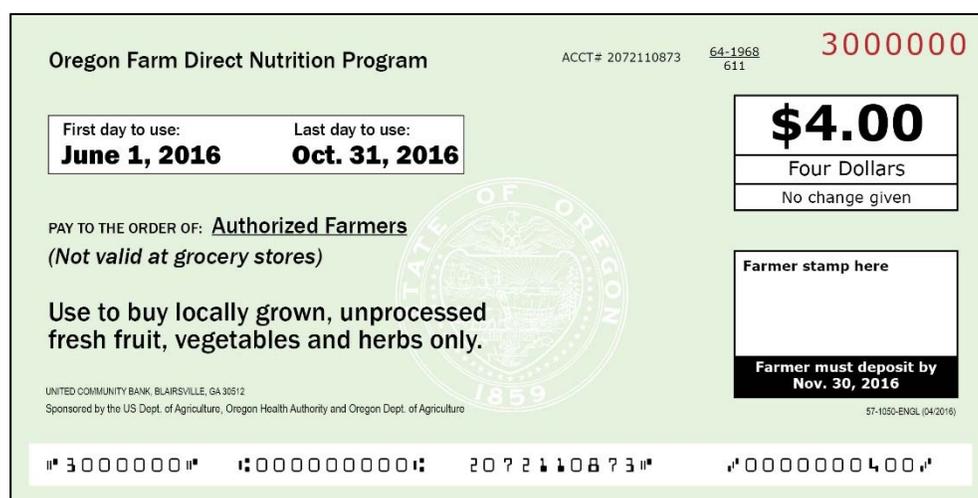


2016 Oregon Farm Direct Nutrition Program Farmers' Market Manager Guide

Oregon's Farm Direct Nutrition Program (FDNP) supports:

- local farmers' markets and farmers;
- limited-income seniors; and
- families with young children currently participating in the Special Supplemental Nutrition Program for Women, Infants & Children (WIC).

WIC families and seniors who participate in FDNP receive green \$4 checks to purchase fresh, unprocessed, locally grown fruits, vegetables and cut herbs directly from local farmers.



2016 Farm Direct check for seniors and WIC families

Market Qualifications – Your market met the following qualifications to be designated as a FDNP-participating market:

- ☑ The market will meet on a consistent basis at a defined location over the course of the season.
- ☑ At least five (5) of the market vendors over the course of the season are FDNP-eligible farmers.

Farm Direct Nutrition Program Market Rules

All FDNP-participating farmers' markets must comply with the following:

- 2016 FDNP Market Agreement enclosed with this guide, and
- Oregon Administrative Rules 333-052-0020 through 333-052-0130:
http://arcweb.sos.state.or.us/pages/rules/oars_300/oar_333/333_052.html

Farmer Sign Up – Farmers may be authorized to accept FDNP checks. Farmers interested in FDNP participation must be authorized by the State via the Oregon Department of Agriculture (ODA) and the Oregon Health Authority (OHA).

Farmers enter into a three-year contract with the State.

- Starting March 1st, ODA began mailing to farmers one of the following, depending on the length of their authorization term from last year:
 - o Contract renewal application packet, or
 - o Annual update for farmers with current contracts, or
 - o New farmer application packet (for brand-new farmers who had contacted ODA)
- Please share the “2016: Update for Farmers” flyer with interested market vendors.
- Vendors must not accept FDNP checks until their authorization process is complete and they receive an authorization letter, appropriate signage, authorized farmer stamp (if they are new in 2016) and other materials from the State. The authorization process could take 7 to 10 business days.
- By signing the application form they also agree to the conditions of the FDNP Farmer Agreement.

Farmer Qualifications – In order to be eligible for FDNP, a vendor must be a farmer who grows, cultivates or harvests fresh fruits, vegetables or cut herbs in Oregon or a bordering county to sell at a farmers’ market or farm stand. (FDNP farmer definition: a farmer is a person who owns, leases, rents or sharecrops land to grow, cultivate or harvest crops on that land.)

Training Market Vendors Who Are New to FDNP

FDNP market managers provide a face-to-face training to their market vendors who are new to FDNP, but only upon request of the State FDNP Coordinator.

*Market managers will need to request a training form in advance by calling Julia Hakes at 971-673-0080

- 1) Farmers will indicate, on their application, markets at which they plan to sell.
- 2) If your market is listed on a farmer’s application, the State FDNP Coordinator will contact you about training the farmer. You may be asked to train a farmer who is located near your market but is not a vendor. Please phone the WIC trainer at (971) 673-0080 prior to training to obtain a training form.
- 3) To provide the FDNP training review the following together:
 - a. Farm Direct Nutrition Program Farmer Rules training form that both you and the farmer will sign and date; and
 - b. Sample FDNP check flyer, included with your market’s set-up materials.
- 4) Give the farmer the yellow copy of the signed form and mail the white copies of all signed

forms to the State FDNP Coordinator in postage-paid envelopes provided by OHA, or fax the white copy to (971) 673-0071. Again, vendors must not accept checks until they receive their authorization set-up materials from the State.

5) WIC staff completes the data entry necessary to authorize the farmer upon receipt of the signed training form. Once the farmer's data is received successfully by the program's banking contractor, WIC staff mails the farmer their set-up materials. These include an authorization letter that indicates their authorization term, a Farmer Guide that provides detailed information on program participation, a 4-digit vendor stamp for their checks and an "Oregon Farm Direct Nutrition Program Checks Welcome Here" sign that they must display in a visible location.

Eligible Check Recipients and Check Distribution

WIC FDNP

Local WIC agencies will distribute WIC Farm Direct checks through Farm Direct nutrition classes or one-on-one consultations with WIC participants, starting in June. In 2016, WIC will issue checks to 35,300 participants statewide.

Senior FDNP

The State will mail a yellow invitation to every eligible senior in late April. Eligible seniors are age 60 and older, receiving Medicaid or Food Stamps on April 1, 2016. Additionally, seniors cannot be living in a facility where meals are provided. To qualify, seniors must have a monthly income below \$1,367 for a single person and \$1,843 for a couple.

Interested seniors must sign and return the response card portion of their letter to the State in order to receive the checks. In 2016 47,000 Senior FDNP recipients will receive a slight increase in benefit to \$24 in the form of \$4 checks. Seniors will begin to receive their Farm Direct checks in the mail June 1, 2016.

Acceptance of Checks

Authorized farmers may begin accepting 2016 FDNP checks from both WIC and Senior program participants on **June 1, 2016 through October 31, 2016**. Authorized farmers must cash or deposit all redeemed checks by **November 30, 2016**.

Eligible Foods

FDNP checks may be spent on **fresh fruit, vegetables and cut herbs** grown in Oregon or bordering counties in Southern Washington, Northern California and Western Idaho. The goals of the program are to support the sale of Oregon's farm crops and increase the consumption of fresh fruit, vegetables and culinary herbs among Oregon WIC families and seniors. Eligible foods purchased with FDNP checks may not be processed or prepared beyond their natural state except for usual harvesting and cleaning processes.

Ineligible Foods

Produce items purchased from wholesale distributors, including imported tropical fruits, such as bananas, are **not eligible**. Other ineligible items as defined by the U.S. Department of Agriculture (USDA) include:

- Processed foods - milk, honey, jam, dried fruit or dried herbs, baked goods, cider, cheese;
- Non-produce foods - eggs, raw nuts and seeds, fish, meats;
- Non-food agricultural items - potted plants, seeds, cut flowers; and
- Non-food items - crafts, jewelry.

Check Denominations, Change

WIC participants receive \$20 worth of green Farm Direct checks (five \$4 dollar checks) at their local clinic. Eligible seniors will receive \$24 worth of green Farm direct checks (six \$4 dollar checks) for use during the season. **No change may be given** for Farm Direct checks. See the Farm Direct Nutrition Program Farmer Rules training form for the complete set of rules pertaining to farmer participation in this program.

Farmer-Friendly Banks and Credit Unions

The State communicates with local banks/credit unions through their statewide associations about FDNP checks. The State encourages financial institutions to waive or reduce normal account transaction fees. Farmers are encouraged to directly contact their bank or credit union to let them know they will be depositing checks (and/or vouchers) and to confirm that they will waive or reduce normal transaction fees. Farmers may still incur bounced check fees, if FDNP checks are not transacted properly.

Comments/Complaints

Market staff may call the appropriate FDNP contact (see below) with any complaints regarding program participation, including complaints of discrimination based on race, color, religious preference, age, disability, or sex.

For more information on farmer trainings call the Oregon WIC Program at 1-877-807-0889 or email: julia.hakes@state.or.us

Who to call for additional information?

- WIC and Market participation questions: call **WIC** toll-free @1-877-807-0889.
- Farmer participation questions: call **Oregon Department of Agriculture** @ (503) 872-6600.
- Senior eligibility and check distribution questions: call **Senior Farm Direct Nutrition Program** toll-free @ 1-866-299-3562.