**NY State Court Ruling Helps Reduce Cost of Credit Card Transaction for Vendors** by Erik Hassert

In retail situations, 89% of shoppers prefer to use credit or debit cards over cash. Because of that, many farmers are implementing their own point of sale systems at market. The systems, and the credit card processors who support them, charge a fee (2%-4%) to process each transaction. Farmers have come up with various ways to recoup this fee. But what does the law say?

While farmers are not permitted in NY State to add a flat-fee or percentage surcharge to credit card transactions, there are other strategies permitted by law to help reduce the cost of the transaction fees associated with accepting credit cards.

**Offer Cash Discounts:** Build the cost of your credit card transaction fees into your pricing and then offer a discount when customers choose to use cash rather than credit cards.

- **Benefits:** Simple, easy to read pricing signs and easy for market staff to calculate at point of sale.
- **Challenges:** Customers need to do math to determine lower cash pricing and may associate farm with higher prices.

Customers focus on the total price of the transaction and the use of a credit card is discouraged.

**Post Two Different Prices:** A common practice now at gas stations, posting higher prices for credit card transactions and lower prices for cash transactions.

- **Benefits:** Cost savings for customers is communicated immediately. The customer decides which payment method is best for them.
- **Challenges:** Two sets of prices may be overwhelming on signage when offering many items and may be difficult for staff to remember at point of sale.

*Happy Selling!*
The newly-created 20% deduction for non-corporate business entities.
- Limitations on state and local tax deductions.
- New methods of depreciation.
- Special provisions for breweries, wineries, and distilleries.

**FARMroots** encourages farm businesses to hire an accountant to take advantage of the new tax law. Below are two tax guides, written for farm businesses, that you can review with your accountant.

**Farm Credit East** - [What the New Tax Law Means for Northeast Agriculture](#)

**Iowa State University Center for Agricultural Law & Taxation** - [AALA Tax Update](#)

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**Resources**

**Job Opportunities**

- [Dig Inn Farm Hiring Farm Apprentice](#)
- Soul Fire Farm - [Administrative Program Coordinator](#). Deadline Dec, 20th

**Land Opportunities**

The Foodshed Alliance is offering long-term leases on a preserved farmland in Sussex County through its new Sustainable Agriculture Enterprise (SAGE) Program. The program is looking to lease farm parcels (up to 10 acres each) to multiple farmers at affordable rates for the 2019 growing season. Interested farmers should be dedicated to sustainable agriculture and have sufficient farming experience and a business plan. Farmers in the following categories are invited to apply: diversified vegetable, fruit, flowers, herbs, layer hen, poultry (meat), swine, goat, orchards and woodland products. Information on how to apply [here](#).

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**Conference/Events**

- **Jan 7**, [Annual Capital Region cut Flower Conference](#), Troy, NY
- **Jan 8**, [Annual Bedding Plant Conference](#), Troy, NY
- **Jan 8 - Feb 12**, [Annie's Project, Empowering Women in Agriculture](#), Six Sessions, Tuesday evenings 6:00 - 9:00 PM, Voorheesville, NY

**Reads/Webinars**

- **Dec 18**, [Biodynamic Principles and Practices](#), 7:00-8:00 PM
- **Dec 20**, [Trucking Compliance for Northeast Agriculture, Forest Producers and commercial Fishing](#), 12:00 PM by Farm East Credit
- **Jan 15**, [Dairy Outlook](#) by Farm East Credit by Farm East Credit

**Workshops/Courses**

- Producer Safety Alliance Grower GAPs, FSMA and Food Safety Training Courses:
  - Jan 9, Landenberg, PA
  - Jan 16, Doylestown, PA
  - Jan 23, Ewing, NJ

- **Registration Information**
  - Jan 8- Feb 26, [Farm Business Planning Course](#), New Entry, MA
  - Jan 15, [Identifying Financial Benchmarks for Vegetable](#)
Jan 18-20, NOFA-NY Winter Conference: Climate of Change, Saratoga Springs, NY

Jan 26, Annual Winter Green-Up Grazing Conference, Latham, NY

Oil seed Processing for Small-Scale Producers by ATTRA

Producer-Business Model by the Livestock Institute of Southern New England and The Carrot Project

Jan 29- March 5. Holistic Grazing Planning, Online Course by the Holistic Management Institute

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FARMroots is a program of GrowNYC, a 501(c)3 environmental nonprofit organization.

When you donate to GrowNYC you support FARMroots, neighborhood Greenmarkets, small family farms, community gardens, recycling and hands-on education programs for youth.

Please donate to GrowNYC today.