



Oregon Farm Direct Nutrition Program

WIC and Senior Programs



**A Guide for Farms and
Farmers Markets**



Oregon Farm Direct Nutrition Program

A Guide for Farms and Farmers Markets

<u>About the Farm Direct Nutrition Program</u>	<u>3</u>
<u>About Oregon Farm Direct shoppers.....</u>	<u>4</u>
<u>Farmer qualifications and authorization.....</u>	<u>5</u>
<u>Farmer market participation.....</u>	<u>6</u>
<u>Eligible fruit and vegetables.....</u>	<u>7</u>
<u>Farmer and market signage.....</u>	<u>8-9</u>
<u>How farmers get paid.....</u>	<u>10-11</u>
<u>Processing vouchers for payment.....</u>	<u>12-13</u>
<u>Redeeming vouchers in payment portal.....</u>	<u>14</u>
<u>Scan barcode with a smart device.....</u>	<u>15-17</u>
<u>Scan barcode with a computer webcam.....</u>	<u>18-19</u>
<u>Manually enter voucher numbers.....</u>	<u>20-21</u>
<u>Guidance for handling paid vouchers.....</u>	<u>22</u>
<u>Frequently asked shopper questions.....</u>	<u>23-25</u>
<u>Non-discrimination statement.....</u>	<u>26</u>
<u>Contact the Farm Direct team.....</u>	<u>27</u>

About the Farm Direct Nutrition Program

The Oregon Farm Direct Nutrition Program is a state-administered USDA nutrition program that brings nearly 2 million dollars to Oregon farmers each year. Farm Direct vouchers are issued to families enrolled in the Women, Infants and Children (WIC) program and eligible low-income seniors to spend with authorized farmers selling directly to consumers.

The \$4 vouchers, called Farm Direct Dollars, are specifically for locally grown fresh, unprocessed fruits, vegetables and cut edible herbs and are valid from June 1 through November 30 each year.

The program connects new customers with local farmers and farmers markets and helps increase access to nutritious, locally grown food.



A list of participating farmers markets and farm stands can be found at myoregonfarm.org.

About Oregon Farm Direct Shoppers

How do WIC families receive their vouchers?

Participants receive \$28 worth of Farm Direct vouchers at their local WIC clinic during a class, an appointment or sometimes at a farmers market. WIC is a public health nutrition program that provides wholesome food, nutrition education, breastfeeding guidance and community support for income-eligible pregnant, breastfeeding and postpartum women, infants and children up to 5 years old. Participating women and children over 4 months of age are eligible to receive Farm Direct vouchers.

How do Seniors receive their vouchers?

Each April eligible seniors receive a letter that will invite them to participate in the program. Interested seniors will receive \$32 in Farm Direct vouchers by mail. If there is not enough funding to serve all interested seniors, participants are selected randomly from the responses received.

Seniors must be at least 62 years old and receiving Medicaid or SNAP on April 1 to be eligible. Additionally, seniors cannot be living in a facility where meals are provided and must have a monthly income below set income guidelines.

Participants may have someone shop on their behalf.

Farmer qualifications and authorization

To qualify, farmers must:

- Own, lease, rent, or sharecrop land to grow, cultivate, or harvest crops on that land in Oregon or a bordering county; and,
- Sell their own produce at a farmers market or farm stand.

Before accepting Farm Direct vouchers, farmers must:

- Complete and submit an application at myoregonfarm.org;
- Participate in a brief video call orientation training, if new to the program;
- Sign a three-year agreement; and,
- Receive an authorization letter and program materials packet in the mail from the state Farm Direct team.

Each year 10% of farmers will be monitored on-site by State staff.

Farmers authorized to accept Farm Direct vouchers must comply with regulations outlined in [Oregon Administrative Rules 333-052-0020 through 333-052-0130](#).



Farmers market participation

Participating farmers markets are listed as shopping locations in the program's broadly promoted online directory.

To be listed in the online directory, farmers markets must:

- Meet the program's definition of a farmers market: a group of producers, including farmers who grow fruits, vegetables, or culinary herbs, who assemble over the course of a year at a defined location for the purpose of selling their produce directly to consumers.
- Provide updated location information annually through the online application.
- Plan to have at least one Farm Direct-authorized farmer available during all markets June-November.
- Review program materials provided to assist with and address shopper questions.
- Provide equitable treatment of Farm Direct shoppers, including the same treatment and courtesies offered to other shoppers.

Farmers markets do not accept Farm Direct vouchers.

Eligible fruit and vegetables

Farm Direct vouchers may be accepted for locally grown:

- Fresh fruit
- Fresh vegetables
- Cut culinary herbs



‘Locally Grown’ means grown in Oregon or the bordering counties of Washington, California, Nevada and Idaho

Program eligible foods may not be processed or prepared beyond their natural state except for the usual harvesting and cleaning processes.

Products that are not allowed include:

- Imported produce such as bananas, pineapples, and oranges;
- Processed produce such as jam, dried or frozen fruit, salsa, sauerkraut or cider;
- Produce plants such as tomato or basil starts;
- Non-produce foods such as eggs, nuts, meats, honey, baked goods, or cheese;
- Non-food agricultural items such as potted plants, seeds, or cut flowers;
- Non-food items such as crafts, jewelry or shopping bags.

Farmer and market signage

Authorized farmers must post a “Welcome Here” sign in a visible location whenever selling eligible produce June-November and may request additional signs from the program as needed.



Markets are encouraged to display the provided poster at the information booth to assist Farm Direct shoppers and answer common questions.



Oregon Farm Direct WIC and Senior Programs



\$4 Farm Direct Dollars

Use this voucher to buy locally grown, fresh fruit, vegetables and cut herbs at participating farmers markets and farm stands.

 **Oregon Farm Direct**
WIC and Senior Programs

1234657 890

Visit oregonfarmdirect.org for shopping locations and program information. Not valid at grocery stores. No change given.

USE TO BUY LOCALLY GROWN

- Fresh fruits
- Fresh vegetables
- Fresh cut herbs

 *Organic products are allowed*

Look for this sign and spend directly with participating farmers



Oregon Farm Direct Nutrition Program

WELCOME HERE

\$4 Farm Direct Dollars

Use this voucher to buy locally grown, fresh fruit, vegetables and cut herbs at participating farmers markets and farm stands.

 **Oregon Farm Direct**
WIC and Senior Programs

1234657 890

Visit oregonfarmdirect.org for shopping locations and program information. Not valid at grocery stores. No change given.

   This is an equal opportunity program and employer.

WIC PARTICIPANTS: Call your local WIC clinic or dial 211, toll-free

SENIORS: Call the Senior Farm Direct toll-free line at 1-866-299-3562

How farmers get paid

Only authorized farmers may accept Farm Direct vouchers. **Farmers markets and unauthorized farmers are not permitted to accept the vouchers.**

2 ↓



Note: The color on the voucher (shown here in yellow) changes each year. The green border remains the same.

Farmers must:

1. Accept Farm Direct vouchers for eligible produce from June 1 through November 30.
2. Provide shoppers with the full amount of product for the \$4 value of each voucher. No change can be given.
3. Enter all vouchers in the WIC Direct Vendor Portal operated by CDP ([see page 14](#)) by December 31.
Farmers cannot be paid for vouchers entered after December 31.

Please Note:

- Vouchers do not need to be entered in the payment portal at the time of sale to complete the transaction.
- Vouchers cannot be accepted from or traded with other farmers or vendors.
- Vouchers from previous years are not valid and cannot be paid.



Processing vouchers for payment

Using the Vendor Payment Portal

All vouchers accepted by farmers are redeemed electronically through the “WIC Direct Vendor Portal” (vendor payment portal) operated by Custom Data Processing, Inc (CDP). CDP is the payment processor for Oregon Farm Direct.

Authorized farms must register for an account and complete enrollment before vouchers can be scanned or manually entered.

Steps to complete the payment portal enrollment:

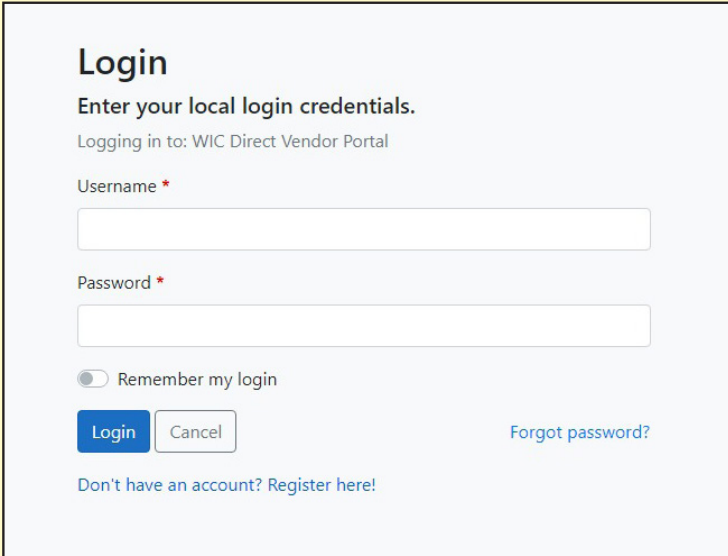
- Review and electronically sign a processing agreement with CDP Inc.
- Submit a Federal Tax ID number and Form W-9
- Provide the bank routing and account numbers for direct deposit payments

Registration and enrollment training video:

<https://www.youtube.com/watch?v=Panurqzpy-w>



Find step-by-step instructions on how to register, complete enrollment, and use the vendor payment portal at: <https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/WIC/FDNP/Documents/payment-portal-instr.pdf>

A screenshot of a login page for the WIC Direct Vendor Portal. The page has a light blue background. At the top, the word "Login" is in bold. Below it, the text "Enter your local login credentials." is displayed. Underneath, it says "Logging in to: WIC Direct Vendor Portal". There are two input fields: "Username *" and "Password *". Below the password field is a toggle switch for "Remember my login". At the bottom left are two buttons: "Login" (blue) and "Cancel" (white). At the bottom right is a link "Forgot password?". At the very bottom is a link "Don't have an account? Register here!".

Login

Enter your local login credentials.

Logging in to: WIC Direct Vendor Portal

Username *

Password *

☐ Remember my login

[Forgot password?](#)

[Don't have an account? Register here!](#)

Weekly payment cutoff:

Farm Direct vouchers entered by Wednesday at 4:00 p.m. (Pacific Time Zone) will be paid by direct deposit on Thursday. All vouchers for the season must be entered by December 31 of the program year.

Redeeming vouchers in the payment portal

You can enter a voucher for payment in one of two ways:

- Scan the voucher barcode using a smart device camera (recommended) or a computer webcam.

OR

- Manually enter the voucher number by typing in the ten digits.

Voucher redemption training video:

<http://www.youtube.com/watch?v=C6XKxqDUQLM>

Steps to redeem a Farm Direct voucher:

- Login to the Vendor payment portal at <https://vendors.cdpehs.com> using a web enabled smartphone, tablet, or computer.
- Go to the **New Purchase** screen:
 - Once your initial portal enrollment is complete, you will land on the **New Purchase** page after login.
 - To get to the **New Purchase** page from another page in the portal:
 - Mobile Device: tap on the three bars in the top right corner
 - Computer: click the arrow at the top right next to your username

A dropdown menu will appear. Tap or click **New Purchase**.

Scan barcode with smart device

Option A: Scan the voucher barcode using a smart device camera **Quickest Option**

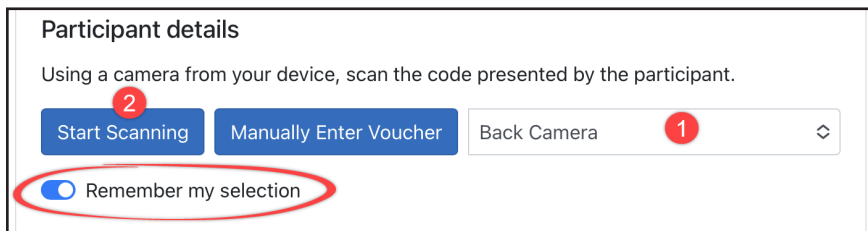
Click **Request Camera Access**.

A pop up will display asking to use the camera from your device to scan the voucher barcode. Depending on your device, the information displayed on this page may be different. Click **Allow**.

1. The program automatically selects the “default camera”, which is the back-facing camera . If needed, click the camera dropdown to select a different camera direction to scan the image.

- Toggle **Remember my selection** if you will use this device again.

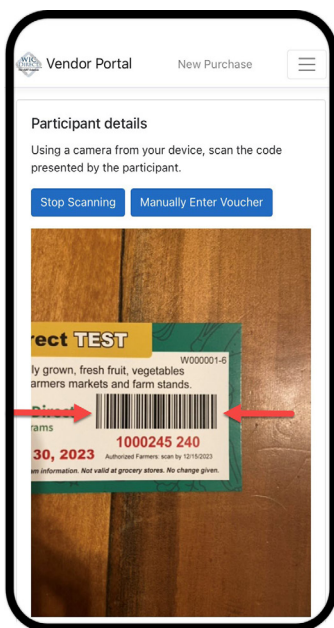
2. Click or tap **Start Scanning**. A camera frame image will open within the site.



The screenshot shows a form titled "Participant details". Below the title is the instruction: "Using a camera from your device, scan the code presented by the participant." There are two blue buttons: "Start Scanning" (with a red circle and number 2 above it) and "Manually Enter Voucher". To the right is a dropdown menu labeled "Back Camera" (with a red circle and number 1 above it) and a refresh icon. At the bottom, there is a toggle switch for "Remember my selection", which is currently turned on and circled in red.

Scan barcode with smart device

3. Center the entire barcode on the voucher in the camera frame.



Move your device closer or farther away as needed until the barcode has been successfully scanned. Scanning works best in a well-lit space.

4. The screen will display a green “Voucher Submitted” banner at the top of the screen when you have successfully captured the bar code.

The camera will reset to scan another barcode.

Scan barcode with smart device



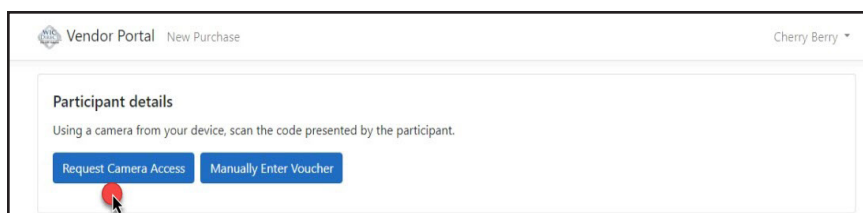
The screen will display a red or blue banner with the error reason if the barcode is not valid. For example, “Voucher has already been redeemed”

5. Repeat voucher redemption steps until all vouchers are entered.
6. Click or tap **Stop Scanning** or exit the page when you are done.
7. A record of the vouchers scanned will be on the **Voucher History** page.

Scan barcode with computer webcam

Option B: Scan the voucher barcode using a computer

1. Go to the New Purchase screen



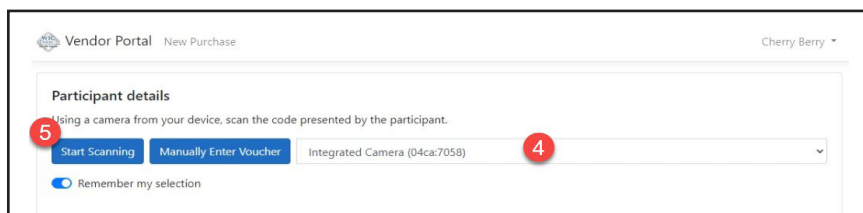
2. Click **Request Camera Access**.

A popup will display asking to use the camera from your device to scan the voucher barcode.

3. Click **Allow**.

The information displayed depends on the type of device used.

4. Use the drop-down menu to select the appropriate camera. There may only be one option.

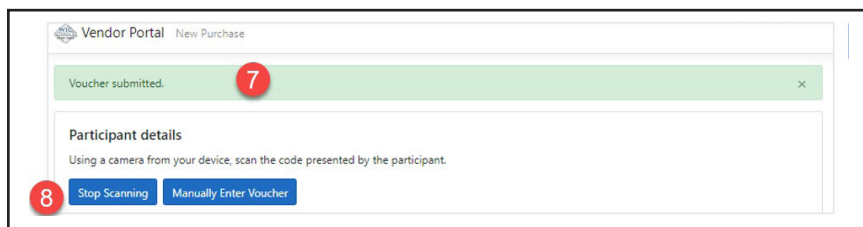


5. Click or tap **Start Scanning**.

A camera frame image will open within the site.

Scan barcode with computer webcam

6. Center the full barcode on the front in the camera frame. Move the voucher closer or farther away as needed.
7. The screen will display a green “Voucher Submitted” banner at the top of the screen when the barcode is scanned.
 - The screen will display a blue or red banner with the error reason if the barcode is captured but invalid.

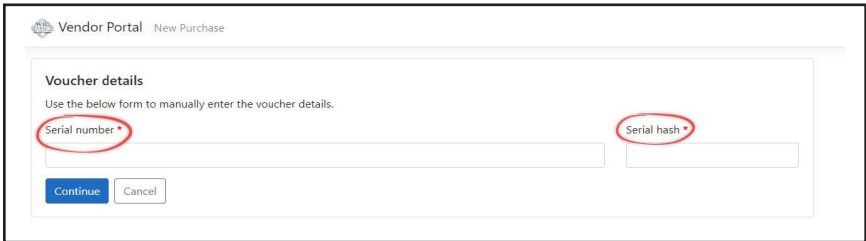


8. Repeat voucher redemption steps until all vouchers are entered. When you are finished click or tap **Stop Scanning** or exit the page.
9. Find a record of the vouchers scanned on the **Voucher History** page.

Manually enter voucher numbers

Option C: Manually enter the voucher serial numbers on any device.

1. Start at the “New Purchase” screen.



The screenshot shows the 'Vendor Portal' interface with a 'New Purchase' tab. Below the header is a 'Voucher details' section with the instruction: 'Use the below form to manually enter the voucher details.' There are two input fields: 'Serial number *' and 'Serial hash *', both of which are circled in red. Below these fields are 'Continue' and 'Cancel' buttons.

2. Click or tap **Manually Enter Voucher** on the New Purchase page. This will open a new Voucher details screen. “Manually Enter Card” is not used in Oregon.
3. Locate the red 7-digit **Serial number** and the black 3-digit number, known as the “**Serial hash**”, on the front of the voucher.



Manually enter voucher numbers

- 4. Enter the serial and serial hash numbers into the fields in the form.

Vendor Portal

New Purchase

Voucher details

Use the below form to manually enter the voucher details.

Serial number *

1234567

Serial hash *

890

Continue

Cancel

- 5. Click Continue.
- 6. Repeat the steps to manually enter each voucher until complete.
- 7. A record of the vouchers scanned can be found on the **Voucher History** page.

Vendor Portal

Voucher History

Vendor

LAB-20181591250-EBT / 0902001

Received

02/26/2023 - 03/28/2023

Previous

Next

Export

Number	Received	Voucher	Settled	Paid (\$)
1424	Mar 7, 2023, 11:35:06 AM	1001141	03/08/2023	+5.00
1422	Mar 7, 2023, 11:08:47 AM	1001144	03/08/2023	+5.00
1420	Mar 7, 2023, 11:00:21 AM	1001161	03/08/2023	+5.00

Guidance for handling paid vouchers

Your farm enters vouchers into the payment portal only once. Please destroy vouchers as soon as you have confirmed settlement of redeemed vouchers.



- Keep vouchers entered in the vendor payment portal until your bank account shows successful payment. All vouchers entered by Wednesday, before 4:00 p.m. (Pacific) will be paid by direct deposit next day (Thursday).
- Mark each voucher after entering it into the vendor payment portal. This prevents it from being used again. For example, stamp or write “VOID” on the voucher or draw a line through the barcode
- Destroy processed and paid vouchers like you would a cancelled check. Do not recycle whole vouchers or put in the trash without voiding or shredding.

Frequently asked shopper questions

Shoppers may refer to program vouchers as Farm Direct Dollars, WIC vouchers, senior vouchers, farmers market coupons, or some combination of all of those!

1. **How do I use my Farm Direct vouchers?**

Vouchers are spent directly with authorized farmers to purchase fresh, locally grown produce. They are spent like cash, except no change is given.

2. **What can I buy with my Farm Direct vouchers?**

Vouchers are good for fresh, locally grown fruits, vegetables and cut herbs only. This does include mushrooms and garlic. See [page 7](#) for more details.

3. **Can I get change if I don't spend all \$4?**

Change cannot be given for Farm Direct vouchers. Separate vouchers may be used with different farmers, but one voucher cannot be split. If the desired purchase is less than \$4, shoppers can work with the farmer to bring the product total to \$4. Currencies can also be combined for a purchase. For example, if the total for eligible produce is \$5, you can use one \$4 Farm Direct voucher and \$1 cash as payment.

Frequently asked shopper questions

4. **Do I need to show my eWIC card or Oregon Trail EBT card, or sign the vouchers to redeem them?**

No. No identification is needed to spend the vouchers. Participants may have someone shop on their behalf.

5. **Which farmers take these vouchers?**

Participating farmers markets and farm stands can be found at www.myoregonfarm.org. At a farmers market, look for the “Welcome Here” sign at produce farmers’ booths. The sign may not be posted, so asking a vendor is encouraged. See sign on page 8.

6. **Do Farm Direct vouchers expire?**

Yes, annually. Refer the customer to the November 30 expiration date printed on the front of the voucher.

7. **What happens if I don’t spend them all?**

Vouchers that are not spent in one visit can be brought back and redeemed on another day before the expiration. Shoppers are not permitted to give away unused vouchers.

Frequently asked shopper questions

8. **How do I sign up to get Farm Direct vouchers?**

The vouchers are for eligible WIC participants and income-eligible seniors. If the shopper thinks they may be eligible, refer them to their WIC office or 211 (toll-free) to learn more.

9. **What if I have a complaint or a problem with a program shopper?**

Program participants must be treated the same as other shoppers. If a participant behaves disruptively, follow your customer service policy and, if possible, report it to the State WIC Office. Farmers and farmers markets may call with any questions, comments, updates or complaints regarding program participation.



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;
- (2) **Fax:** (202) 690-7442; or
- (3) **Email:** program.intake@usda.gov.

This institution is an equal opportunity provider.

Contact the Farm Direct team

Oregon Health Authority

State WIC Office – Farm Direct Team:

Oregon.FDNP@odhsoha.oregon.gov

Phone: 877-807-0889, option 2 (toll-free)

PO Box 14450

Portland, OR 97293-0450

www.myoregonfarm.org

Farmers - Contact CDP Customer Support for:

- Problems with the vendor portal website
- To update bank account or tax ID information (after initial enrollment)
- Any transaction handled incorrectly by the system

CDP Customer Support: 5 a.m. – 7 p.m. PST

Phone: 866-237-4814 extension 3004

Email: CustomerSupport@cdpehs.com

Thank You, Farmers!



57-1039 (4/2025)