Farmers Market Nutrition Program

FMNP - 2023

WIC & SENIOR
Farmers Market Benefits
WELCOME HERE!

Market Managers Mandatory Training
FMNP Goals

• 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

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
Program Administration
DSHS and DOH Roles

- DSHS SFMNP
- Subcontract
- DOH FMNP
- Clinics
- Markets
- Growers
- Contracts
- Training
- Monitoring
- Banking
- Program Support
- App

Area Agencies on Aging Contractors

Washington State Department of Social & Health Services

ALTSA Aging and Long-Term Support Administration
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 vegetables that can be used at groceries stores and now to farmers markets as well.

WA State DOH | 7
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 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
**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

- 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 1st – October 31st

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

<table>
<thead>
<tr>
<th>Farm Name</th>
<th>Grower Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTRERAS FARM</td>
<td>CONTRERAS, FRANCISCO</td>
</tr>
<tr>
<td>IRONWORKS CAFE + MARKET</td>
<td>RATTRAY, ERIKA</td>
</tr>
<tr>
<td>MINA FARMS</td>
<td>HERRERA, JUAN</td>
</tr>
<tr>
<td>RANCHO GRANDE</td>
<td>DOMINGUEZ, MARIA G</td>
</tr>
<tr>
<td>ROWLEY &amp; HAWKINS FRUIT FARMS</td>
<td>ROWLEY, MARK</td>
</tr>
<tr>
<td>SUNNY FARMS</td>
<td>SCHMIDT, PAM</td>
</tr>
<tr>
<td>VILLA’S MANAGEMENT</td>
<td>VILLA, ANTONIO</td>
</tr>
</tbody>
</table>

Market Name  ID #0000
Authorized Growers As Of 06/01/2023
Growers Count:7
Eligible Foods

- 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
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

EBT/SNAP=
Debit/Credit= WIC & Senior FMNP=
SNAP Match Program =
How Participants Can Spend Their Benefits

Participants **can’t** use:
- FMNP benefits at the grocery store

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

Shop only at authorized Farmers Markets and Farm Stores between **June 1 and October 31**
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/
Grower must register for the Vendor Portal to establish an account.
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

• 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

- 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.
• 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**

<table>
<thead>
<tr>
<th>Monitors:</th>
<th>Compliance Buys:</th>
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<tbody>
<tr>
<td>• Routine unannounced monitoring visits will be conducted at authorized farmers markets and farm stores throughout the season to ensure program compliance</td>
<td>• A “Compliance buy” is completed by a secret shopper who is a program representative to ensure program guidelines are being met.</td>
</tr>
<tr>
<td>• Operating out of compliance will result in required additional training, sanctions and possible disqualification from the program</td>
<td>• Purchases will be made using farmers markets benefits</td>
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<tr>
<td></td>
<td>• Compliance buys can be made at any location</td>
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</table>
Civil Rights Requirements

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
Reminders

Submit signed and completed applications via email: FMNPTeam@doh.wa.gov or by mail to:

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

FMNP Season

- Application/ agreement [Information for Growers, Markets and Farm Stores](#)
  Or call 1-800-841-1410
- June 1st – October 31st
## Important Dates—Mark your Calendars

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

1. Katherine Flores
   FMNP Lead
   Office of Nutrition Services
   Katherine.Flores@doh.wa.gov
   360-236-3721

2. Nick Lee
   VMT/FMNP Specialist
   Office of Nutrition Services
   nick.lee@doh.wa.gov
   360-236-3586

3. Cameron Akita
   DSHS/ALTSA/HCS Program Manager
   cameron.akita@dshs.wa.gov
   360-725-2466

FMNPTeam@doh.wa.gov
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