

# Farmers Market Guide



## **An Oregon Farm Direct Nutrition Program training and reference tool for markets**

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## About the Oregon Farm Direct Nutrition Program

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Oregon's Farm Direct Nutrition Program (FDNP) focuses on encouraging seniors and WIC families to purchase locally grown fresh fruits and vegetables. Families with young children who participate in WIC and seniors who participate in the Senior FDNP receive checks to spend directly with local farmers who grow fruits and vegetables.

Research indicates that increased access to and consumption of fresh, local fruits and vegetables is a key component in preventing obesity. FDNP makes fresh produce available to those who might otherwise have to do without this vital part of a healthy diet. FDNP supports local farmers markets and farmers as well as WIC families and low-income seniors. Keeping local farmers in business is important to our communities as well as our health.



## About Oregon FDNP shoppers

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### How do WIC Families receive their checks?

WIC participants receive \$28 worth of Farm Direct checks through their local clinic. The Farm Direct Nutrition Program is just one of the diverse ways that WIC provides nutrition and nutrition education to participating families. WIC serves lower-income pregnant, post-partum and breastfeeding women, infants and children under age 5 who have a health or nutrition risk. Women, children and infants over 4 months of age are eligible to receive Farm Direct checks.

### How do Seniors receive their checks?

Eligible seniors receive a letter from the State in late April that announces their eligibility to receive Farm Direct checks. **Interested seniors must sign and return the “Response Card” portion of their letter to by the indicated date.** If there is not enough funding to serve every interested senior, those who return their Response Card will be randomly selected to receive green Farm Direct checks worth \$24. Seniors must be at least 62 years old and receiving Medicaid or SNAP (food stamps) on April 1 to be eligible for the Farm Direct Nutrition Program. Additionally, seniors cannot be living in a facility where meals are provided, and must have a monthly income below 138% of the federal poverty limit.

## Farmer qualifications and authorization for your market vendors

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### To qualify for the FDNP, your market vendors 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.

### To accept FDNP checks, your market vendors must:

- Complete and submit a farmer application:  
<https://oda.direct/Farmdirect>
- If new to FDNP, participate in program orientation training with State WIC staff
- Sign a three-year agreement, and
- Receive a program materials packet in the mail from the State.
- Each year 10% of farmers will be monitored on-site by State staff.



The poster features the WIC OREGON logo in the top left corner. The main title is "Farm Direct Nutrition Program FARMERS MARKET CHECKS". Below the title are two columns: "ALLOWED ITEMS" and "NOT ALLOWED ITEMS". The "ALLOWED ITEMS" column lists "Fresh fruits", "Fresh vegetables", and "Fresh cut herbs", with a note that "Organic products are allowed". The "NOT ALLOWED ITEMS" column lists "Processed foods (including jam, honey, dried fruit, dairy, or nuts)", "Live plants", "Meat, fish or eggs", and "Non-food items". A "Locally Grown!" starburst is on the left. At the bottom, it says "Please visit myoregonfarm.org for a list of farmers markets and farm stands near you". A vertical banner on the right says "Don't forget to use your checks by November 30!". The background shows various fresh vegetables like carrots and tomatoes.

ALLOWED ITEMS	NOT ALLOWED ITEMS
<ul style="list-style-type: none"><li>• Fresh fruits</li><li>• Fresh vegetables</li><li>• Fresh cut herbs</li></ul> <p> Organic products are allowed</p>	<ul style="list-style-type: none"><li>• Processed foods (including jam, honey, dried fruit, dairy, or nuts)</li><li>• Live plants</li><li>• Meat, fish or eggs</li><li>• Non-food items</li></ul>

Please visit [myoregonfarm.org](http://myoregonfarm.org) for a list of farmers markets and farm stands near you

Don't forget to use your checks by November 30!

## Eligible fruit and vegetables

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FDNP checks may be accepted for locally grown:

- Fresh fruit
- Fresh vegetables
- Cut culinary herbs

“Locally grown” means grown in Oregon or bordering counties of Washington, California, Nevada, and Idaho.

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

Produce items purchased from wholesale distributors and any imported produce such as bananas, pineapples, and oranges are **not allowed with FDNP checks**.


Other items that are **not allowed** include:

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

# How farmers get paid for FDNP checks


Oregon Farm Direct Nutrition Program

ACCT# 2072110873 64-1958  
611

1 

First day to use: **June 1** Last day to use: **Nov. 30**

**\$4.00**  
Four Dollars  
No change given


2 

PAY TO THE ORDER OF: **Authorized Farmers**  
(Not valid at grocery stores)

Use to buy locally grown, unprocessed fresh fruit, vegetables and herbs only.

Farmer stamp here

Farmer must deposit by **Dec. 31**

3 

UNITED COMMUNITY BANK, BLAIRSVILLE, GA 30512  
Sponsored by the US Dept. of Agriculture, Oregon Health Authority and Oregon Dept. of Agriculture

57-1050-ENGLE (2/2019)

Only authorized farmers may accept and cash FDNP checks.

## Farmers must:

1. Accept FDNP checks **June 1** through **November 30** of the current year.
2. Provide shoppers with the **full amount** of product for the value of each check. **No change can be given.**
3. Cash or deposit all checks through their bank by **December 31.**



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# **Oregon FDNP Farmers Market Agreement**

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## **1) The Market agrees to:**

- a.** Comply with FDNP requirements contained in 7 CFR 248, 7 CFR 249, Oregon Administrative Rules 333-052-0030 through 333-052-0130 as they pertain to markets, FDNP procedures, and this agreement.
- b.** Cooperate with Oregon Health Authority (OHA) and Oregon Department of Agriculture (ODA) staff in monitoring for compliance with program requirements and provide information as required.
- c.** Ensure at least one FDNP-authorized farmer is present during all market hours of operation.
- d.** Accept training on program procedures and provide training to market staff.
- e.** Be accountable for actions of market staff, including volunteers, in the provision of foods and related activities.
- f.** Cooperate in investigations of authorized farmers who:
  - i. Redeem checks for ineligible foods;
  - ii. Charge FDNP check customers higher prices than other customers;
  - iii. Accept FDNP checks before June 1 or after November 30;
  - iv. Issue change for produce purchased with FDNP checks;
  - v. Allegedly do not meet the definition of eligible farmer;
  - vi. Abuse any other program procedures.
- g.** Comply with all state or federal laws regarding non-discrimination, and applicable FNS instructions to ensure that no person shall, on the grounds of race, color, national origin, age, sex or handicap, be excluded from participation, be



## **Oregon FDNP Farmers Market Agreement, cont'd**

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denied benefits, or be otherwise subjected to discrimination, under the FDNP.

- h.** Notify OHA when and if the Market ceases operation prior to the end of the authorization period.

### **2. Period of Performance**

April 1, 2019 through March 31, 2020, unless sooner terminated as provided herein.

### **3. Disqualification**

The market may be disqualified for program abuse or violation, or not meeting all eligibility requirements. The Market can be prosecuted for program fraud or abuse under applicable federal, state or local laws, but the Market is not liable for fraud committed by individual farmers participating at the market. The FDNP maintains no obligation to reinstate a Market's authorization after disqualification. The Market may reapply to participate in this program as stipulated in the disqualification notification.

### **4. Notification of Action**

When OHA denies an application to participate in the FDNP, the denial shall be in writing. The notice shall state the basis for denial. When OHA proposes to take an adverse action against the Market with whom OHA has an agreement, OHA shall give the respective Market a written notice. The notice shall:

- a.** State the cause for the action;
- b.** State the effective date of the action;
- c.** State the procedure for requesting an appeal;
- d.** Be provided to the Market no less than 15 calendar days in advance of the effective date of action.

### **5. Appeal**

The Market has the right to appeal a denial of an application to participate, a disqualification, or a FDNP sanction by OHA

## **Oregon FDNP Farmers Market Agreement, cont'd**

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pursuant to ORS 183. Expiration of an agreement and claims actions are not subject to appeal. All appeals must be filed within 30 days of notice from the Authority, in writing, mailed to:

Farm Direct Nutrition Program  
c/o FDNP Coordinator  
800 NE Oregon Street, Suite 865  
Portland, OR 97232

### **6. Termination**

Neither OHA nor the Market has an obligation to renew the agreement. OHA shall have the right to terminate the agreement for cause and the Market has the right to terminate the agreement after providing 15 days advance written notification. Termination notices from the Market shall be addressed to:

Farm Direct Nutrition Program  
c/o FDNP Coordinator  
800 NE Oregon Street, Suite 865  
Portland, OR 97232

### **7. Prosecution**

A Market that commits fraud or engages in other illegal activity is liable to prosecution under applicable Federal, State, or local laws.



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.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter 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](mailto:program.intake@usda.gov).

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## Questions, comments, and complaints

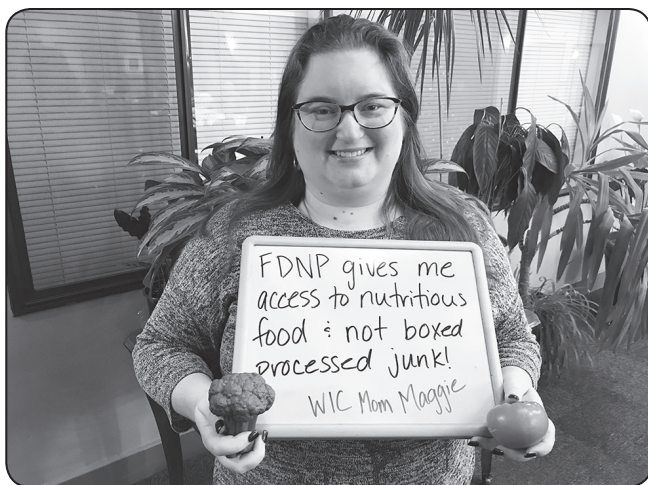
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### Oregon Health Authority - State WIC Office

*For signs and other supplies and questions about banking issues: (877) 807-0889, option 2 (toll-free) or email to: [oregon.fdnnp@state.or.us](mailto:oregon.fdnnp@state.or.us)*

### Oregon Department of Agriculture

*For questions about farmer participation:  
<https://oda.direct/Farmdirect>*



**Oregon**  
Department  
of Agriculture

Oregon  
**Health**  
Authority

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