



E-FMNP AFTER IMPLEMENTATION YEAR
2023 Season



Washington e-FMNP

- What happened
- Overview of the change
- Where are we now
- What to expect in 2024
- Other business
- Q&A



What happened?



Purpose

Modernize the WIC and Senior Farmers Market Nutrition Program (WIC FMNP & SFMNP) so benefits can be issued and redeemed via electronic methods.



Partnership

- DOH
- DSHS
- WIC local Agencies
- AAA
- Markets
- Growers
- SNAP



Checks challenges

- Stamping checks
- Depositing by the deadline.
- Banking fees.
- Processing checks, time consuming.

Why change in 2023?



- Nationwide, banking contractors announced 2022 would be the last season for processing paper checks.
- SA FMNP programs were required to find alternate providers or transition to in-house check/coupon processing.
- WA FMNP identified an electronic solution provider to support WIC FMNP, SFMNP, and WIC Fruit and Vegetable Benefit redemptions at the markets.
- WA wanted to provide a solution with the less impact on growers, market managers and participants.
- 2023 Full Transition to Electronic Benefits.

A person wearing a grey hoodie, a white baseball cap, and dark pants is bent over in a field, working with a yellow bucket. The person is holding a tool, possibly a shovel or a probe, and appears to be sampling or measuring the soil. The field is sandy with some sparse vegetation and small plants. The background is a vast, open field under a clear sky.

OVERVIEW OF CHANGE FMNPI/SFMNPI

How we kick off the season?



What happened?

Steps



Communication with partners started in December 2022.

- Market managers
- Growers
- Advocates
- WSFMA

Online Training to market manager and growers started on December 22 – May 23

Bi-weekly webinars
WIC Clinic / Senior AAA
Started in January

Visited 122 markets first 6 weeks of the season.

TA
Paperwork
Vendor portal

Monitor visits:
10% of farm stores
13% of markets
11% of growers

7 days a week through the season.

Cascades support took 15,528

- E-FMNP
- SFMNP
- SFMNP wrong DOB
- FMNP Vendor
- New user input
- Card deactivation

Transactions started to jump by the third week in the season.

Average weekly settlement for WIC FMNP \$20,000 and \$82,000 for SFMNP

WIC participants started using WIC Shopper App



Communication

Training

Markets Visits

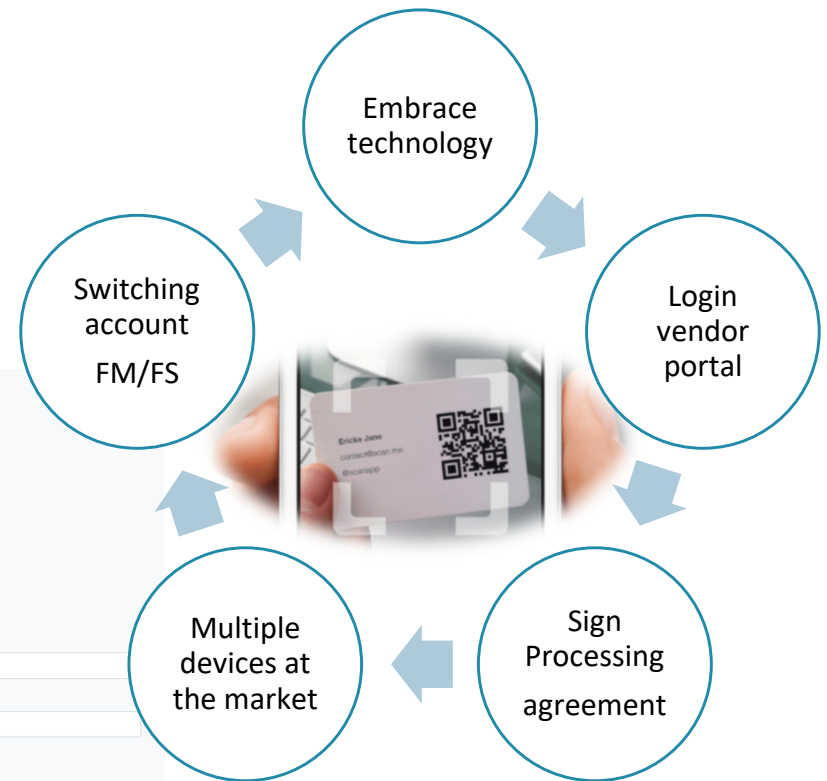
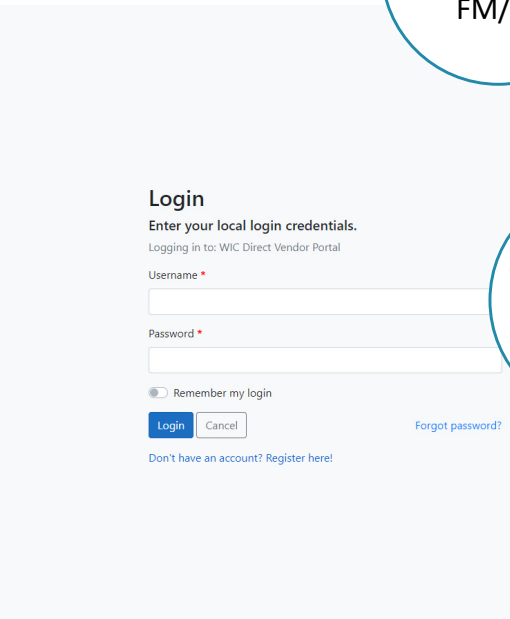
Customer Support

Using QR Codes



Growers' Challenges to use the e-solution

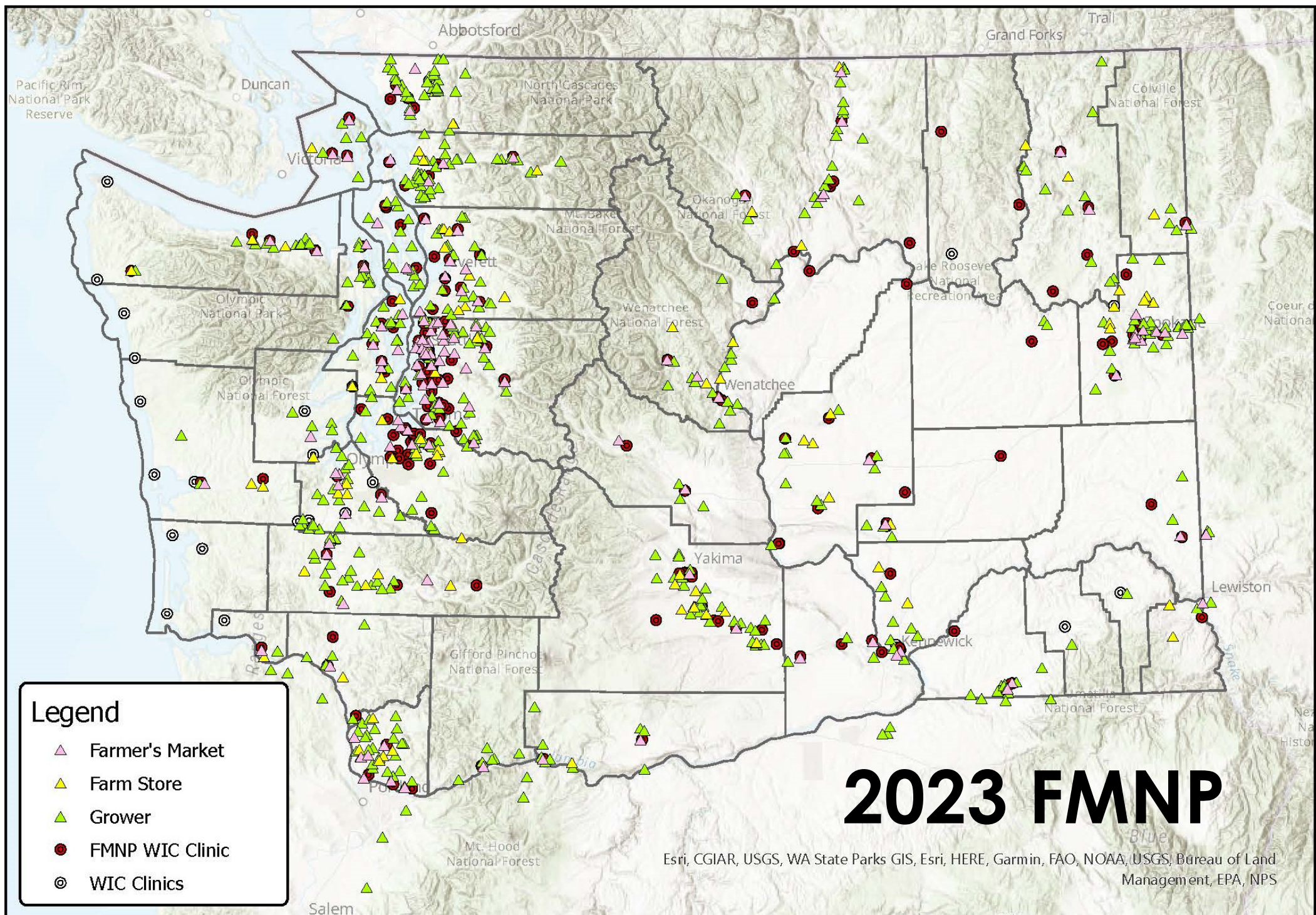
- Technology: iOS / Android
- Vendor Portal login
- Steps to set up an account
- Customer service at the market (devices)
- Multiple accounts



Vendors participation impact

Vendor type	2021	2022	2023
Markets	131	135	136
Farm stores	82	88	83
Growers	641	573	❖ 479

- ❖ total grower taking transactions already. A total of 572 growers submitted their applications and 90 of them working through the system registration process



Legend

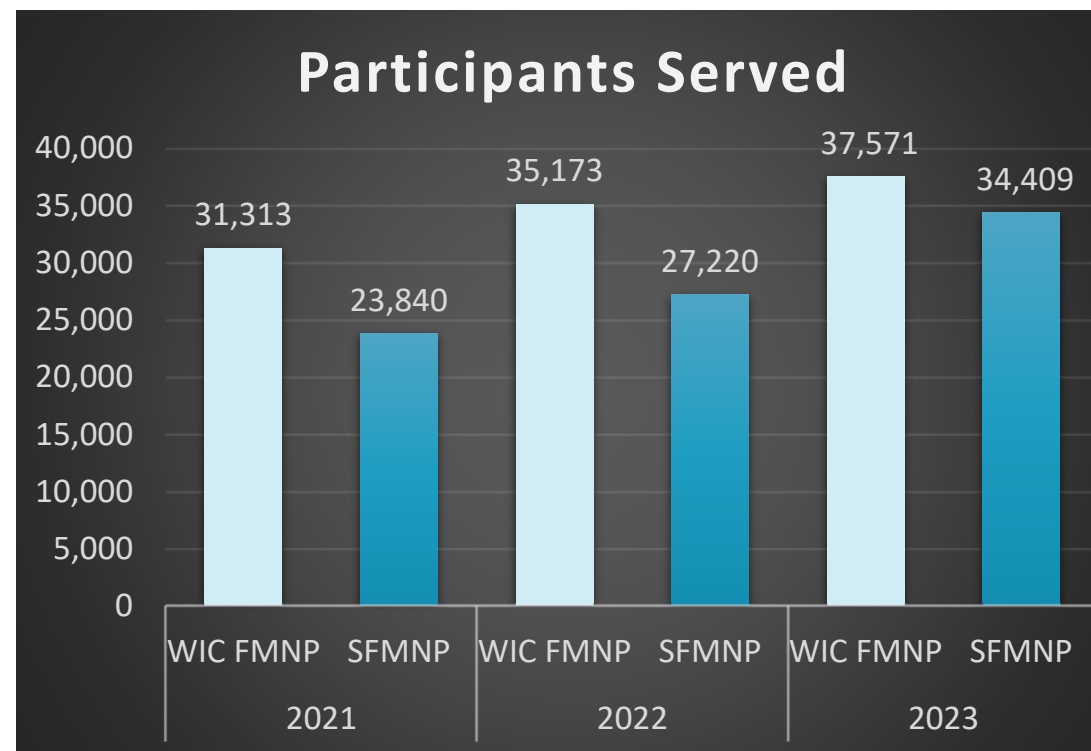
- ▲ Farmer's Market
- ▲ Farm Store
- ▲ Grower
- FMNP WIC Clinic
- ⊙ WIC Clinics

2023 FMNP

Esri, CGIAR, USGS, WA State Parks GIS, Esri, HERE, Garmin, FAO, NOAA, USGS, Bureau of Land Management, EPA, NPS

Participation 2021 - 2023

Results:

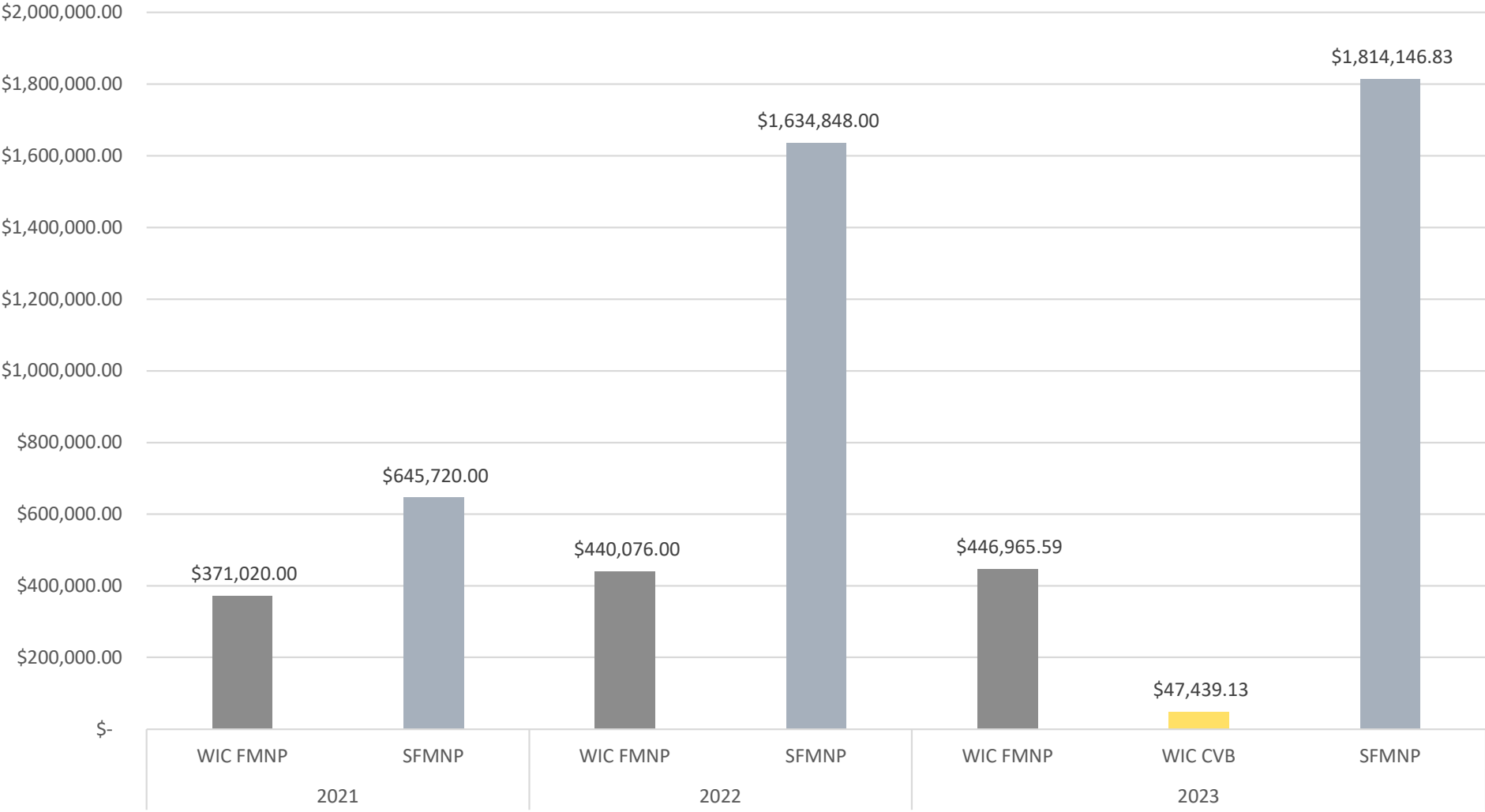


- WIC FMNP allocated \$1,052,250 food dollars. \$28 per eligible participant.
- WIC Fruit and Vegetables benefits allocated to all WIC participants:
 - 26 for children's participants
 - \$47 for pregnant and non-breastfeeding participants
 - \$52 for breastfeeding participants
 - \$78 for participants fully breastfeeding twins or triplets
- SFMNP participants receive \$80 total between state and federal funding per eligible participant.



Redemption 2021-2023

Food dollars



WIC FMNP & SFMNP + WIC CVB

Top Sellers in 2023

Vendor	WIC FMNP, SFMNP & CVB Total Redemption
A	\$141,958.78
B	\$106,026.15
C	\$79,685.97
D	\$75,233.05
E	\$58,313.85
F	\$52,010.08
G	\$44,602.69
H	\$41,388.61
I	\$39,832.49
J	\$38,461.16
K	\$37,764.02
L	\$37,368.68
M	\$37,292.00
N	\$35,764.97
O	\$31,992.70
P	\$28,778.92
Q	\$28,416.28
R	\$28,010.48

**WIC Fruit & Vegetable monthly benefit
+
WIC FMNP & SFMNP benefits**

Total redemption: \$2,308,551.55





WIC SHOPPERS ARE STILL SHOPPING : Monthly Fruit & Vegetable benefit

Back Your Benefits

- 2 CTR
All PB/Beans - WIC
Recipes Calculator
- 30 OZ
All Fish - WIC
Recipes
- 16 OZ
All WW Bread/Whl Grn WIC
Recipes Calculator
- \$44.00**
All Fruit Veg - WIC ✓
Recipes Calculator
- 5 GAL
All Milk-1% Nonfat Soy
Recipes
- 3 CTR
All Jce 12or46/48 oz WIC

*8516 SCAN BARCODE

What to expect in 2024

Program changes:

System Enhancement

Sales location added to Vendor Portal

WIC

Cards replacement QR code printed in the card

Increase in food benefits

New signage Statewide for non-FMNP season

SFMNP

SFMNP mobile App

Tools how to download the app

Promotion

Promotional Campaign will be launched

Videos, social media and graphics



What to expect in 2024

Market Application deadlines

- Year-round Markets:
 - December 31.
- Summer Markets:
 - April 1st

Workshop

During annual meeting at WSFMA conference

www.wafarmersmarkets.org/2024-conference

Training

- Mandatory training Food Access Forum.
- In Person training Tukwila, Central WA and Eastern WA.
- Virtual Training for Farm Stores (new)



Contacts

Customer Support:

FMNP:

FMNPTeam@doh.wa.gov

1-800-841-1410 extension 2, select 2.

Card Help: 1-844-359-3104

www.DOH.wa.gov/WIC

Business support:

DOH FMNP:

Katherine Flores

Katherine.Flores@doh.wa.gov

www.doh.wa.gov/you-and-your-family/wic/farmers-market

360-236-3771



Nick Lee

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Business support:

DSHS SFMNP:

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www.dshs.wa.gov/altsa/home-and-community-services/senior-farmers-market-nutrition-program





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