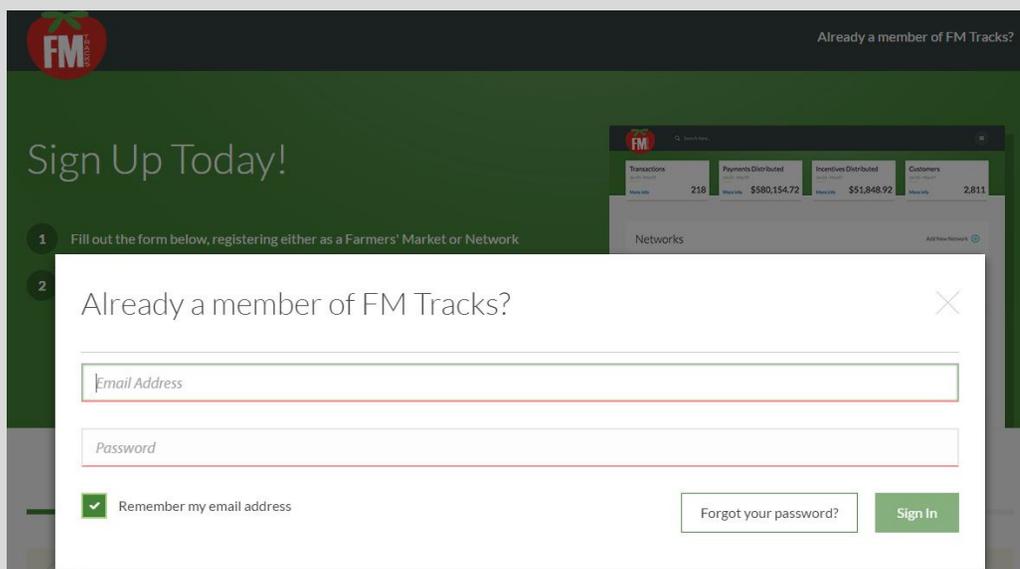


FM Tracks Instructions

FM Tracks is Wholesome Wave's online data collection portal and the tool that we use to gather required market data from all Maine Harvest Bucks farmers' markets. There are many functions of FM Tracks that can be useful to a market; however, this guide contains instructions for only the basic required reporting.



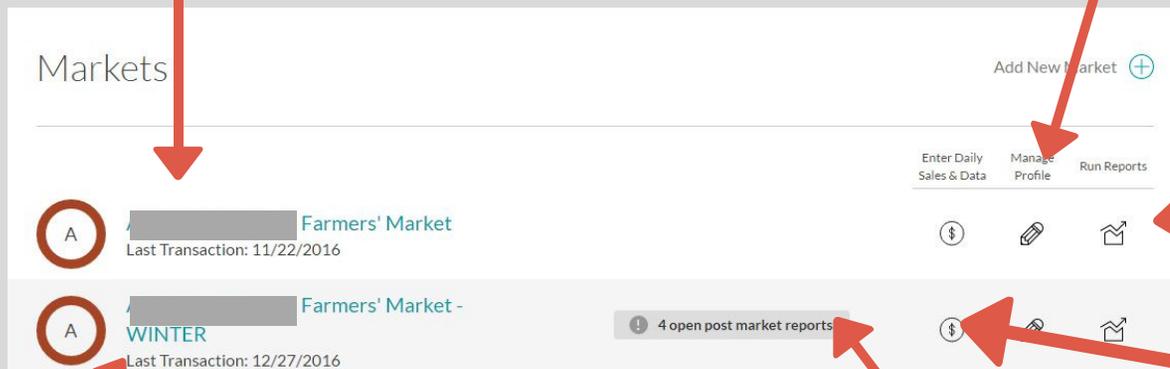
Go to access.fmtracks.org.
Click here to sign in.



This box will pop up. Enter the email address and password that are associated with your market's FM Tracks. Sign in!

Each of the markets that you have access to will appear in this list. The majority of you will see just one listing. Separate listings are only necessary when a market moves locations, such as during the winter months.

Click on the pencil icon to access your "market profile" and make sure the information here stays updated. Typically a 1-time job at the start of the season.

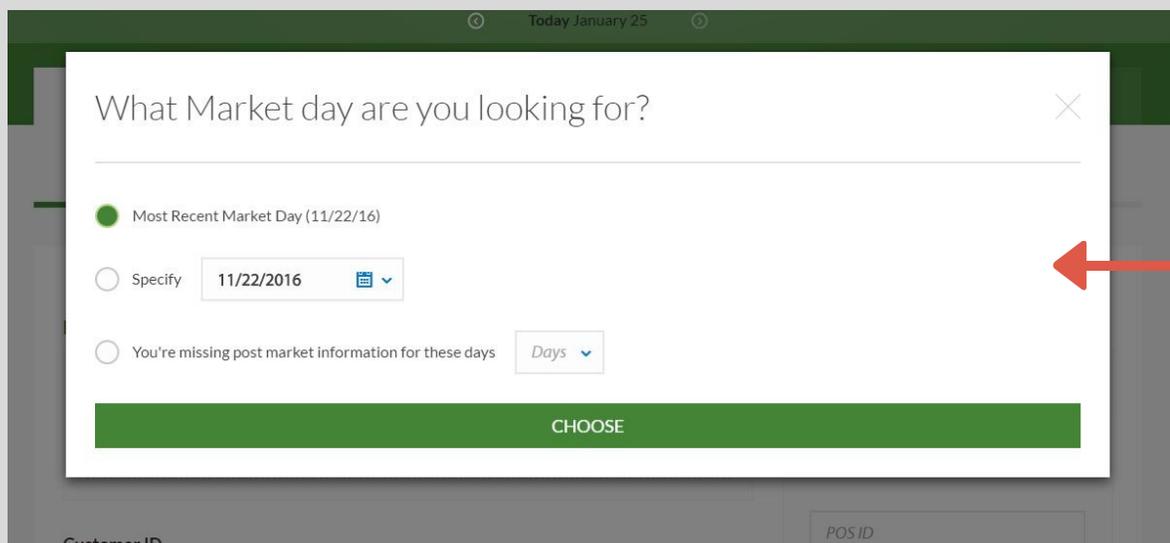


Every so often you might want to run a report to see all the data that you've reported so far. Click here to jump to the reports page and follow the instructions on page 9 of this guide.

Click the \$ icon to begin entering required daily reports.

This shows you the date that you last entered a transaction (more information on transaction reports on the next page).

This shows you how many post market reports are incomplete. (More details on post markets on the next page.) You can click on this to go directly to those reports.



This pop-up window appears when you select the \$ icon or your market name on the main market listing page shown above. From here you can navigate to the date for which you want to report. (If you wind up on the wrong date, don't worry! There's a way to move between dates later on.)

New Aggregate Transaction

A New Aggregate Transaction report is required for every market day. This report captures the transaction at the info booth when the customer's card is swiped and MHB are distributed to the customer.

1) You want to be on the "Transactions" tab.

2) Select "New Aggregate Transaction." (Give it a few seconds to make sure the aggregate page has loaded before you start entering data.) Enter data for each category detailed on this page.

of SNAP/EBT customers who came to market on this date who have never been before

Select SNAP/EBT from the drop-down menu. (That is the only sales category you are required to report on.)

Enter the total \$ amount of SNAP transacted via your EBT terminal on the select date.

Enter the \$ value of MHB distributed, or given out to customers. Enter distribution \$ amounts for any other incentive programs you run that are listed here.

of times an EBT card was used to make a purchased at market on the select date

Hit "Add" to save your transaction in the system.

IMPORTANT NOTE:

If there are no SNAP sales, you must still enter a transaction report for that date. Simply input \$0 SNAP/EBT sales and \$0 MHB distributed.

Post Market Report

This is where you can select dates. (Also appears on the transaction page.) Either use the arrows to toggle back and forth or click on the date shown and a calendar will drop down that you can use to move around more quickly.

January 24

Transactions Vendor Reimbursement Post Market

You are submitting a post-market report for 01/24/17.

*What was the amount of SNAP redeemed by vendors today?

*What was the total amount of SNAP incentives redeemed by vendors for fruits and vegetables today?

*How many producer/vendors were selling at this market today?

*How many producer/vendors were selling fruits and vegetables today?

*How many of the producer/vendors were eligible to accept SNAP today?

*How many paid staff were involved in the administration of the incentive program today?

*How many volunteers were involved in administration of the incentive program today?

*Did you have any of the following activities today? Check all that apply:

Submit Post Market Report

Select the Post Market tab.

Enter the following data.

- 1) If your market uses a shopping sheet to tally SNAP sales, enter the same total \$ SNAP here that you entered in the aggregate transaction. If your market uses tokens, enter the \$ amount of SNAP tokens redeemed.
- 2) Enter the total \$ amount of MHB redeemed, or used by customers to make a purchase with farmers and then turned in by vendors at the end of market. (Due to a glitch in the system some markets will have a 3rd question that asks about incentives for all SNAP-eligible products. Enter zero here unless your market does offer a bonus or discount that applies to all food.)
- 3) Total # vendors at market
- 4) Total # vendors selling produce
- 5) Total # vendors selling SNAP-eligible products
- 6) # paid staff assisting with MHB program either on- or off-site for this market day
- 7) # volunteers assisting with MHB program either on- or off-site for this market day
- 8) Select any activities held that day from the drop down menu

IMPORTANT NOTE:

If there are no SNAP sales nor MHB redeemed, you must still enter a post market report for that date. Input \$0 for questions #1 and #2. If market is not held on a date when the system is requesting a report, enter zeroes for all answers.

To save your report, hit "Submit Post Market Report." A small window will pop up confirming your submission.

Editing & Pulling Reports

November 22, 2016

Transactions Vendor Reimbursement Post Market

New Individual Transaction New Aggregate Transaction Transaction Log

Transactions Payment Distributed Incentives Distributed

19 \$422.61 \$203.00

Search log View More Days

Time	Customer	Research ID	POS ID	Other ID	Payment	Amount	Incentive	Distributed	Entry	Manager
07:28 PM	Anonymous	None	None	None	SNAP / EBT	\$207.21	Maine Harvest Bucks	\$203.00	Manual	

Name of person entering date would appear here.

To edit a transaction, jump to the "Transaction Log" sub-tab. Click the pencil icon and a form will pop up where you can edit any part of that transaction report. Click save when finished editing.

Click the trash can icon alongside any transaction in the log to completely erase the transaction. After deleted, it will not longer be calculated into reports but it will still appear in the log in light gray with an "i" icon that, when hovered over, will tell you who erased it and when.

To edit a post market report, simply return to the date you wish to edit and re-enter the correct data. Hit submit and it will save the new data, erasing any previously reported figures for that date.

FM Search here... Emilie Knight

Farmers' Market - WINTER

Enter Daily Sales & Data Manage Profile Run Reports 4 open post market reports

Reports Logs Exports

Farmers' Market 04/01/2015 12/31/2016

Run Full Export

Run Question Report

Under your market name in the top left of the page, select "Run Reports." Go to the "Export" tab (other report options are less complete / accurate). Select the date range you wish to view and hit "Run Full Export" (not "Question Export"). This will download an Excel spreadsheet to your computer. For shopping sheet markets, column M should equal column N. (For token markets, this will not be true.) For all markets, column O reflects MHB distributed and column P reflects MHB redeemed.