



**North Carolina
Farmers' Market
Nutrition Programs**

Training for Farmer Certification

Farmers' Market Nutrition Program 2021



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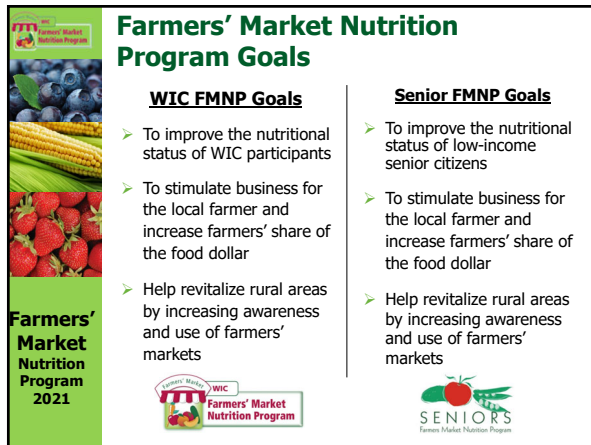


Overview

- Program Goals
- Farmer Guidelines
- Accepting both WIC Farmers' Market Nutrition Program (FMNP) and Senior Farmers' Market Nutrition Program (SFMNP) coupons
- Depositing both WIC FMNP and SFMNP coupons
- Farmer Compliance
- Federal Nondiscrimination Requirements

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Farmers' Market Nutrition Program Goals

<p>WIC FMNP Goals</p> <ul style="list-style-type: none"> ➤ To improve the nutritional status of WIC participants ➤ To stimulate business for the local farmer and increase farmers' share of the food dollar ➤ Help revitalize rural areas by increasing awareness and use of farmers' markets 	<p>Senior FMNP Goals</p> <ul style="list-style-type: none"> ➤ To improve the nutritional status of low-income senior citizens ➤ To stimulate business for the local farmer and increase farmers' share of the food dollar ➤ Help revitalize rural areas by increasing awareness and use of farmers' markets
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STARTING THE 2021 SEASON

WIC FMNP

- Season starts on **May 3, 2021**
- Issuance of coupons is tied to the readiness of the markets and availability of produce
- Issuance of FMNP coupons will start later than this date in areas where markets open later in the season
- Local WIC Directors notify market managers when issuance begins in their county

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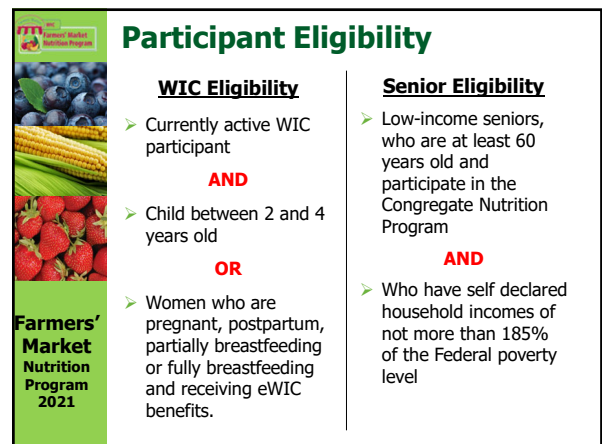
STARTING THE 2021 SEASON

Senior FMNP

- Season starts on **July 1, 2021**
- Issuance of SFMNP coupons to participants is tied to readiness of the market and coordination of field trips to the markets by the Local Congregate Nutrition Program

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Participant Eligibility

<p>WIC Eligibility</p> <ul style="list-style-type: none"> ➤ Currently active WIC participant <p style="text-align: center;">AND</p> <ul style="list-style-type: none"> ➤ Child between 2 and 4 years old <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> ➤ Women who are pregnant, postpartum, partially breastfeeding or fully breastfeeding and receiving eWIC benefits. 	<p>Senior Eligibility</p> <ul style="list-style-type: none"> ➤ Low-income seniors, who are at least 60 years old and participate in the Congregate Nutrition Program <p style="text-align: center;">AND</p> <ul style="list-style-type: none"> ➤ Who have self declared household incomes of not more than 185% of the Federal poverty level
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Farmer Eligibility

- Each farmer must be certified to participate
 - Certification is achieved by:
 - ✓ Signing a Farmer Agreement on the current program guidelines for EACH market where they sell produce
 - ✓ Complete certification training
 - ✓ If a farmer wishes to participate in both WIC and Senior FMNP, they **must** sign an agreement for each program.
 - ✓ Must complete all requirements before accepting WIC or Senior FMNP coupons

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Farmer Stamp

- Farmers receive a farmer stamp after completing certification training
- Farmers participating in multiple markets receive a different stamp for each market
- If you should lose your stamp or it becomes worn out, notify your market manager immediately to request a replacement

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"Grow-Your-Own" Produce Requirements

- Locally grown
 - ✓ Within NC borders only
 - ✓ Limits defined by each individual market
- Limited to produce grown on farmers' land or land the farmer leases
 - ✓ If leased, must be by farmer growing produce
- Farmers must grow more than 50% of their produce sold at the market



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"Grow-Your-Own" Produce Requirements

- Wholesale products are not allowed
 - ✓ Produce cannot be purchased from a non-farm source
- Farmers must agree to on-site farm inspections



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FMNP Approved/Eligible Foods

- Any fresh, locally-grown fruits or vegetables
- Locally grown is defined as within NC borders
- No processed, heated, or cooked foods
- **WIC and Senior FMNP:**
 - ✓ **NO** herbs, nuts, seeds, honey, maple syrup, cider, jelly, jam, eggs, meat, cheese, seafood, baked goods, plants, flowers, other non-food items, or items not grown by local farmers

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Display of FMNP Poster & Prices




- Farmers must display one of the three FMNP posters shown here during hours of operation
 - ✓ Must get posters from your market manager
- Farmers must post prices for all produce
 - ✓ Prices must be easily seen and read by customers

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Accepting WIC FMNP Coupons from Participants

- Each WIC FMNP coupon is valued at \$5. Coupons are green for the 2021 season. (color changes each year)
- May use more than one coupon per purchase
- Must use between "First Date to Spend" and "Last Date to Spend"



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Accepting Senior FMNP Coupons from Participants

- Each coupon is valued at \$3. Coupons are salmon for the 2021 season. (color changes each year)
- May use more than one coupon per purchase
- Must use before September 30th.




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Transacting WIC FMNP Coupons

- No change given if purchase is less than the total value of the coupons used
 - ✓ For example, if the purchase is \$4.50, the participant will not receive \$0.50 in change.
- Coupons cannot be exchanged for cash or given away
- If the total purchased is over the amount of the coupon(s) used, participant can pay the difference
 - ✓ For example, if the purchase is \$5.50 and the participant does not have another coupon to use, they must either pay the farmer \$0.50 or put some produce back.

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Transacting Senior FMNP Coupons

- No change given if purchase is less than the total value of the coupons used
 - ✓ For example, if the purchase is \$2.50, the participant will not receive \$0.50 in change.
- Coupons cannot be exchanged for cash or given away
- If the total purchased is over the amount of the coupon(s) used, participant can pay the difference
 - ✓ For example, if the purchase is \$3.50 and the participant does not have another coupon to use, they must either pay the farmer \$0.50 or put some produce back.


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Transacting WIC & Senior FMNP Coupons



- Do not collect state or local taxes
- Do not accept damaged, canceled, or coupons marked "VOID"
- Overcharging FMNP participants is not allowed
- The parent, participant or proxy must sign the coupon at time of purchase

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Participant's Signature

- The WIC participant, parent or proxy must sign at time of purchase
- SFMNP coupons do not have a participant name printed on the coupon
- The coupons must be signed by the person redeeming the coupon





Coupons will not be paid without a signature

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Coupon Expiration Dates

- WIC Participants have 30 days to use the coupons
- Farmers must deposit by the "FARMER MUST DEPOSIT BY" date
- Best to deposit coupons weekly



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Coupon Expiration Dates

- All Senior FMNP coupons will expire on September 30th.
- Do not accept coupons after that date.

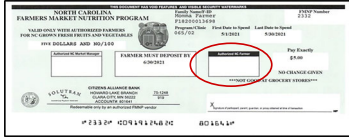


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How to Stamp Coupons Step #1 Farmer Stamp

- Imprint your farmer stamp in the box labeled "Authorized NC Farmer"




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How to Stamp Coupons Step #2 Manager Stamp

- Once you have stamped the FMNP coupon, make sure that your market manager imprints their stamp in the box labeled "Authorized NC Market Manager"



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Coupon Deposit Procedures

- For deposit only
- Deposit coupons at local bank
- Farmer must stamp coupon with farmer stamp
- Manager must stamp coupon with market stamp
- Farmer must endorse the back of the coupon
- Deposit weekly

If procedures are not followed, coupons may not be paid

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Rejected FMNP Coupons

- FMNP coupons will be rejected by the bank for the following reasons:
 - Not a valid or authorized farmer
 - Submitted for payment too late
 - WIC coupons deposited after the "Farmer Must Deposit Date"
 - Senior coupons deposited after October 31st
 - Missing farmer or market stamp
- Farmers should contact Heather Todaro at the State WIC Office if they have questions or concerns about any coupons or a deposit

The FMNP will not be responsible for any bank fees that result from rule violations or misconduct by the farmer.

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Coupon Security

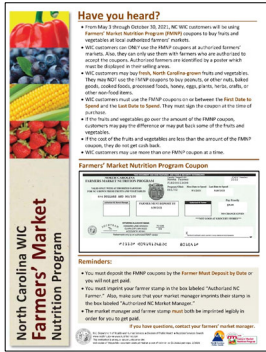
Store all WIC and Senior FMNP coupons in a safe place after they are redeemed by the participant

- Lost or stolen coupons cannot be replaced
- It is suggested to store redeemed coupons:
 - ✓ out of sight
 - ✓ in a locked box

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WIC FMNP Flyer for Farmers



- Provides important information about NC WIC FMNP Program
- Distributed by NC Dept. of Agriculture and Consumer Services


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Reminders

- WIC FMNP coupons must be signed by the participant, parent or proxy for payment to be received
- Senior FMNP coupons must be signed by the person redeeming them for payment to be received
- If you are selling at more than one FMNP market, make sure you are using the correct stamp for that market


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Reminders continued

- Farmers must imprint their farmer stamp in the "Authorized NC Farmer" box
- Market managers must imprint the market manager stamp in the "Authorized NC Market Manager" box
- Coupons should be deposited weekly
 - ✓ WIC FMNP coupons must be deposited no later than the "Farmer Must Deposit By" date on the coupon
 - ✓ Senior FMNP coupons must be deposited by October 31st


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Farmer Compliance

- Regular visits for monitoring
 - ✓ Assure certification and answer questions
 - ✓ Compliance buys to check for correct procedures
- Farm visits to check production sources
- Notify market manager if you decide NOT to participate in FMNP

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Farmer Compliance

- Suspension may occur if any violation of the following federal program guidelines occurs:
 - ✓ Accepting FMNP coupons at unauthorized markets.
 - ✓ Paying customers cash for FMNP coupons.
 - ✓ Exchanging FMNP coupons with another farmer for cash or produce.
 - ✓ Charging extra for produce purchased with FMNP coupons.
 - ✓ Accepting FMNP coupons for items obtained from unauthorized sources.
 - ✓ Repeated or blatant infractions of any guidelines


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Farmer Compliance

- Other violations that farmers may be suspended from participation in FMNP are:
 - ✓ Accepting coupons before the farmer is certified
 - ✓ Redeeming coupons for unauthorized products
 - ✓ Redeeming coupons for non-local products (See "Grow Your Own" requirements)
 - ✓ Accepting WIC coupons before the "First Date to Spend" or after the "Last Date to Spend"
 - ✓ Accepting Senior coupons after September 30th

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Compliance and Payment

- If a farmer is sent a warning letter after a violation is committed, they may not be paid for the FMNP coupons involved.
- Repeated violation of Program requirements will result in non-payment of the FMNP coupons involved AND suspension from the Program.

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Fair Hearing Request

- If suspended from program participation, farmers or markets may request a fair hearing by contacting:

Monica Wood
NC Department of Agriculture and Consumer Services
1201 Agriculture St.
Raleigh, NC 27603


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Equal Opportunity

- All customers should receive courteous service
 - ❖ Federal law prohibits discriminating against customers based on race, color, national origin, religion, sex, disability, age, marital status, sexual orientation, family/parental status, income derived from a public assistance program and political beliefs.
- Must comply with the requirements of Title VI of the Civil Rights Act of 1964 and Department of Agriculture regulations on nondiscrimination (7 CFR parts 15, 15a, 15b)


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What is Discrimination?

- **Discrimination** is the act of distinguishing one person or group of persons from others either intentionally, by neglect, or by the effect of actions or lack of actions based on their perceived or actual protected bases.

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Discrimination Types

- **Disparate treatment:** intentional
- **Disparate impact:** intentional or unintentional – It can be a policy or practice that disproportionately impacts a group
- **Retaliation** for prior civil rights activity: applies to applicant/beneficiary and his or her family, known associates, and anyone who cooperated in a civil rights investigation including agency employees

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What are the Civil Rights Requirements for FMNP?

- Farmers and Market Managers must not discriminate based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

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Questions about the Program?

➤ **Contact Information**

Department of Agriculture

- Monica Wood at 919-733-7417 ext. 202 or monica.wood@ncagr.gov


WIC FMNP

- Heather Todaro at 919-707-5738 or heather.todaro@dhhs.nc.gov
- Cory Menees at 919-707-5815 or cory.menees@dhhs.nc.gov

Senior FMNP

- Audrey Edmisten at 919-855-3418 or audrey.edmisten@dhhs.nc.gov


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Assurance of Civil Rights Compliance

- The farmer hereby agrees that it will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq.), Title IX of the Education Amendments of 1972 (20 U.S.C. 1681 et seq.), Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.), Title II and Title III of the Americans with Disabilities Act (ADA) of 1990 as amended by the ADA Amendment Act of 2008 (42 U.S.C. 12131-12189) as implemented by Department of Justice regulations at (28 CFR Parts 35 and 36), Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency," (August 11, 2000), all provisions required by the implementing regulations of the U.S. Department of Agriculture (7 CFR Part 15 et seq.), and FNS directives and guidelines to the effect that no person shall, on the ground of race, color, national origin, age, sex, or disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity for which the Agency receives Federal financial assistance from FNS, and hereby gives assurances that it will immediately take measures necessary to effectuate this agreement.
- This assurance is given in consideration of and for the purpose of obtaining any and all Federal financial assistance, grants, and loans of Federal funds, reimbursable expenditures, grant, or donation of Federal property and interest in property, the detail of Federal personnel, the sale and lease of, and the permission to use Federal property or interest in such property or the furnishing of services without consideration, or at a consideration that is reduced for the purpose of assisting the recipient, or any improvements made with Federal financial assistance extended to the Program applicant by USDA. This includes any Federal agreement, arrangement, or other contract that has as one of its purposes the provision of cash assistance for the purchase of food, and cash assistance for the purchase or rental of food service equipment or any other financial assistance extended in reliance on the representations and agreement made in this assurance.

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USDA Nondiscrimination Statement

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: [How to File a Complaint](#), 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:

- mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- fax: (202) 690-7442; or
- email: program.intake@usda.gov

This institution is an equal opportunity provider.

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USDA Program Discrimination Complaint Form, (AD-3027)

1. Provide the following information about the program or service that you are complaining about:

Agency Name: _____
 Program Name: _____
 Location: _____
 City, State and Zip Code: _____


2. What is the nature of your complaint? (Check all that apply.)

3. Where did the discrimination occur? (Check all that apply.)

4. If you are a member of the farm or institution, please provide your name, address, and telephone number. If you are not a member, please provide the name and address of the person who is the contact person for the program or service.

5. How do you wish to be contacted? (Check all that apply.)

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USDA Program Discrimination Complaint Form, (AD-3027)

6. How do you wish to be contacted? (Check all that apply.)

7. How do you wish to be contacted? (Check all that apply.)

8. How do you wish to be contacted? (Check all that apply.)

9. How do you wish to be contacted? (Check all that apply.)

10. How do you wish to be contacted? (Check all that apply.)

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