WIC & Senior Farmers Market Nutrition Program:

Resiliency in 2025









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

Senior **Nutrition Providers-Growers WSFMA Advocates** Area managers Agencies on Aging



Washington's Farmers Market Programs 2024

WIC Famers Market Nutrition Program (FMNP) Overview

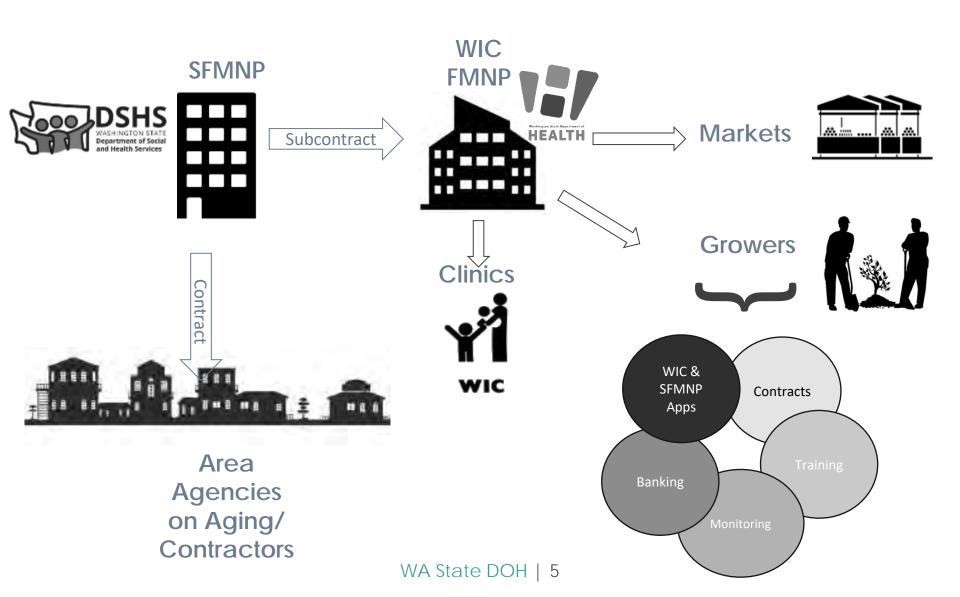
- Total funding \$800,000 food dollars
- Number of participants served 35,312
- Program administered by DOH

Senior Farmers Market Nutrition Program (SFMNP) Overview

- Total funding \$2.98M food dollars
 - Roughly 82% State-funded
- Number of participants served 36,657
- Program administered by DSHS



DSHS and **DOH** Roles



Eligible Foods

 Locally grown, unprocessed (except for washing), fresh fruits, vegetables and cut herbs

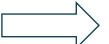
"Locally grown"
 means
 Washington
 grown; or grown in
 bordering
 counties of Idaho
 or Oregon



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



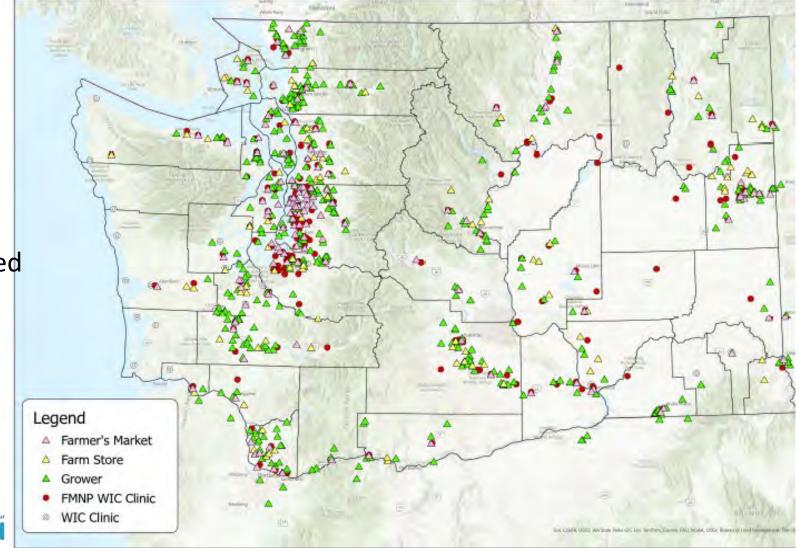




FMNP Locations 2024

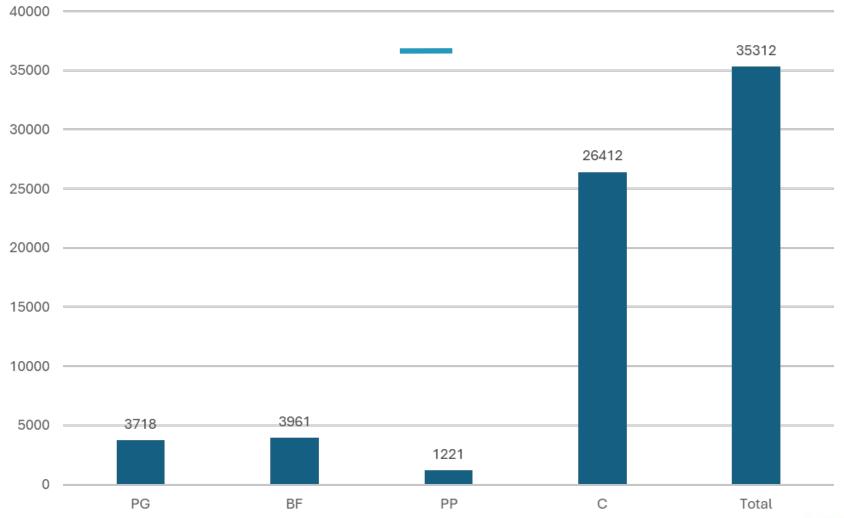
52 WIC agencies

187 sites/ clinics participated





WA WIC FMNP Participation by Issuance



- Benefits issued 99.69%
- Overallocated 32% Total of \$1,061,128.80



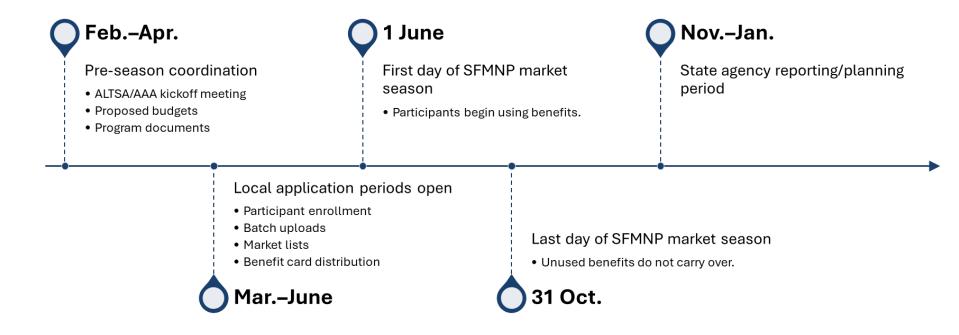


SFMNP - Local Agencies

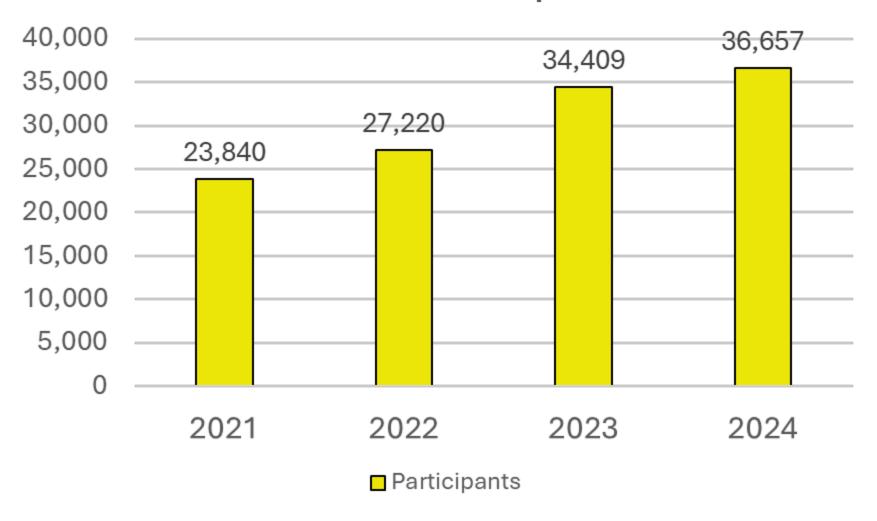
- Programs
 across all 13
 Area Agencies
 on Aging
 (AAAs)
- 98.6% benefits issued
- 36,657
 participants
 issued benefit
 cards



SFMNP Season timeline



SFMNP Participants



Accessing SFMNP Benefits

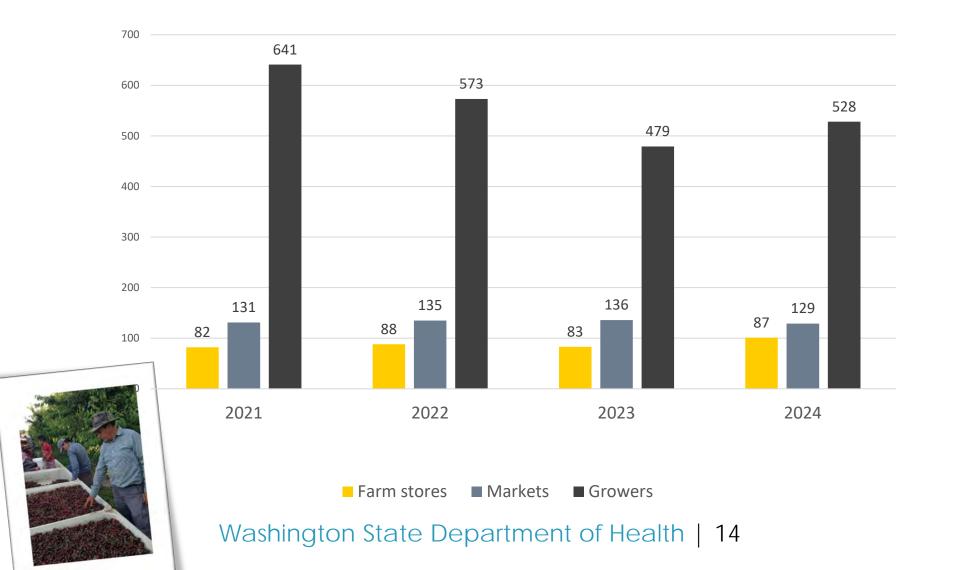
Local Agencies:

- 13 Area Agencies on Aging, roughly 30 total agencies including Senior Nutrition Program providers.
- Local Contact List.docx (live.com)

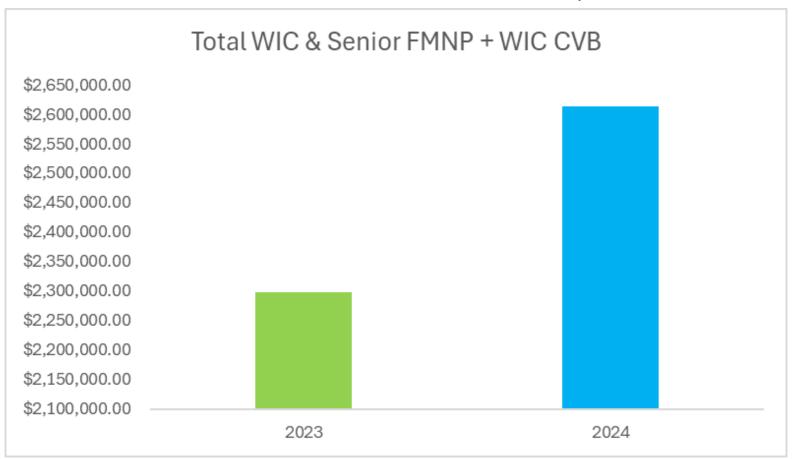
Affidavit/application:

- Applicants fill out and sign program affidavit.
- Agencies issue \$80 benefit to eligible participants on SFMNP card.
- Participants use benefits to purchase:
 - Fresh, local produce, cut herbs, or honey from approved markets and growers using QR code on their card.

FMNP Vendors



Overall Redemption (WIC & Senior FMNP + WIC CVB)



Total WIC & Senior FMNP 2023 2024 + WIC CVB \$ 2,297,759.31 \$ 2,613,574.63



YTY change: +\$ 315,815.32

2023 vs. 2024 All Programs

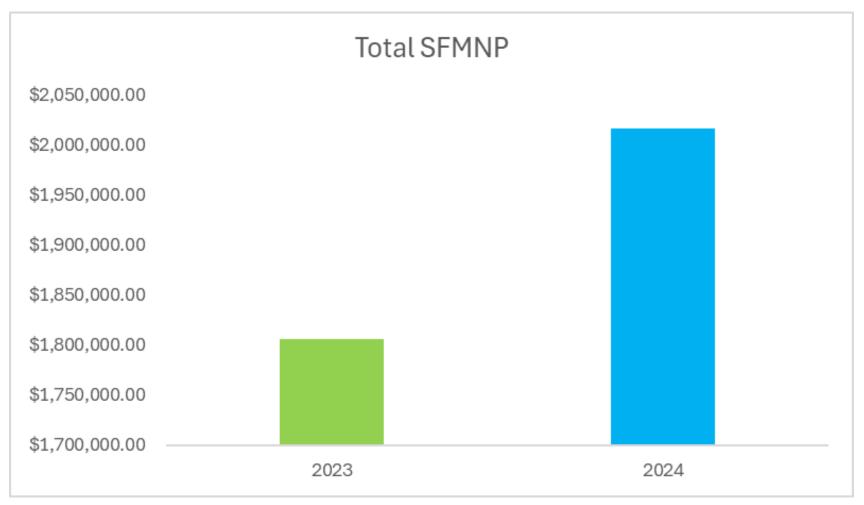
	2023	2024	Δ
Federal SFMNP	\$ 422,574.22	\$ 384,592.28	\$ (37,981.94)
CVB	\$ 47,071.71	\$ 62,168.77	\$ 15,097.06
FMNP	\$ 444,902.42	\$ 534,977.10	\$ 90,074.68
State SFMNP	\$ 1,383,210.96	\$ 1,631,836.48	\$ 248,625.52
Total SFMNP	\$ 1,805,785.18	\$ 2,016,428.76	\$210,643.58



2024 Weekly Raw Data

Month	Week	Fed SFMNP		State FMNP	WICFMNP	CVB	Total
June	5/27-6/2	\$	-	\$ -	\$ -	\$ 296.80	\$ 296.80
June	6/3-6/9	\$	1,790.25	\$ 318.76	\$ 432.49	\$ 678.50	\$ 3,220.00
June	6/10-6/16	\$	7,529.47	\$ 1,515.16	\$ 4,788.71	\$ 812.54	\$ 14,645.88
June	6/17-6/23	\$	13,355.35	\$ 5,260.31	\$ 16,822.97	\$1,952.22	\$ 37,390.85
June	6/24-6/30	\$	23,650.54	\$ 19,657.50	\$23,889.41	\$3,084.07	\$ 70,281.52
July	7/1-7/7	\$	25,855.41	\$ 33,946.34	\$34,768.85	\$3,389.12	\$ 97,959.72
July	7/8-7/14	\$	18,344.19	\$ 49,701.02	\$21,155.15	\$1,900.80	\$ 91,101.16
July	7/15-7/21	\$	23,696.60	\$ 72,337.85	\$ 28,485.15	\$2,387.26	\$126,906.86
July	7/22-7/28	\$	23,530.26	\$ 86,993.43	\$31,753.58	\$3,189.11	\$145,466.38
August	7/29-8/4	\$	26,408.07	\$102,881.35	\$ 37,965.79	\$3,986.72	\$171,241.93
August	8/5-8/11	\$	24,430.23	\$104,337.83	\$39,058.10	\$3,167.75	\$170,993.91
August	8/12-8/18	\$	23,199.33	\$105,594.56	\$32,655.32	\$3,450.17	\$164,899.38
August	8/19-8/25	\$	23,626.53	\$115,625.26	\$31,369.59	\$3,669.72	\$174,291.10
August	8/26-9/1	\$	20,207.50	\$101,255.01	\$27,979.10	\$3,819.10	\$153,260.71
September	9/2-9/8	\$	20,427.45	\$115,692.89	\$30,000.18	\$3,682.69	\$169,803.21
September	9/9-9/15	\$	18,701.05	\$110,568.77	\$24,431.00	\$3,003.93	\$156,704.75
September	9/16-9/22	\$	17,607.66	\$104,321.35	\$23,850.97	\$2,795.02	\$148,575.00
September	9/23-9/29	\$	17,078.36	\$ 98,138.49	\$20,646.29	\$2,960.57	\$138,823.71
October	9/30-10/6	\$	13,795.06	\$ 97,027.37	\$23,721.82	\$3,466.37	\$138,010.62
October	10/7-10/13	\$	11,746.93	\$ 80,677.61	\$ 18,564.77	\$2,542.05	\$113,531.36
October	10/14-10/20	\$	9,396.79	\$ 72,169.70	\$ 19,389.31	\$2,503.25	\$103,459.05
October	10/21-10/27	\$	8,331.57	\$ 58,339.72	\$ 15,014.22	\$1,546.46	\$ 83,231.97
October	10/28-10/31	\$	8,920.84	\$ 70,941.27	\$ 19,909.76	\$2,832.57	\$102,604.44

Total SFMNP 2023 vs. 2024



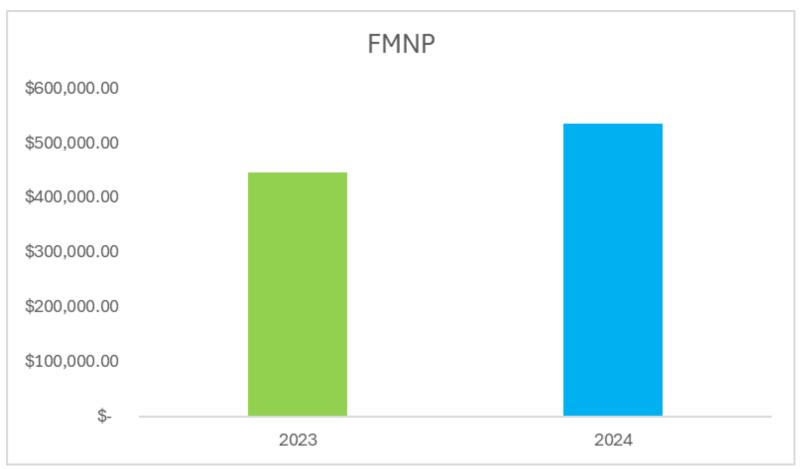
	2023		2024	
Total SFMNP	\$	1,805,785.18	\$ 2,016,428.76	



YTY change: + \$ **210,643.58**

WIC FMNP 2023 vs. 2024





	2023	2024
FMNP	\$ 444,902.42	\$ 534,977.10



YTY change: + \$ **90,074.68**

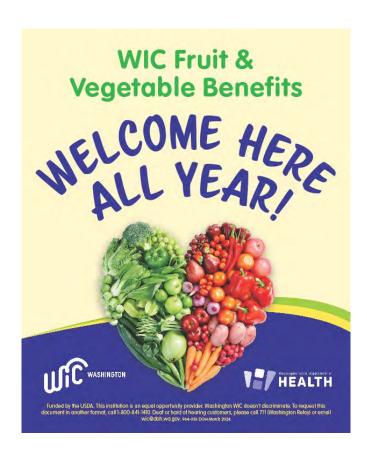
Top Earners among FMNP Growers 2024



FMNP Total by Vendor		
WIC FMNP, SFMNP, CVB		
Α	\$138,426.10	
В	\$111,446.81	
С	\$83,897.87	
D	\$79,853.83	
E	\$65,353.32	
F	\$50,787.91	
G	\$50,128.24	
Н	\$47,536.35	
I	\$47,099.34	
J	\$41,220.62	
K	\$40,534.66	
L	\$40,503.15	
М	\$39,531.27	
N	\$33,773.35	
0	\$33,702.05	
Р	\$33,247.44	
Q	\$32,850.56	
R	\$32,050.40	
S	\$31,885.99	
Т	\$28,435.12	

Monthly Fruit and Vegetable Benefits -CVB-

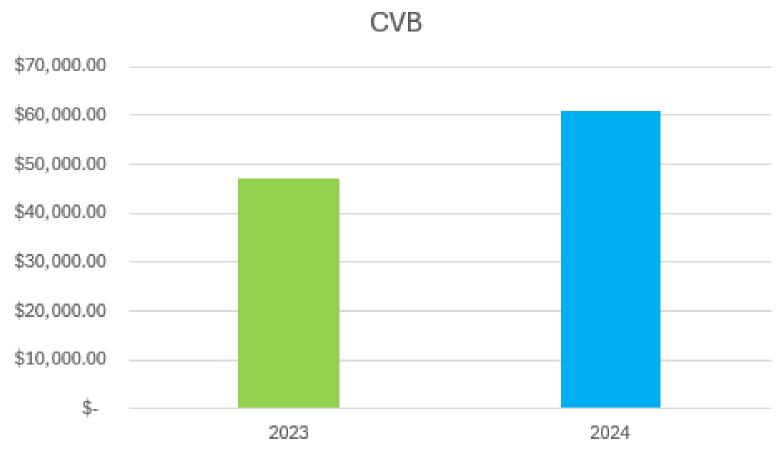
 Year-round WIC participants can use their "monthly fruit and vegetable" benefit at authorized Markets and Farm stores





WIC CVB in 2023 vs. 2024



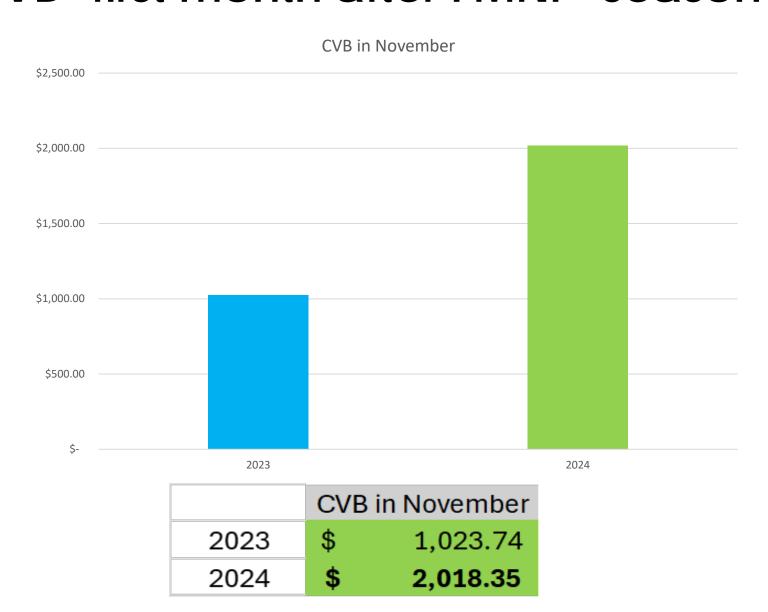


Fruit and Vegetable	2023	2024
Fruit and Vegetable Benefit (CVB)	\$ 47,071.71	\$ 62,168.77



YTY change: + \$ **15,097.06**

Monthly WIC Fruit & Vegetable Benefit -CVB- first month after FMNP season



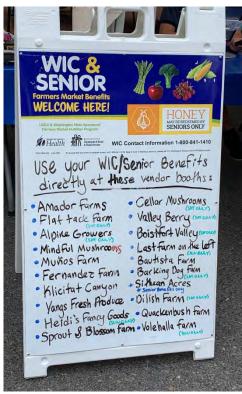
Monitors

Visits:

- 24 Markets
- 64 Growers
- 10 Farm Stores

Best practices observed:

- Printed map with FMNP authorized vendors
- A-Board with vendors taking transactions that day
- Printing
- Social media
- Webpages (https://spokanevalleyfarmersmarket.org/)
- Inviting WIC Clinic staff to the market



High-risk criteria that prioritize monitors







#	Criteria for Farm Stores
10	New Farm Store
11	High Redemptions
12	Accepting FMNP benefits at unauthorized location
13	Received Complaint during current contract period
14	Contract violation from previous monitor
15	Low Redemption



#	Criteria for Growers
16	New Grower
17	High Redemptions
18	Statistically significant portion of their Market's redemption share
19	Received Complaint during current contract period
20	Contract violation from previous monitor
21	A previous violation of trafficking (Authorized grower accepting FMNP benefits from an unauthorized grower or site)

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
- Vendors meeting high-risk criteria will be monitored in priority order.

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

Looking into the 2025 Season for Growers

Growers/ Farm stores:

- All growers and farm stores need to apply for the 2025 – 2027
- www.WICFMNP.com



- Training
- Will receive a copy of the signed agreement



Looking into the 2025 Season

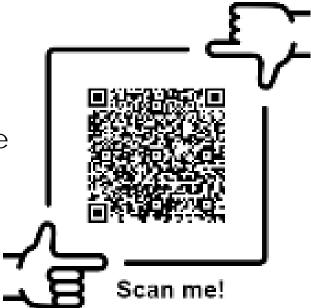
Markets:

- www.WICFMNP.com
- In the middle of their agreement 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
- Be in a defined location
- Attend the mandatory training before the season starts





Duties as Market Manager

Check that each grower should:

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

SECOND TO SECOND

New and returning growers:

Provide training and TA

With DOH:

Provide any changes to the market

What is new for the 2025 FMNP Season?

Growers:

- From 2 to 3-year
- Separate agreements for Farm stores and Growers



Vendor Portal Enhancements:

- Growers can upload a W-9 form in the vendor portal
- Growers can select from the dropdown menu at which location is taking transactions

Enhancements

Senior participants:

New card for the 2025 season

Growers and Farm stores application:

- Growers
- Farm stores

Vendor Portal:

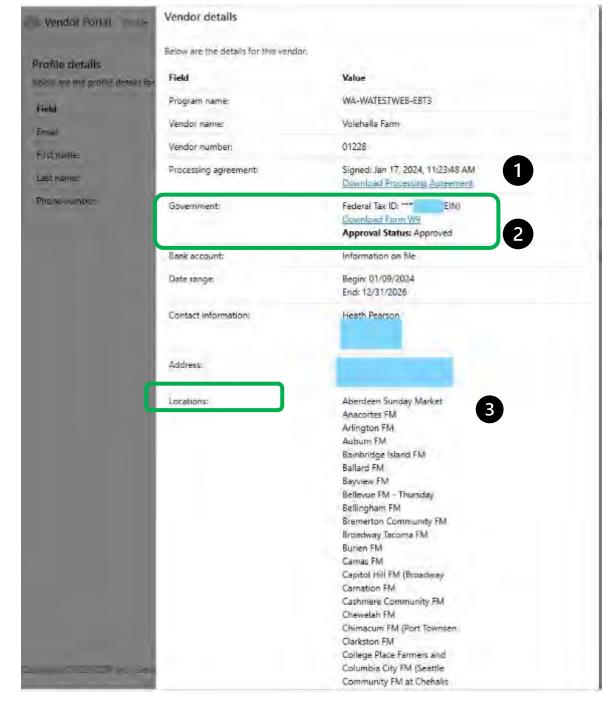
- Locations
- W-9 form



Locations

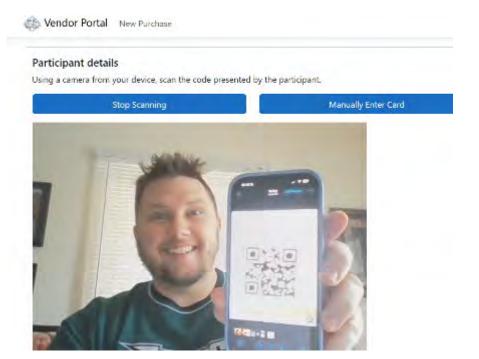
Profile details you will find:

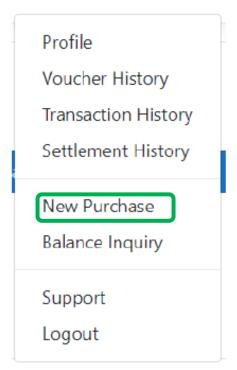
- Sign the Processing Agreement
- Complete Tax information (upload or download the W-9 form)
- 3. Locations



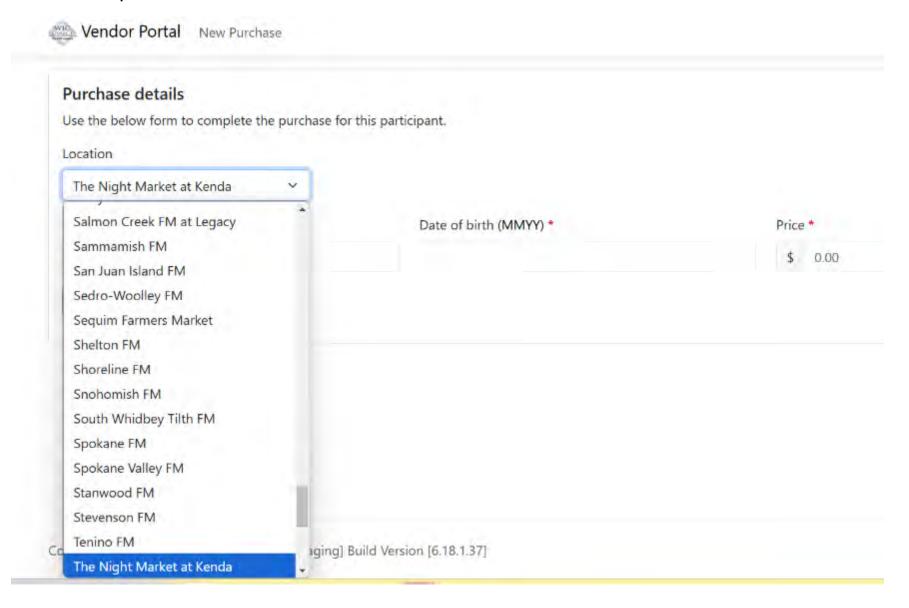
New Purchase

- 1. Growers can make a new purchase from the New Purchase Page
- The New Purchase Page displays
- 3. Using the device Camera to Scan the QR Code

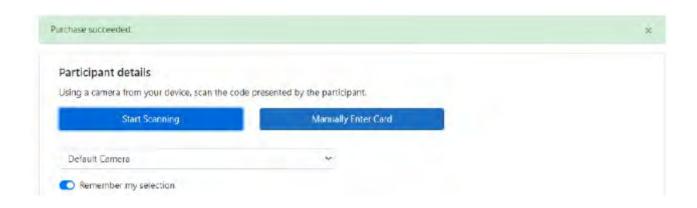




4. Growers can select the location where the transaction takes place

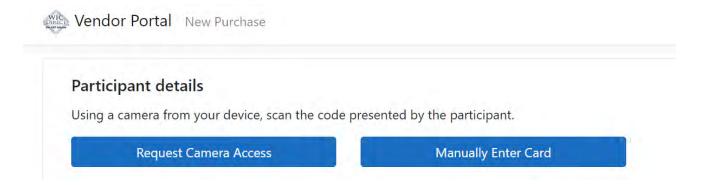


4. The New Purchase Page displays

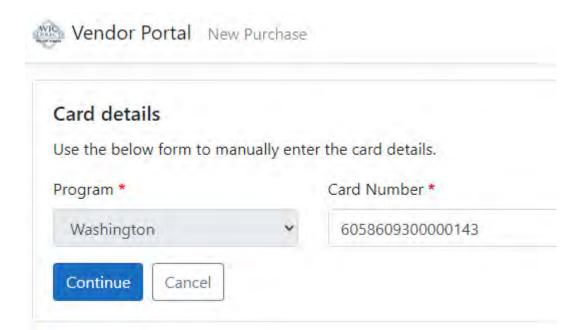


Manually Entering Card Number

1. Select Manually Enter Card

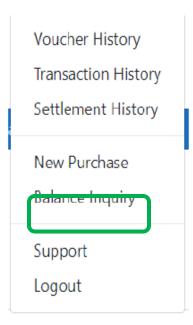


2. Enter Card Number



Balance Inquiry

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



2. Click Balance Inquiry



Balance inquiry

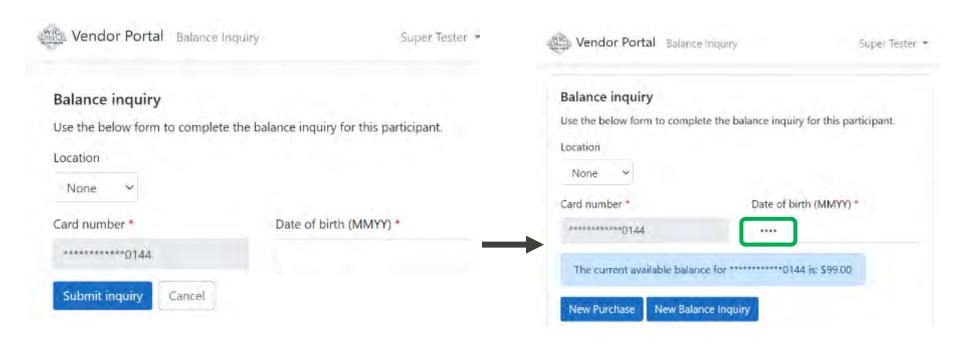
Using a camera from your device, scan the code presented by the participant.

Request Camera Access

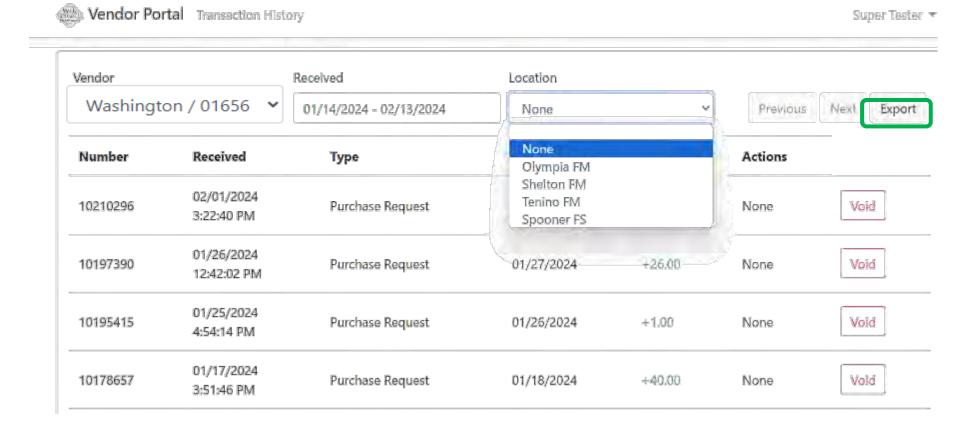
Manually Enter Card

Balance Inquiry

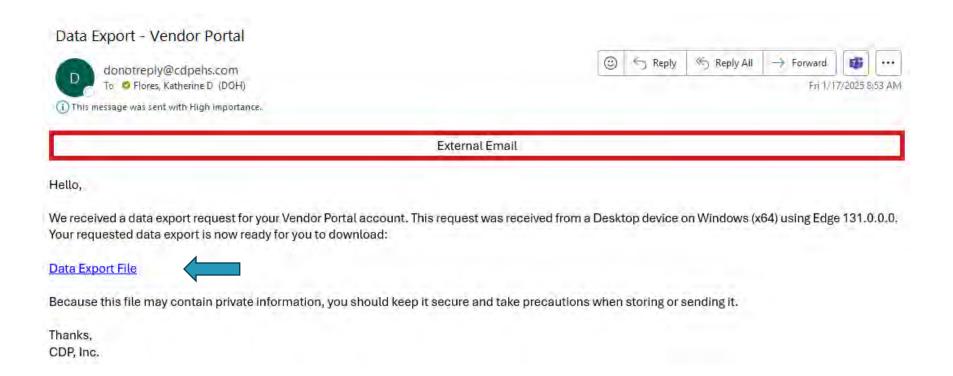
Using the Camera - Request Camera Access



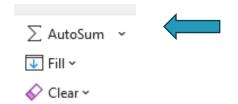
Redemption/Transaction History



Adding totals in the Transaction History Export File



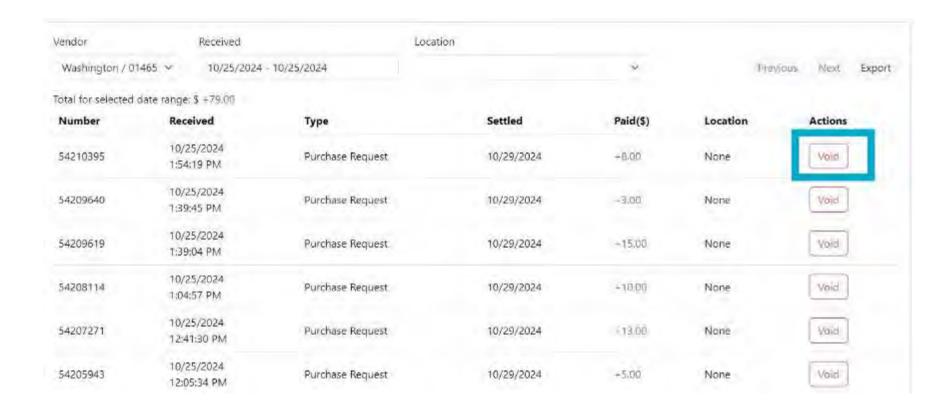
Adding totals in the Transaction History Export File



-		-,,					-11	
6	49925673	6/29/2024 17:33 Purchase Request	24030507	6.06E+15	1457	15	7/2/2024 17:00	
7	50170731	7/6/2024 16:49 Purchase Request	24030503	6.06E+15	1457	15	7/9/2024 17:00	
8	50427629	7/13/2024 16:23 Purchase Request	24009969	6.06E+15	1457	15	7/16/2024 17:00	
9	50427707	7/13/2024 16:25 Purchase Request	24033325	6.06E+15	1457	15	7/16/2024 17:00	
10	50429740	7/13/2024 17:21 Purchase Request	24009919	6.06E+15	1457	15	7/16/2024 17:00	
11	50430894	7/13/2024 17:46 Purchase Request	24033330	6.06E+15	1457	15	7/16/2024 17:00	
12	50431037	7/13/2024 17:49 Purchase Request	24030492	6.06E+15	1457	15	7/16/2024 17:00	
13	50438473	7/13/2024 21:04 Purchase Request	24009931	6.06E+15	1457	20	7/16/2024 17:00	
14	50683942	7/20/2024 16:07 Purchase Request	24009967	6.06E+15	1457	38	7/23/2024 17:00	

How to Void a transaction

- The grower will go to "Transaction History" from the menu
- Find the transaction on the correct date and time, click "VOID" under **Actions**
- Only void if charging the incorrect amount or if the participant wants to return produce at that moment

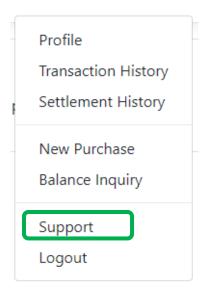


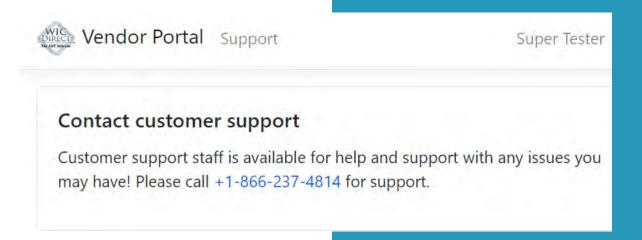
How to look for the FMNP Deposits from CDP on Bank Statements

Direct deposits will appear on bank statements as "EFUNDS CORP RTLRSTLMT"



Support





- In addition to our Customer Support line1-844-359-3104
- 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

Civil Rights Requirements

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online

at: https://www.usda.gov/sites/default/files/documents/ad-3027.pdf, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

1.mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

2.fax:

(833) 256-1665 or (202) 690-7442; or

3.email:

Program.Intake@usda.gov

Equitable Treatment of Program Participants

All authorized vendors (growers, markets, farm stores)

- Equitable treatment of FMNP participants:
 - Program participants must be treated the same as all other customers
 - Authorized growers must provide the same quality of fruits and vegetables at the same cost as sold to other customers.

Civil rights compliance and guidelines

- Anyone can file a complaint
- Detailed procedures and a complaint form are on our website: www.doh.wa.gov/YouandYourFamily/WIC/FarmersMarket/WI CFMNP



Newsletter

Webpage

Under Growers, Markets, and Farm stores



FMNP Materials



FMNP Newsletter October

Washington State Department of Health sent this bulletin at 10/04/2024 02:00 PM PDT



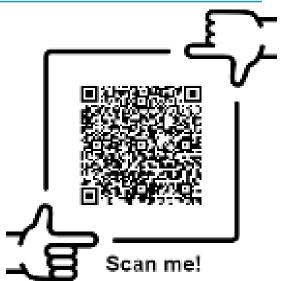
October 2024

Welcome to Washington State's Farmers Market Monthly Newsletter, You're receiving this because you are associated with markets, growers, clinics, or other involved parties who serve WIC and Senior participants.

Growers in the 2025 Season

Growers/ Farm stores:

- All growers and farm stores need to apply for the 2025 2027
- Separate agreements for Farm Stores and Growers
- www.WICFMNP.com



- Training
- Will receive a copy of the signed agreement





FMNP Promotional Media Campaign

- Farmers Market Nutrition Programs Promoted
 - o FMNP, SFMNP and SNAP Market Match Promotion Plan
 - Coordinated by- DSHS for SNAP Market Match, Senior and WIC Farmers Market Programs
- Conducted by The Rescue Agency
 - o Rescue Agency | Home
- Planning started in April 2023
- Promotional Campaign period July 8, 2024-September 15, 2024



FMNP Promotional Media Campaign

Traditional Media | Out-of-Home

The campaign posted **155 out-of-home placements** which consisted of posters in convenience stores and laundromats and banners in grocery stores and public libraries throughout key areas in Washington. These ads generated **26,720,100 impressions**, with an **additional 4,483,850 impressions** from **4 added value placements**.









Rescue Agency

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



Contacts

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