

DC PRODUCE INCENTIVE PROGRAMS 2023









Appendix A

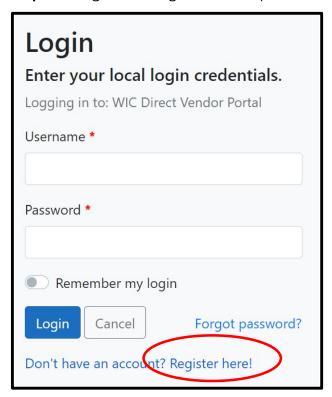
This appendix is for farmers who have already been approved by the State Agency to accept DC Produce Incentive Program benefits. Each of the below steps have already been met:

- Farmer Application
- Farmer Training # 1 and #2 with the DC State Agency and FRESHFARM
- Signed Farmer Agreement
- CDP Merchant Agreement

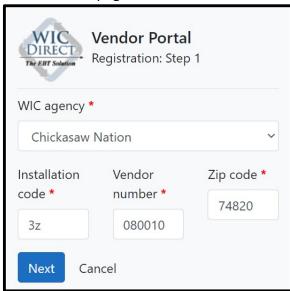
The portal that is used for FMNP and CVB redemptions is called Farm Market Direct. Once a farmer has been approved to accept DC Produce Incentive Program benefits, they will need to register in the Farm Market Direct farmer portal.

Register for Farm Market Direct:

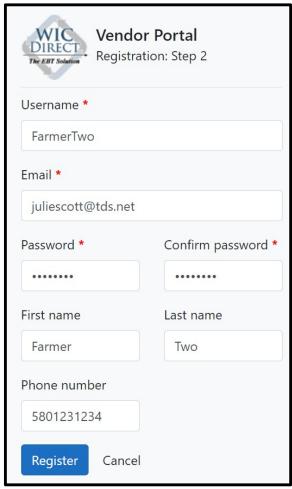
Step 1: Navigate to "Register here!" (circled in red below).



Step 2: Fill in the information included in your Farmer Agreement and select "Next" at the bottom of the page.

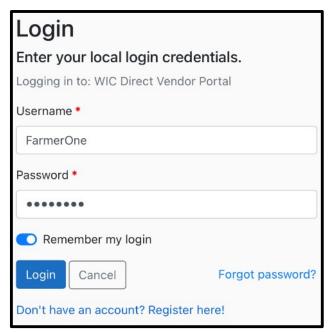


Step 3: Fill in the required blanks and click "Register."

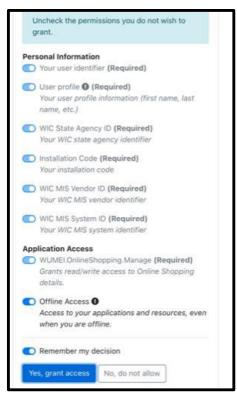


Complete a FMNP or CVB Purchase through Farm Market Direct:

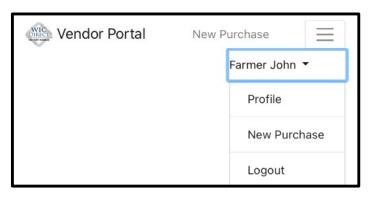
Step 1: Log into your Farm Market Direct portal



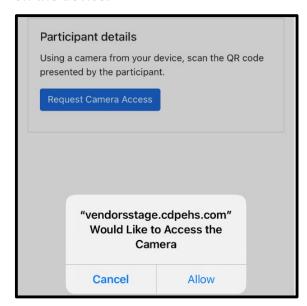
Step 2: If this is the first time you are using the application, you will have to select "Yes, grant access" to allow the portal to use the camera on your device.



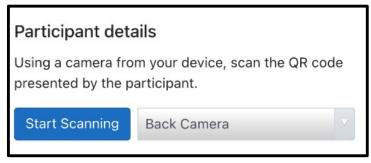
Step 3: Click on the button with the three lines in the top right-hand corner. Select the account name (your name, farm name, principal farmer name) and then click "New Purchase."



Step 4: A pop up will come up asking for camera access, click "Allow" or "Yes" depending on the device.



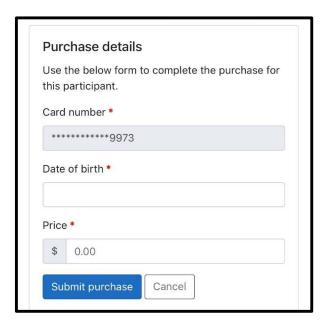
Step 5: Make sure the "Back Camera" is displayed in the drop-down menu and then select "Start Scanning."



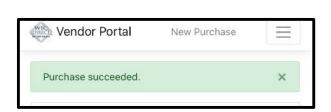
Step 6: Ask the customer to provide you with their personalized QR code (through a personal device or a sticker on their eWIC card). Use the camera on your device to scan the QR code.

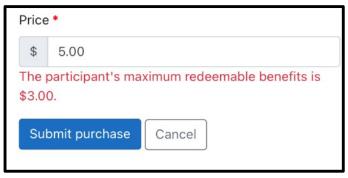


Step 7: Enter the amount of the purchase in the "Price" box, allow the participant to enter their PIN number (or Date of Birth if their PIN hasn't been set up yet), and click "Submit Purchase" in blue.



Step 8: If successful, a green "Purchase Succeeded" message will display (left image). If the price exceeds the participant's benefit balance, a message will be displayed in red giving the remaining benefit balance (right image).





Step 9: (This step is only applicable if the participant's benefits balance is below the price of the produce they wish to purchase.) The farmer and participant can either:

- Reduce the amount of produce and enter the new amount in the "Price" box.
- Allow the participant to split up the purchase and pay for part with their CVBs and FMNP benefits and the remaining amount with a difference form of payment.
- Cancel the transaction by selecting the "Cancel" button (in white, to the right of the "Submit Purchase" button).

Voiding Transactions:

If a participant wishes for the transaction to be voided in the moment or if the participant was charged the incorrect amount, the purchase can be voided.

- **Step 1:** Tap the menu (three bars in the upper right-hand corner) and tap your name (or the name of the farm/farmer) and select "Financial History."
- **Step 2:** Find the transaction (make sure the date and transaction are correct, voiding a transaction cannot be undone).
- Step 3: Click "Void" in red under the "Actions" column.

