

# Market Managers Required Training

WSFMA-Food Access Forum

03/20/2024



# 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



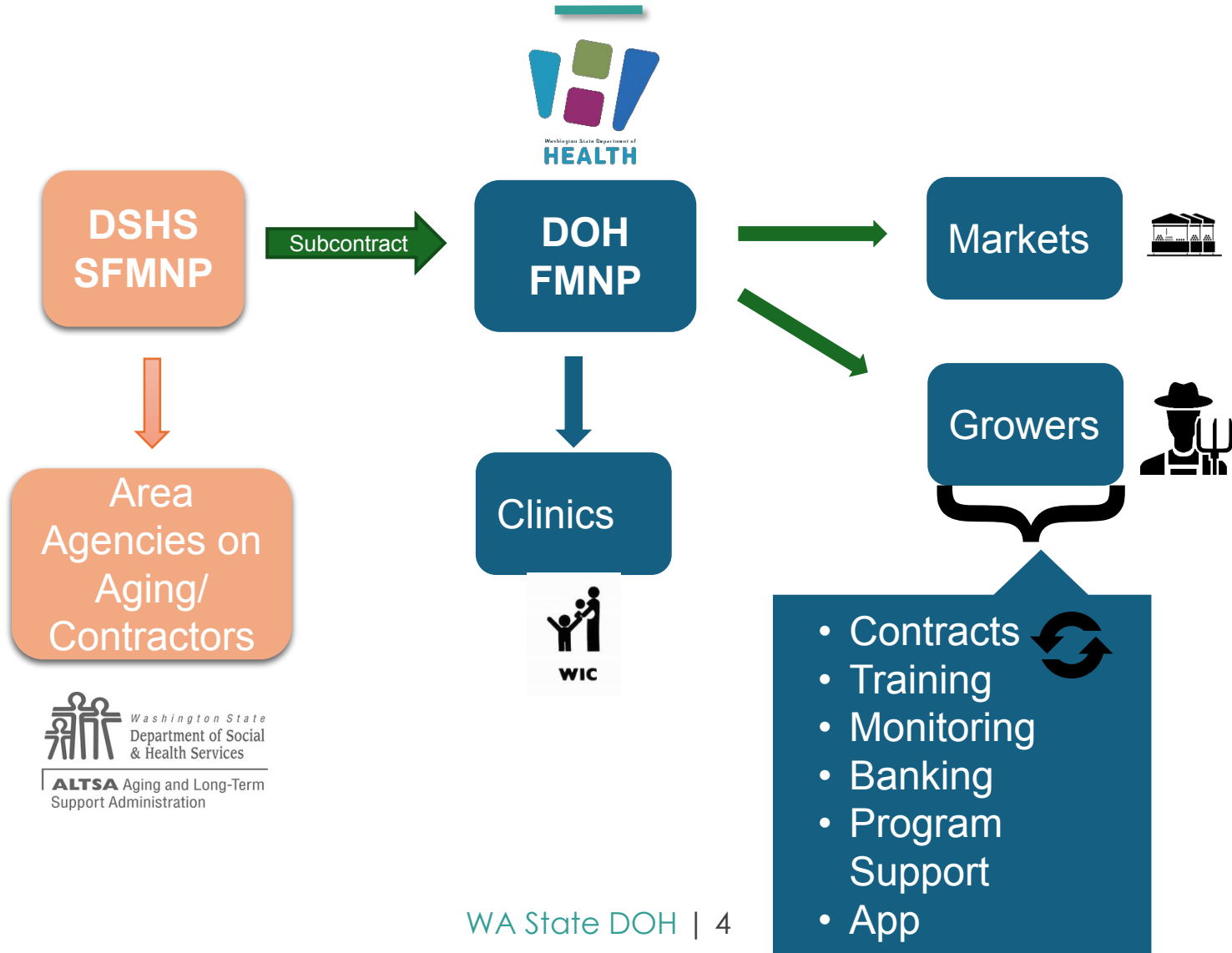
# Collaborators

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

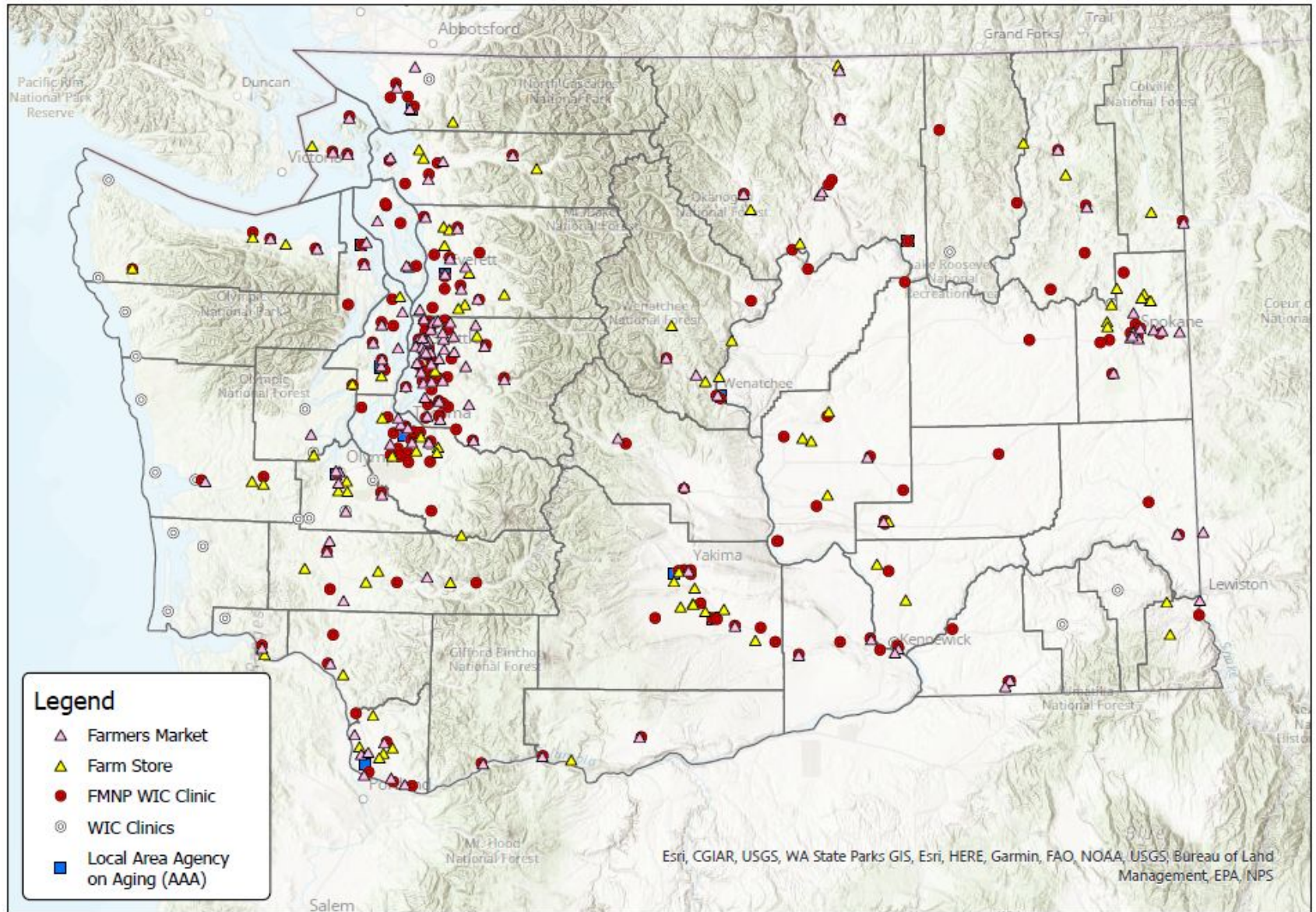


# Program Administration

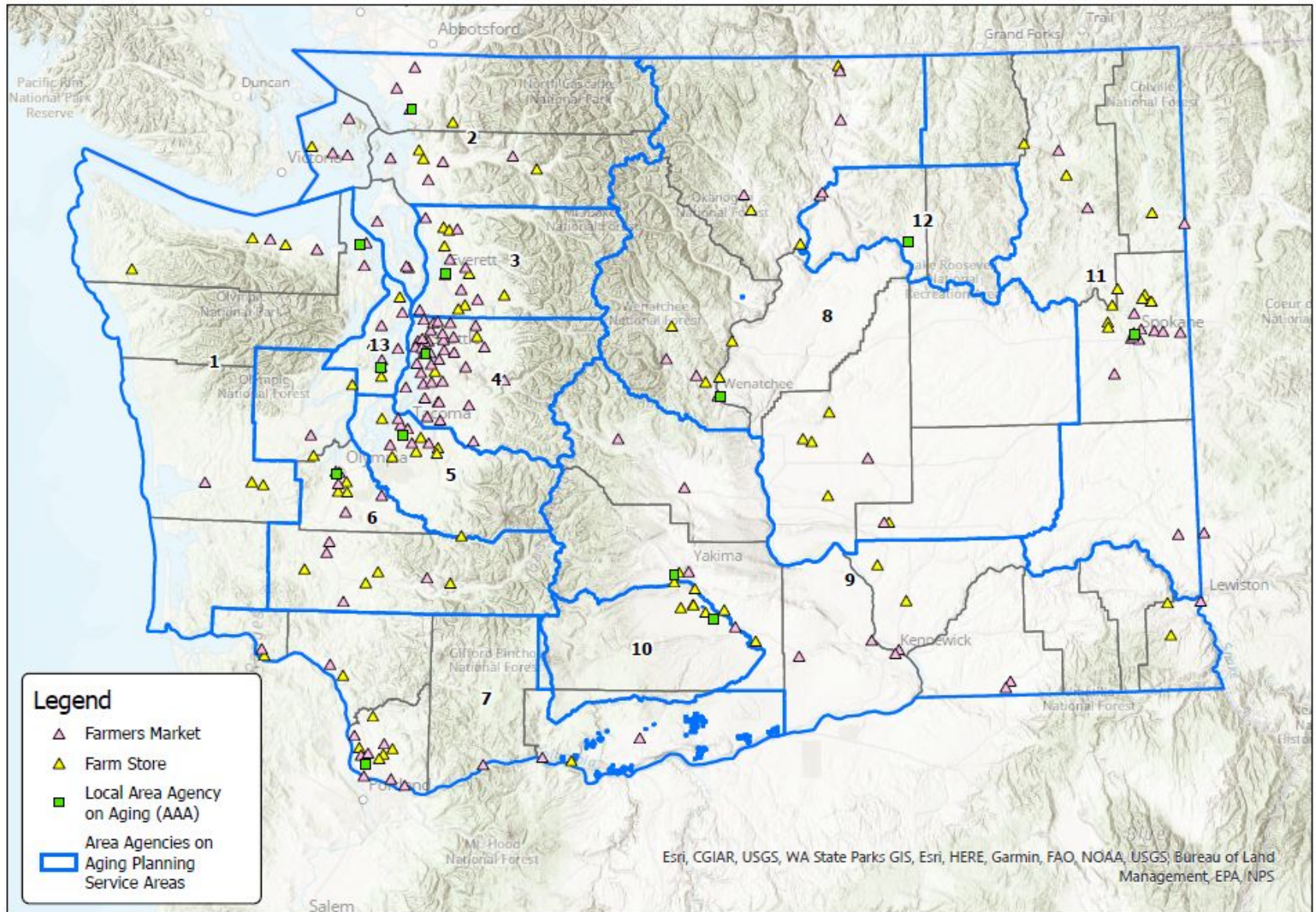
## DSHS and DOH Roles



# 2023 WA WIC Farmers Market Nutrition Program



# 2023 WA Senior Farmers Market Nutrition Program



# Electronic Farmers Market Nutrition Program

## e-FMNP

- Implemented e-FMNP in 2023
- Benefits are accessed via QR code.
- Authorized growers can access either FMNP, SFMNP, or monthly fruit and vegetable benefits (CVB).
- Growers are reimbursed directly to their bank account.
  - Weekly settlements to reduce the number of deposits



Washington State Department of Health | 7



# 2023 Season



- Participant receives \$28
- Served 35,571 participants
- \$446,965.59 in food benefits



- \$47,439.13 in monthly fruit and vegetable benefits

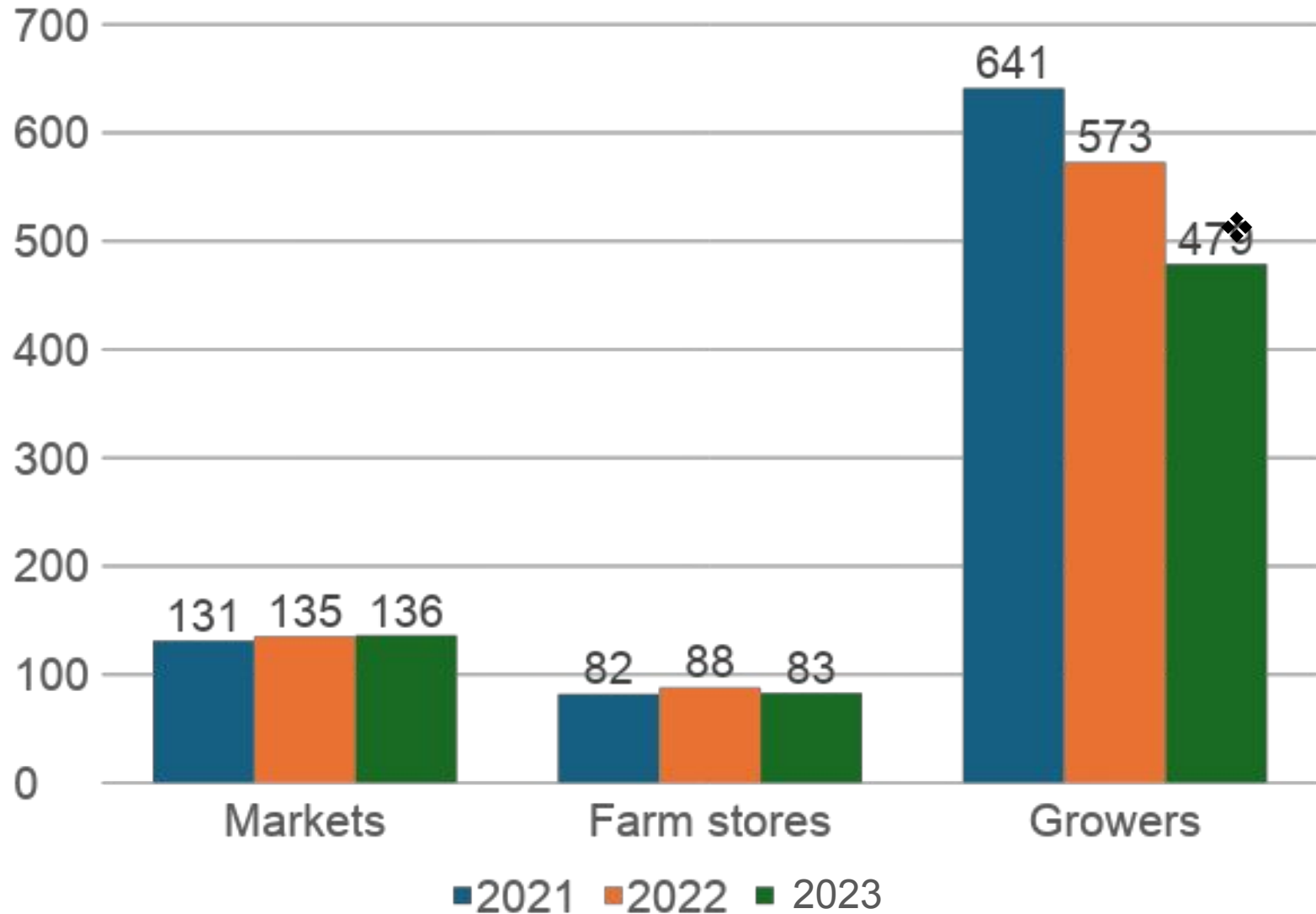
## SENIOR FMNP:

- Participant receives \$80
- Served 34,409 participants
- \$1,814,146.83 food benefits



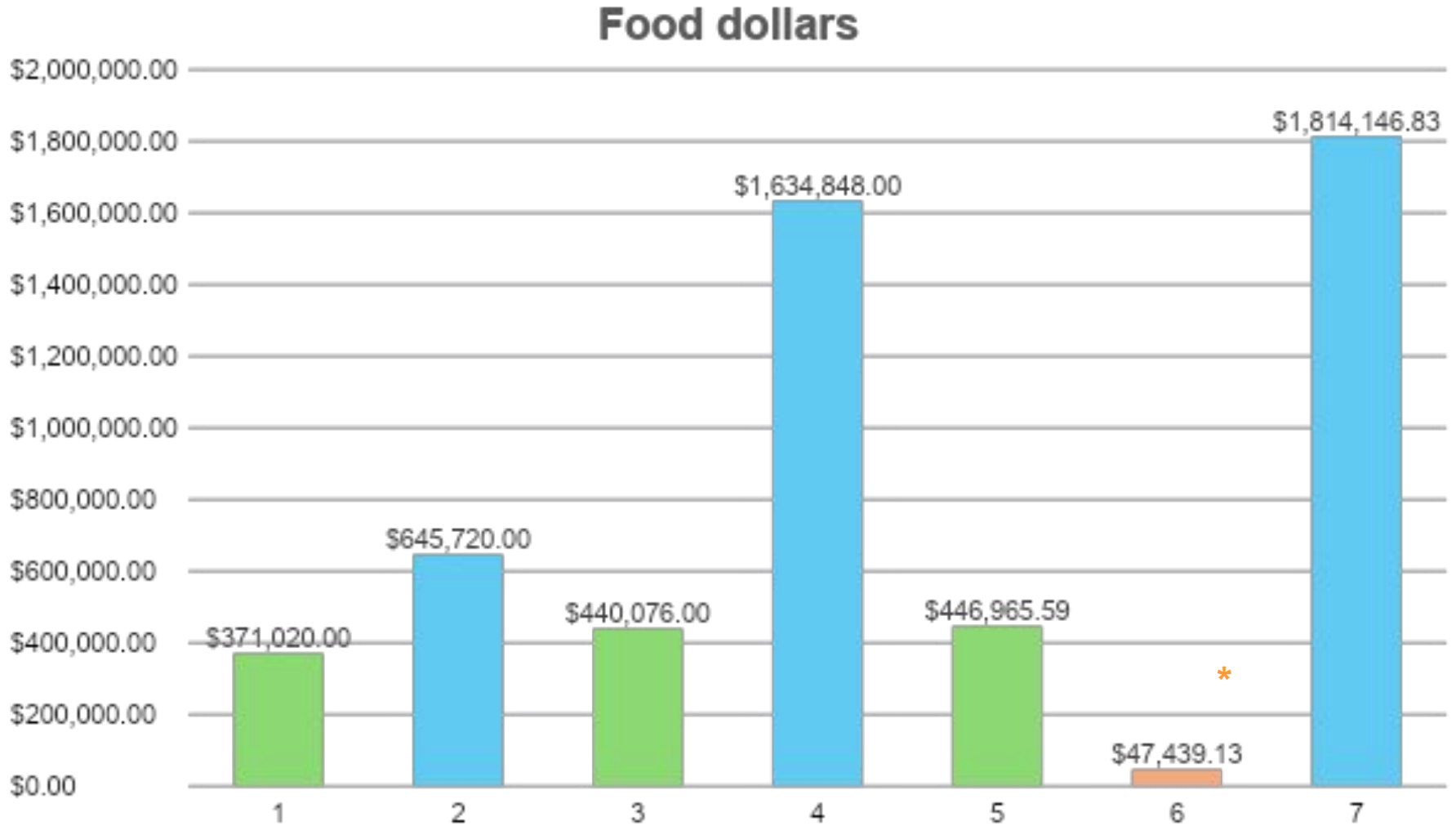


# Vendors Participation Impact



# Redemption WIC FMNP & SFMNP 2021-2023

*\* 2023 New Benefit*



# Looking into the 2024 Season

## Markets:

- [www.WICFMNP.com](http://www.WICFMNP.com)
- Needs to apply for the 2024-2026

## □ New Markets

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

## □ Returning Markets

- Must redeem at least \$250 combined WIC &



# Farmers Market Report

- List of authorized growers who can accept WIC FMNP, WIC monthly fruit and vegetables, and/or SFMNP at your market

## Authorized Growers as of 06/01/2024

Growers	Market Name
Joy Farm	Anacortes Farmers Market
Hayton Farms Berries	
Smallwood Farms	
Moondance Farm	
Sunrise Local Berries Farm	
Osprey Hill Farm	
Our Family Farm LLC	
Bruce Bowen Bees	
Well Fed Farms	
Frog's Song Farm	

# Duties as Market Manager

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Check that each grower should :

- Is on your FMNP list
- Has an FMNP sign
- Know the rules and changes
- Knows how to take transactions



New and returning growers:

- Provide training and TA

With DOH:

- Provide any changes to the market

# Growers in the 2024 Season

## Growers/ Farm stores:

- Middle of their agreement 2023 – 2024
- [www.WICFMNP.com](http://www.WICFMNP.com)



- Training
- Will receive a copy of the signed agreement



# Season June 1 – October 31

- **Authorized Growers must:**

- Display the FMNP sign
  - If you forgot your sign, the market manager can provide you one
- Accept FMNP benefits and CVB's throughout the season
- Understand the FMNP rules



# 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

# 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

# Program Regulations Cont.

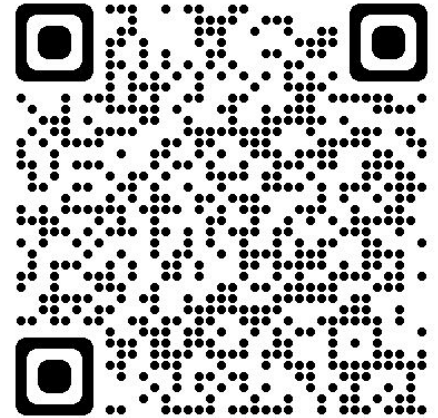
- The grower has the right to appeal any decision adversely affecting their application or suspension
- The grower or the Washington State Office may terminate the agreement by providing 15 days written notice, specifying the cause for termination



# What is new for the 2024 FMNP Season?

## Enhancements:

- Monthly Newsletter
- Vendor Portal
- Promotional Campaign
- WIC Benefits
- Senior App



# Enhancements for Both Programs

- A promotional campaign will be launched (videos, flyers, social media posts, banners, posters, Spotify, etc.)



- Participants can find which vendors are selling at each market
- Vendor Portal

# Vendor Portal

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

- More user friendly
- New pop-up screens with instructions
- Adding locations where the transaction takes place
- Manually entering Card number
- Card Balance inquiry
- Transaction History by location



# Registering For the First Time



## Profile details

Below are the profile details for this account. Manage your profile details [here](#).

Field	Value
Email:	tazz.pugh@doh.wa.gov
First name:	Connie
Last name:	Long
Phone number:	5099512439

## Vendor associations

Below are the vendors associated with this account.

Click on your business name below to view and edit vendor details or to complete enrollment steps.

Program	Vendor	Actions
Washington	01248 / Fresh Cut Farm-FS !	<a href="#">Remove</a>

Add

# Complete the Process

Program	Vendor	Actions
Washington	01248 / Fresh Cut Farm-FS	<a href="#">Remove</a>

[Add](#)



Add locations



**Vendor details**

Below are the details for this vendor.

Field	Value
Program name:	LAB-20181591250-EBT
Vendor name:	DocFarmer
Vendor number:	89000
Processing agreement:	Signed: Jun 7, 2023, 4:07:22 PM <a href="#">Download Processing Agreement</a>
Government:	Federal Tax ID: *****4321 (EIN) Form W9 Unavailable
Bank account:	Information on file
Date range:	Begin: 06/07/2023 End:
Contact information:	6.14SVT QA
Address:	123 Davis 73030
Locations:	<a href="#">Edit Locations</a>

[Close](#)



# Adding Locations

## Edit locations

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Changing the name of a location will also change its name for any past transactions at that location.

Location 1

Location 2

Location 3

Location 4

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Submit

Cancel

# Selecting Locations



## Purchase details

Use the below form to complete the purchase for this participant.

Location

None ▾

- None
- Olympia FM
- Shelton FM
- Tenino FM
- Spooner FS

44

Date of birth (MMYY)

\*

Price \*

\$

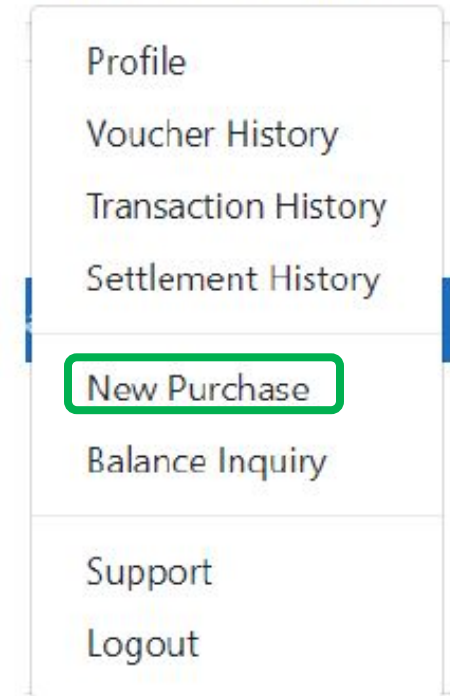
0

Submit purchase

Cancel

# New Purchase

1. Growers can make a new purchase from the New Purchase Page



2. The New Purchase Page displays



Vendor Portal New Purchase

## Participant details

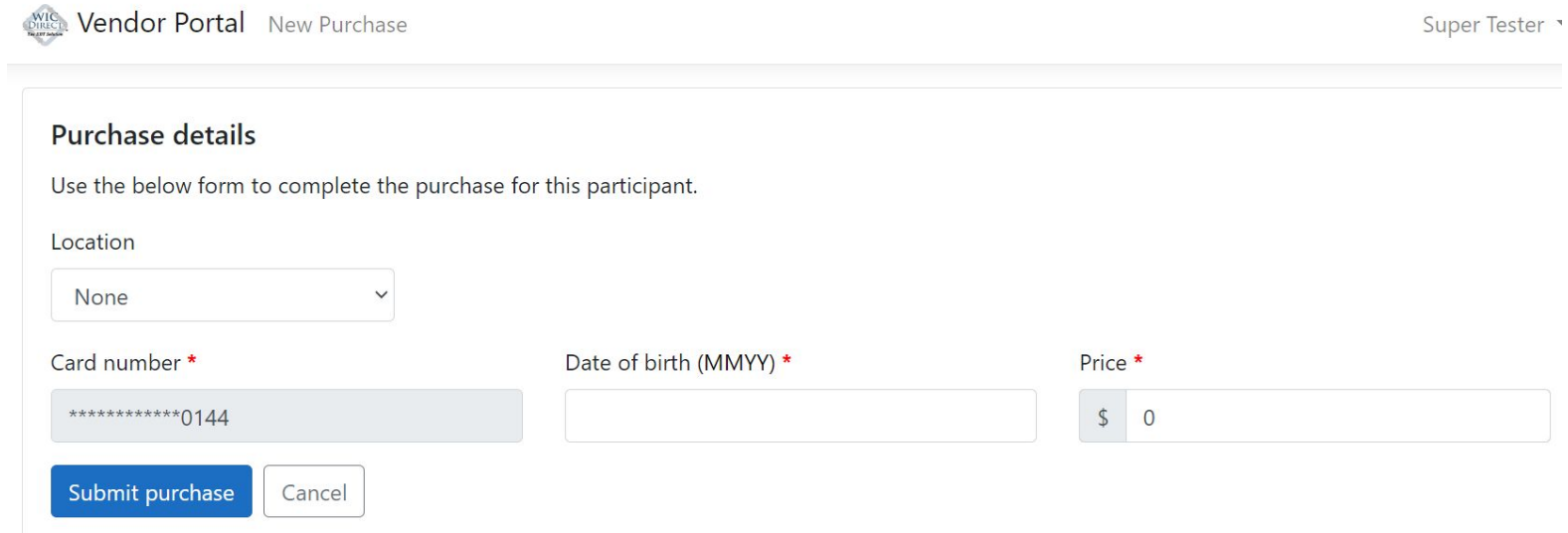
Using a camera from your device, scan the code presented by the participant.

Request Camera Access

Manually Enter Card

# Using Device Camera to Scan QR Code

1. Growers can make a new purchase from the New Purchase Page



WIC Vendor Portal New Purchase Super Tester ▾

### Purchase details

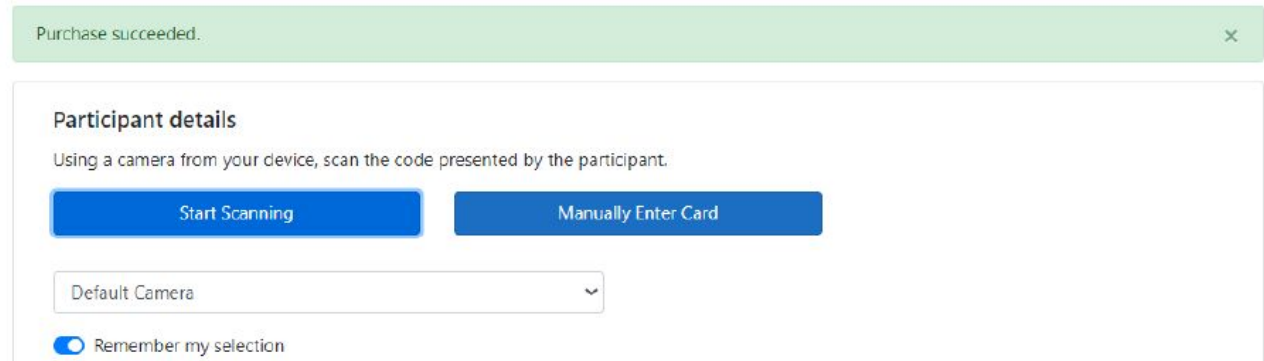
Use the below form to complete the purchase for this participant.

Location  
None ▾

Card number \* Date of birth (MMYY) \* Price \*

\*\*\*\*\*0144  \$ 0

2. The New Purchase Page displays



Purchase succeeded. ✕

### Participant details

Using a camera from your device, scan the code presented by the participant.

Default Camera ▾

Remember my selection

# Manually Entering Card Number

## 1. Select Manually Enter Card



Vendor Portal New Purchase

### Participant details

Using a camera from your device, scan the code presented by the participant.

Request Camera Access

Manually Enter Card

## 2. Enter Card Number



Vendor Portal New Purchase

### Card details

Use the below form to manually enter the card details.

Program \*

Washington

Card Number \*

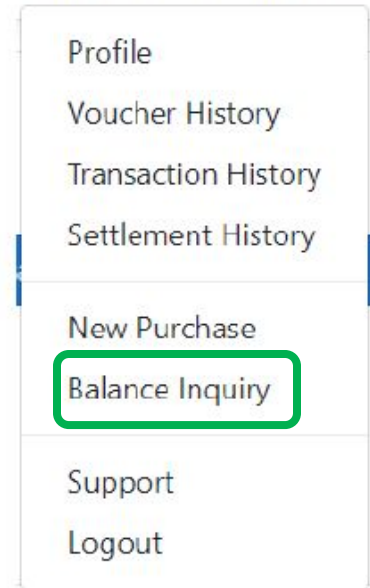
6058609300000143

Continue


Cancel

# Balance Inquiry

1. Users can obtain a balance inquiry from the Balance Inquiry page.



2. Click **Balance Inquiry**

 Vendor Portal Balance Inquiry

## Balance inquiry

Using a camera from your device, scan the code presented by the participant.

[Request Camera Access](#)

[Manually Enter Card](#)

# Balance Inquiry

## Using the Camera - Request Camera Access

### Balance inquiry

Use the below form to complete the balance inquiry for this participant.

Location

None ▾

Card number \*

\*\*\*\*\*0144

Date of birth (MMYY) \*

Submit inquiry

Cancel

### Balance inquiry

Use the below form to complete the balance inquiry for this participant.

Location

None ▾

Card number \*

\*\*\*\*\*0144

Date of birth (MMYY) \*

The current available balance for \*\*\*\*\*0144 is: \$99.00

New Purchase

New Balance Inquiry



# Redemption/Transaction History



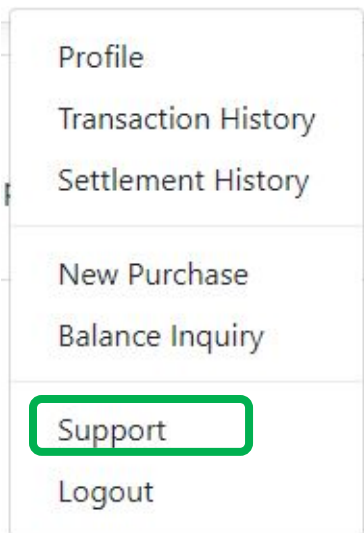
Vendor:  Received:  Location:

Number	Received	Type	Location		Actions
10210296	02/01/2024 3:22:40 PM	Purchase Request			None <input type="button" value="Void"/>
10197390	01/26/2024 12:42:02 PM	Purchase Request	01/27/2024	+26.00	None <input type="button" value="Void"/>
10195415	01/25/2024 4:54:14 PM	Purchase Request	01/26/2024	+1.00	None <input type="button" value="Void"/>
10178657	01/17/2024 3:51:46 PM	Purchase Request	01/18/2024	+40.00	None <input type="button" value="Void"/>

- None
- Olympia FM
- Shelton FM
- Tenino FM
- Spooner FS



# Support



Vendor Portal Support

Super Tester

## Contact customer support

Customer support staff is available for help and support with any issues you may have! Please call [+1-866-237-4814](tel:+1-866-237-4814) for support.

- In addition to our Customer Support line 1-844-359-3104
- 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 during the first months of FMNP to support

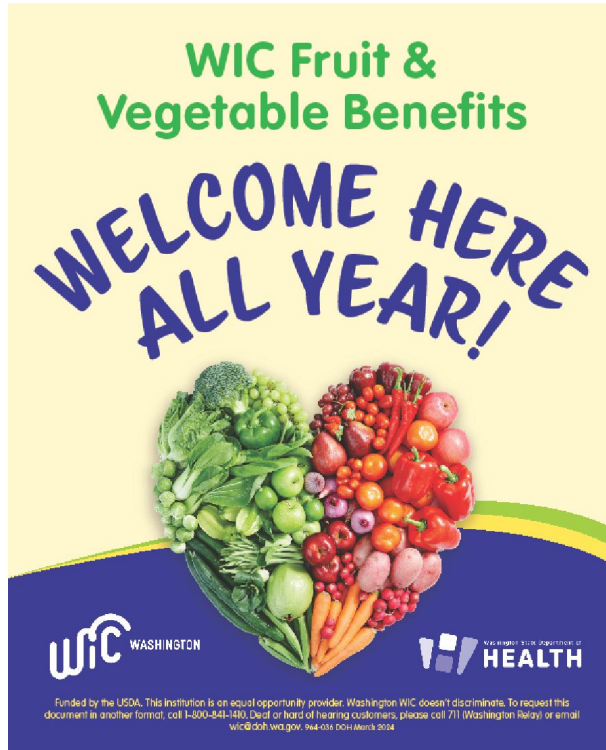
# Vendor Portal Resources For Growers- Videos

1. [How to process an electronic payment for \(WIC or SFMNP\)](#)
2. [How to register and finish the processing agreement on the Vendor Portal](#)
3. [How to take payments at a farmers market or a farm store](#)



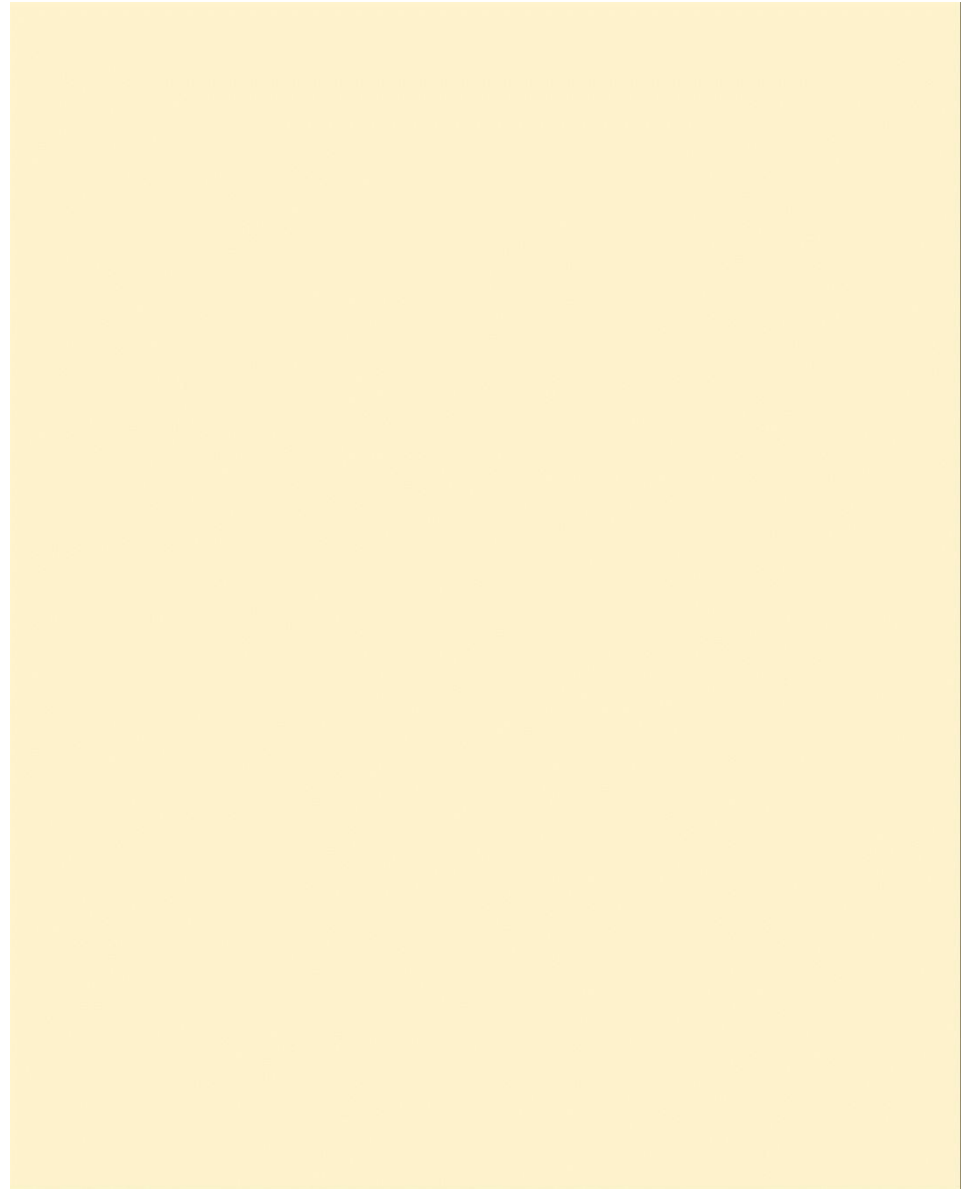


# Enhancements for WIC FMNP



- New signage
- Card replacement with embedded QR Code
- Increase food benefits

\$28 → \$30



# Enhancements for Senior FMNP

- SFMNP mobile app



Apple

Android



- Tools how to download the app



# 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/WI/C/FarmersMarket/WI\\_CFMNP](http://www.doh.wa.gov/YouandYourFamily/WI/C/FarmersMarket/WI_CFMNP)





# Mark your Calendars

Date	Deadline
April 1, 2024	Applications for returning growers
May 1, 2024	Applications for new markets
June 1, 2024	FMNP/SFMNP season begins
July 1, 2024	Applications for new growers
October 31, 2024	Last day to accept FMNP benefits

# 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:**

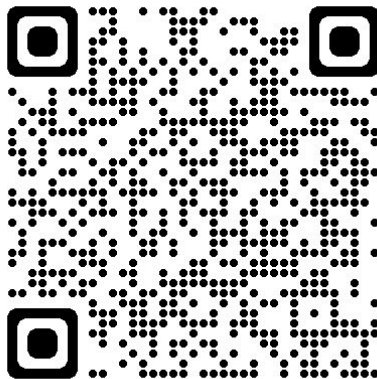
- A “Compliance buy” is completed by a secret shopper who is a program representative to ensure program guidelines are being met
- Purchases will be made using farmers markets benefits
- Compliance buys can be made at any location

# Best Practices for 2024

- Have a list of authorized growers
- Use you're a-Board
- Ensure growers are displaying the Signs in a place where participants can see it from a distance



- Sign up for the monthly Newsletter





# Contacts

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# Questions



Washington State Department of  
**HEALTH**

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