

# Farmers Market Nutrition Program

## FMNP – 2023



# Market Managers Mandatory Training

# FMNP Goals

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- Provide fresh, nutritious, unprocessed, locally grown fruits, vegetables and cut herbs to WIC participants & low-income seniors
- Expand awareness, use, and sales at farmers markets and authorized farm stores
- Provide nutrition information to WIC and Senior participants, such as the importance of fruits and vegetables in their diet and how to store and prepare them



# Collaborators

- Washington State Farmers Market Association
- Local WIC clinics
- Senior Nutrition Providers- Area Agencies on Aging
- Growers
- Market managers
- Advocates



# Program Background

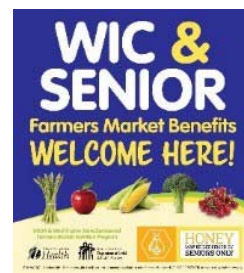
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## WIC FMNP:

- Administered by DOH
- Participant receives \$28
- Served 35,173 participants
- In 2022 season \$440,076 in food benefits

## SENIOR FMNP:

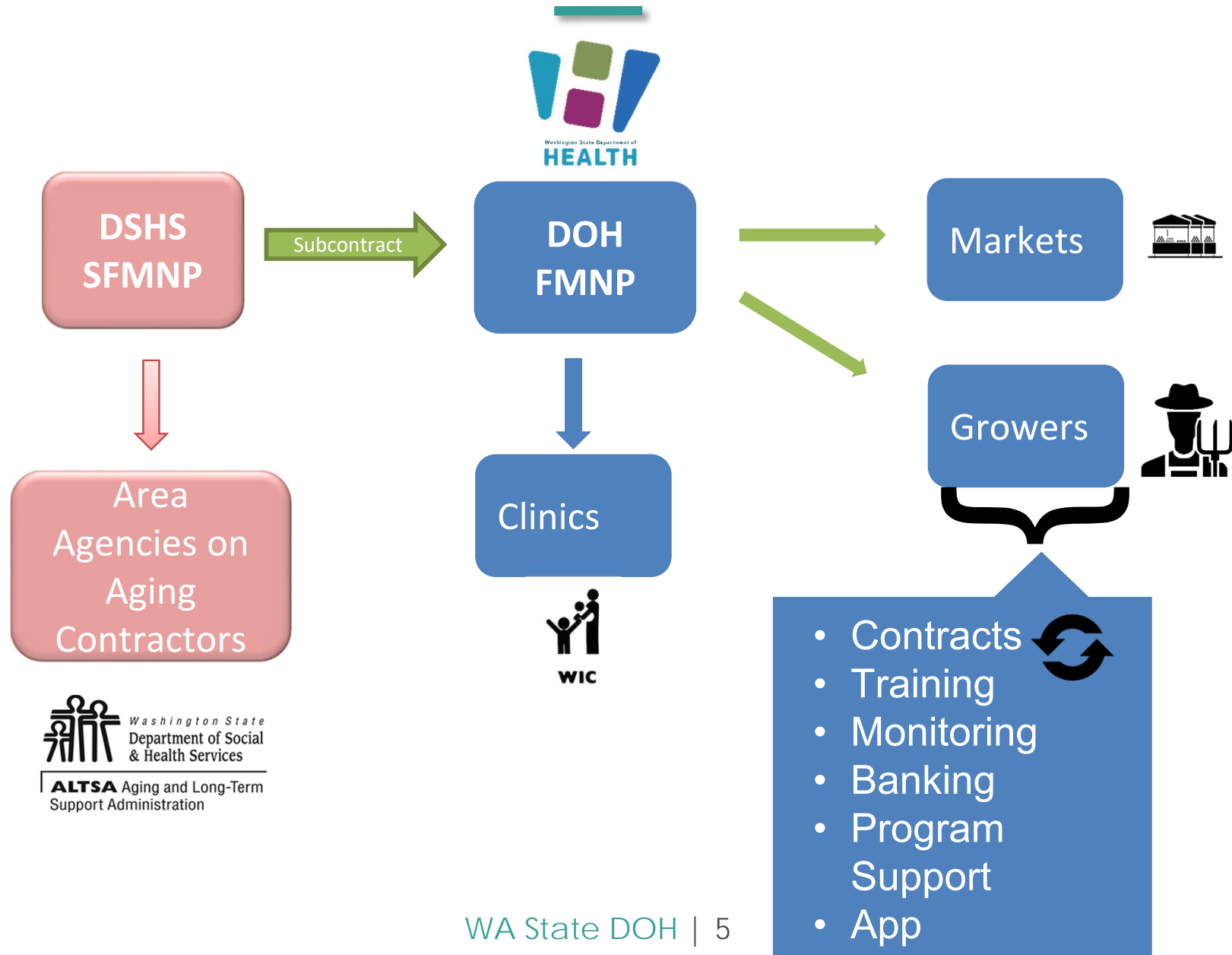
- Administered by DSHS
- Participant receives \$80
- Served 27,220 participants
- In 2022 season \$1,634,848 food benefits



**ALISA** Aging and Long-Term Support Administration

# Program Administration

## DSHS and DOH Roles



# Changes for FMNP

## Electronic Farmers Market Nutrition Program(e-FMNP)

- Replacing paper checks with e-benefits issued to participants.
- FMNP and SFMNP benefits accessed on WIC and Senior participant cards using QR code.
- Solution allows authorized growers to scan a participant's QR code to access either FMNP, SFMNP and CVB benefits during transactions.

CVB benefit redemptions allowed for the first time by growers at Farmers Markets

- Growers reimbursed directly to their bank account.  
Weekly settlements to reduce number of deposits



# What is new for 2023 FMNP Season

- **Growers:**

Contract year, and back to 2 years agreement

Electronic Benefits for e-FMNP via QR Code

- **Markets:**

Under 3-year agreement (2021-2023) – Update form

FMNP Sign per request

- **Benefits:**

Previously you were not able to accept WIC cards at Farmers Markets. Now you can accept CVB's (Cash Value Benefits) from WIC participants.

**CVB's** is a monthly benefits for fresh fruits and vegetable that can be used at groceries stores and **now** to farmers markets as well.



# Growers Application

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<https://www.doh.wa.gov/YouandYourFamily/WIC/FarmersMarket>

## ● How to Apply

1. Read the [Grower Agreement](#) under [Information for Growers, Markets and Farm Stores](#)
2. Sign and submit a complete [Grower Application](#) via email to [FMNPTeam@doh.wa.gov](mailto:FMNPTeam@doh.wa.gov) or by mail at:

**Washington State Department of  
Health WIC and Senior FMNP  
Coordinator**  
PO Box 47886  
Olympia, WA 98504-7886





# Grower Sign-up

1. Must produce a portion of the eligible foods they sell
2. **Farm Store** must locate on property where food is grown



## ● After approval

- Will receive a copy of the signed agreement
- Market managers will receive a list of the FMNP authorized growers allowed to sell at their FM
- Refer to WIC and Senior FMNP Information Manual for Market Managers and Growers at: [www.doh.wa.gov/farmersmarket](http://www.doh.wa.gov/farmersmarket)

# Markets Sign-up

2021-2023 FMNP Season

Must have:

- Five FMNP authorized growers
- Market manager on-site during operating hours
- Manager or staff handling FMNP operations trained prior to June 1st
- Non-contract year- answer the survey to update market info



# Market Sign-up



## New Markets

- FMNP will consider a new market only if there is participant access need
- Must be in operations for at least one year prior to applying



## Returning Markets

- Must redeem at least \$250 combined WIC & Senior FMNP food dollars annually



# Duties as Market Manager

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- Check that each grower should :
  - ✓ Be on your FMNP list
  - ✓ Have a FMNP sign
  - ✓ Know the rules and changes
- New and returning growers:
  - ✓ Provide training and TA
- With DOH:
  - ✓ Provide any changes with the market



# FMNP Season June 1<sup>st</sup> – October 31<sup>st</sup>

Starting the Season

- **Authorized Growers must:**
  - Display the FMNP sign
  - If you forgot your sign, market manager can provide you one
  - Accept FMNP benefits and CVB's through the season
  - Understand the FMNP rules



# Farmers Market Report

- List of authorized growers who can accept FMNP checks at your market

Market Name ID #0000

Authorized Growers As Of 06/01/2023

Growers Count :7

Farm Name	Grower Name
CONTRERAS FARM	CONTRERAS, FRANCISCO
IRONWORKS CAFE + MARKET	RATTRAY, ERIKA
MINA FARMS	HERRERA, JUAN
RANCHO GRANDE	DOMINGUEZ, MARIA G
ROWLEY & HAWKINS FRUIT FARMS	ROWLEY, MARK
SUNNY FARMS	SCHMIDT, PAM
VILLA'S MANAGEMENT	VILLA, ANTONIO

# Eligible Foods

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- ✓ Locally grown, unprocessed (except for washing), fresh fruits, vegetables and cut herbs
- ✓ “Locally grown” means Washington grown; or grown in bordering counties of Idaho or Oregon



# Honey Producers

- ✓ Locally produced honey can be purchased with the **Senior FMNP benefits only**
- ✓ Exclusively honey producers **can't** take WIC FMNP benefits
- ✓ Unprocessed or prepared beyond their natural state except for usual harvesting
- ✓ Honey growers must register with the WSDA and follow their rules

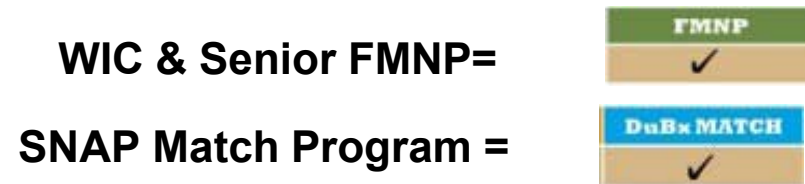






# FMNP Transactions

- ✓ Participants can use their FMNP benefits in conjunction with their CVB's to purchase eligible foods
- ✓ Participants can use other forms of payment the grower accepts along with the FMNP benefits for the extra cost over the balance of their benefits.
  - ✓ Cash, EBT, credit or debit card
- ✓ Benefits can't be redeemed for cash
- ✓ Tax exempt



# How Participants Can Spend Their Benefits

Participants **can't** use:

- FMNP benefits at the grocery store

Shop only at authorized Farmers Markets and Farm Stores between **June 1 and October 31**

Now participants **can** use:

- Monthly fruits and vegetables benefits CVB's at authorized Farmers Market and farm stores around the state in addition to their FMNP benefits



# How Growers Prepare to Accept e-FMNP Benefits

First you need to go to  
“Farmer’s Market Direct Portal”

<https://vendorsstage.cdpehs.com/>



Vendor Portal

# WIC Direct Vendor Portal

<https://vendorsstage.cdpehs.com/>



## Login

Enter your local login credentials.

Logging in to: WIC Direct Vendor Portal

Username \*

Password \*

Remember my login


[Forgot password?](#)

[Don't have an account? Register here!](#)

# Grower Portal-Registration



Grower must register for the Vendor Portal to establish account.

 **Vendor Portal**  
Registration: Step 2

Username \*

Email \*

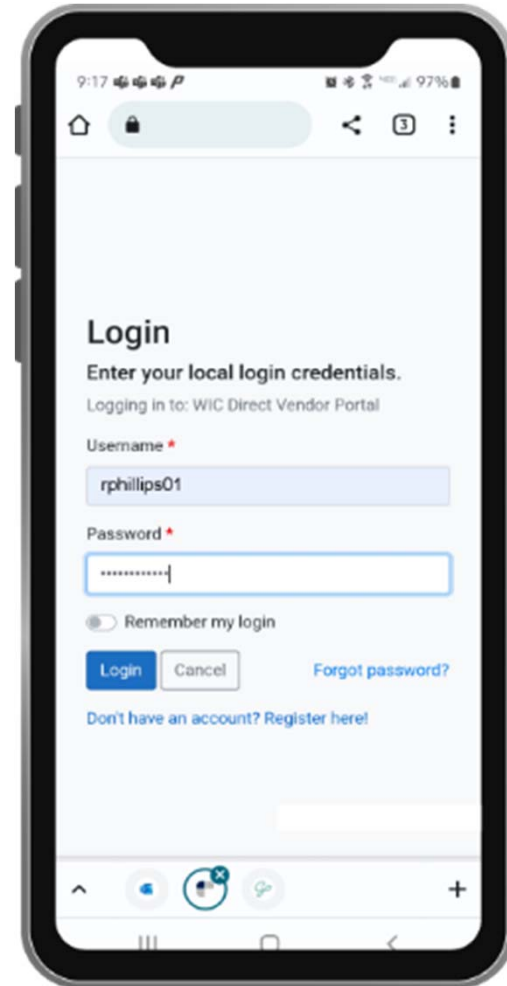
Password \*  Confirm password \*

First name  Last name

Phone number

# How It Works During the Transaction

1. The participant presents the card/QR code to the authorized grower as they are ready to pay for the transaction.
2. The grower logs into Farm Market Direct via CDP's farmer portal using a mobile smart device and DCP Identity authentication.

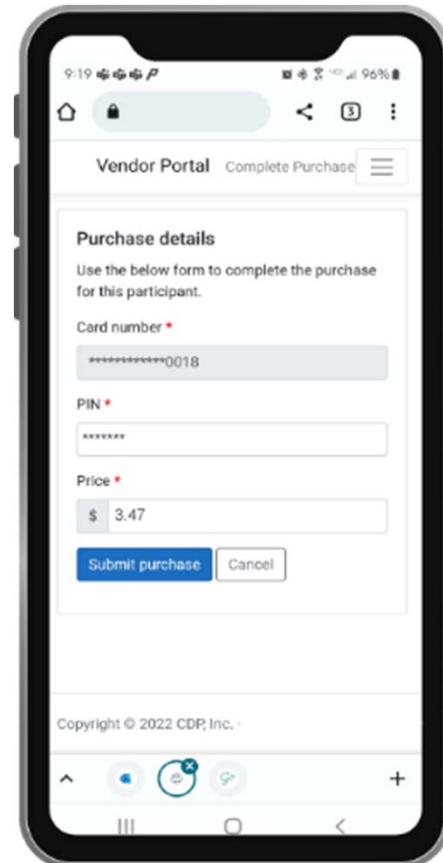


# How it Works From the Grower Side

3. The grower uses a smart device to scan QR code, which identifies the household. Then the grower enters the price of the purchase and submits the purchase to Farm Direct

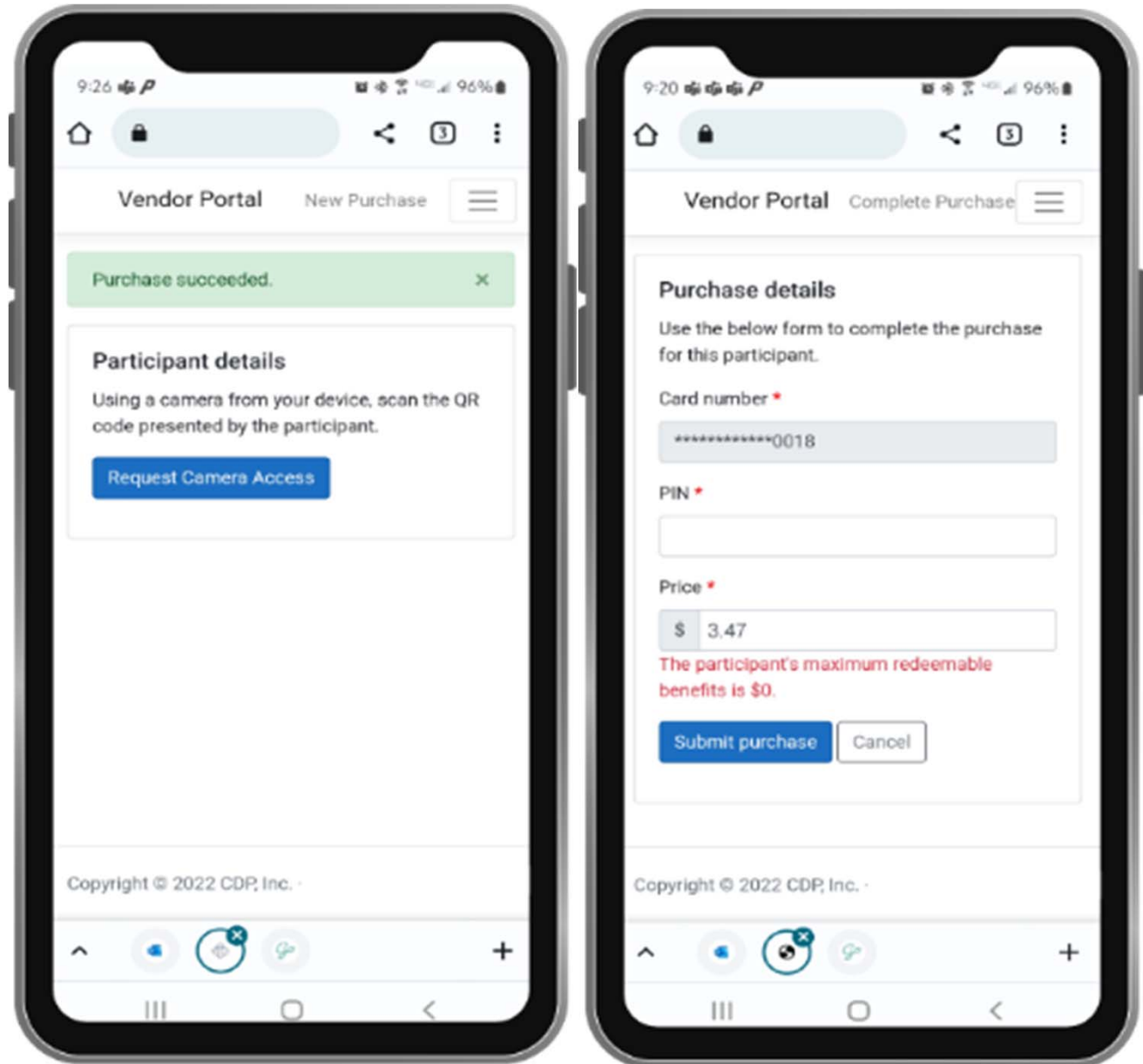


4. The participant enters their PIN onto the grower's smart device to authorize the transaction



# How it Works From the Grower Side

5. Farm Market Direct will return purchase or rejection information to the grower via grower portal





# Customer/Grower Support

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- Help Desk days/hours being expanded for support
- Grower and participant support- Available 7 days a week
  - Schedule times still being worked out
- Grower banking/settlement support- Available Mon-Fri
- Staff will be at the markets the first months of FMNP to support



# Program Regulations

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- Washington State may deny payment to a grower for improperly redeemed e-FMNP benefits or CVB's may establish a claim for payments already made on improperly redeemed benefits
- Washington State may disqualify a grower for program abuse with a minimum of 15 days advance written notification
- Growers who commit fraud or abuse are subject to prosecution under applicable federal, state and local laws
- Any approved grower may be suspended or terminated from participation in the farmers market nutrition program as a grower vendor for violating any of the requirements or regulations

# Program Regulations Cont.

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- The grower has the right to appeal any decision adversely affecting their application or suspension
- The grower or the Washington State Office may terminate the agreement by providing 15 days written notice, specifying the cause for termination



# Program Compliance and Monitor Visits

## Monitors:

- Routine unannounced monitoring visits will be conducted at authorized farmers markets and farm stores throughout the season to ensure program compliance
- Operating out of compliance will result in required additional training, sanctions and possible disqualification from the program

## Compliance Buys:

- A "Compliance buy" is completed by a secret shopper who is a program representative to ensure program guidelines are being met.
- Purchases will be made using farmers markets benefits
- Compliance buys can be made at any location

# Civil Rights Requirements

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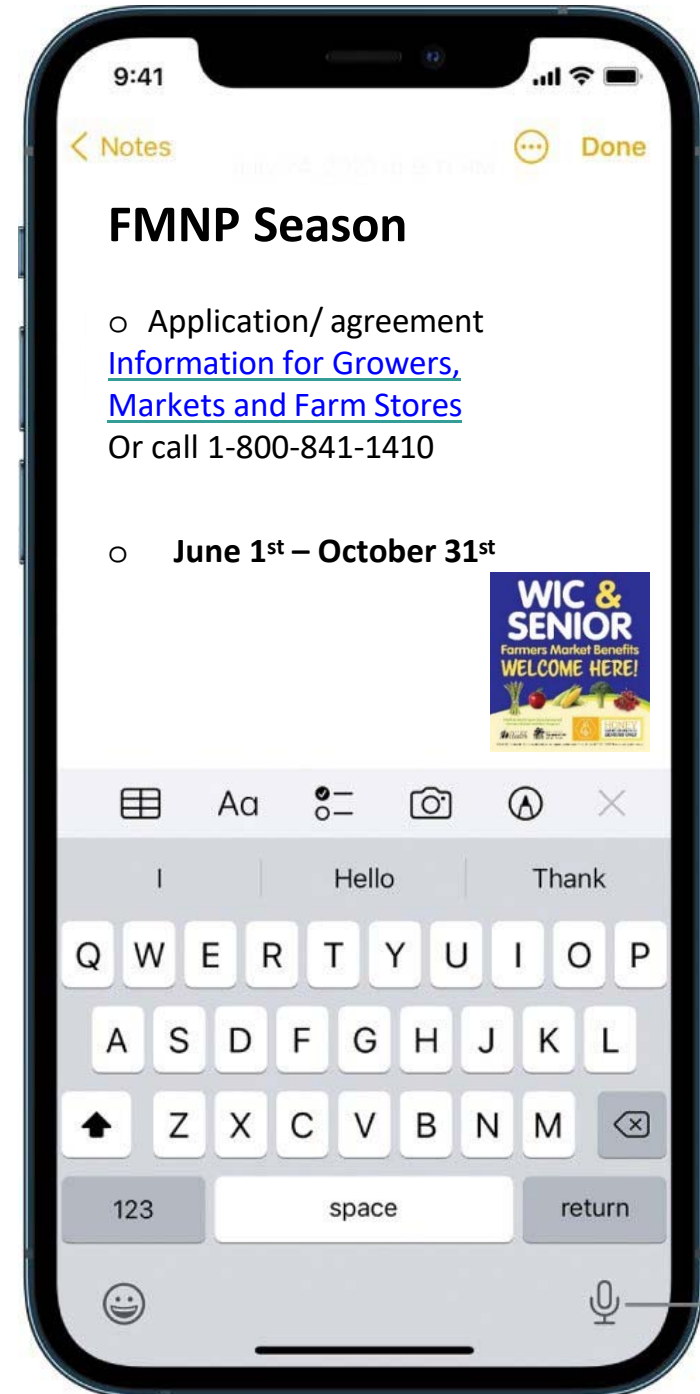
## Definition:

- ✓ In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.
- ✓ Anyone can file a complaint
- ✓ Detailed procedures and a complaint form are on our website: [www.doh.wa.gov/YouandYourFamily/WIC/FarmersMarket/WICFMNP](http://www.doh.wa.gov/YouandYourFamily/WIC/FarmersMarket/WICFMNP)

# Reminders

Submit signed and completed applications via email: [FMNPTeam@doh.wa.gov](mailto:FMNPTeam@doh.wa.gov) or by mail to:

**WA State Dept. of Health**  
**Farmers Market Nutrition Program**  
PO Box 47886  
Olympia, WA 98504-7886



# Important Dates-Mark your Calendars



Date	Deadline
<i>February 28, 2023</i>	<i>Markets Update Form (survey)</i>
April 1, 2023	Applications for returning growers
May 1, 2023	Applications for new markets
June 1, 2023	FMNP/SFMNP season begins
July 1, 2023	Applications for new growers
October 31, 2023	Last day to accept FMNP benefits

# FMNP Contacts

DEPARTMENT OF HEALTH  
WIC- FMNP

DEPARTMENT OF SOCIAL AND  
HEALTH SERVICES SENIOR FMNP

1

**Katherine Flores**

FMNP Lead  
Office of Nutrition Services  
[Katherine.Flores@doh.wa.gov](mailto:Katherine.Flores@doh.wa.gov)  
360-236-3721

2

**Nick Lee**

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3

**Cameron Akita**

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[FMNPTeam@doh.wa.gov](mailto:FMNPTeam@doh.wa.gov)



**AL TSA** Aging and Long-Term  
Support Administration



This institution is an equal opportunity provider.  
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