



# MARKET MANAGER APPLICATION AND AGREEMENT



**Mail completed application forms to:**  
Farmers' Market Programs  
 California WIC Program  
 3901 Lennane Drive  
 Sacramento, CA 95834-2956

**Check One (Required)**

- New **FMNP** Application
- New **FVC/FMNP** Application
- Re-Authorization

Market ID#: \_\_\_\_\_

State Use Only	
<input type="checkbox"/> FMNP Only Approved	<input type="checkbox"/> Incomplete
<input type="checkbox"/> FVC and FMNP Approved	<input type="checkbox"/> Denied
Signature:	Date:

The Farmers' Market Manager Application is used by the California Women, Infants and Children (WIC) Program to authorize a Farmers' Market Manager who oversees farmers who participate in WIC and Senior Farmers' Market Nutrition Program (FMNP) and/or the WIC Fruit and Vegetable Check (FVC) program at the market.

Please review the instructions that accompany this application.

Section 1: Farmers' Market Information (One application per Market)		Market Certificate Information	
Name of Market		Issuing County (Required)	
On-site Market Manager Name		Certificate Number (Required)	
City of Market	County of Market	Expiration Date (Required)	
Market Location			
Day of Week/Hours of Operation		Months of Operation	

Section 2: Market Management Information			
Name of Market Manager		Name of Association (If Applicable)	
Mailing Address		City	State Zip
Phone (Business)	Phone (Cell)	Fax Number	Email

Section 3: Training Requirement (Check one, required prior to submitting application)			
<input type="checkbox"/> <b>New Market Manager.</b> Check here if this is your first time applying. Market Managers must attend a face-to-face or interactive (webinar) training and provide the required information below prior to submitting this application. <ul style="list-style-type: none"> <li>• FMNP authorization requires training by State WIC or WIC Local Agency staff.</li> <li>• FVC authorization requires that you be trained <u>only</u> by State WIC staff.</li> </ul>			
<b>I received</b> (check one) <input type="checkbox"/> <b>FMNP Training</b> <input type="checkbox"/> <b>FVC Training</b> (FMNP Included)			
<b>Training provided by</b> (check one) <input type="checkbox"/> <b>State WIC Staff</b> <input type="checkbox"/> <b>WIC Local Agency Staff</b> <input type="checkbox"/> <b>Webinar</b>			
Signature of Trainer (Required)	Print Name of Trainer (Required)	Title (Required)	Date (Required)
Webinar ID # (If applicable)	Webinar Date (If applicable)		
<input type="checkbox"/> <b>Returning Market Manager.</b> Check here if you are reauthorizing (Required every 3 years) and to certify that you have reviewed the FMNP and/or FVC newsletter or other FMNP and or FVC materials to meet the training requirements. <i>Signature is not required.</i>			

Complete, sign and return with page 2



**NOTE: PLEASE READ AND KEEP THE FOLLOWING SECTIONS FOR YOUR RECORDS**

**WIC FARMERS MARKET MANAGER APPLICATION AND AGREEMENT**

WIC and Senior Farmers' Market Nutrition Program (FMNP) and WIC Fruit and Vegetable Check (FVC) program

**Section 6: Term of Market Manager Agreement**

This Market Manager Agreement is in effect for three years unless it is terminated earlier by mutual agreement, by the Market Manager, or due to disqualification of the Market by the California WIC Program.

**Section 7: Responsibilities of Market Managers**

**a. The Authorized Market Managers shall:**

- i. Participate in training on the program requirements given by State WIC or a WIC Local Agency representative. FVC training is given only by a State WIC representative.
- ii. Ensure that each farmer at your market interested in becoming a WIC Authorized Farmer-Vendor knows how to obtain the WIC Farmer-Vendor Application and Agreement, which can be accessed online at [www.wicfarmers.ca.gov](http://www.wicfarmers.ca.gov).
- iii. Retain a copy of the valid Producer's Certificate issued by the County Agricultural Commissioner for each WIC Authorized Farmer-Vendor at your market. Provide certificates upon request to the State WIC.
- iv. Sign farmer's WIC Farmer-Vendor's Application and Agreement, verifying a valid Producer's Certificate has been issued by the County Agricultural Commissioner.
- v. Ensure that the FMNP "**WIC and Senior Farmers' Market Checks are Welcome**" sign is prominently posted at the Market Manager Information booth and WIC Authorized Farmer-Vendor farm stalls. If authorized to accept FVC, ensure that the "**Your WIC Fruit and Vegetable Checks are Welcome here!**" sign is also prominently posted in the same locations.
- vi. Ensure that all farmers at your market who accept program checks are WIC Authorized Farmer-Vendors and follow program requirements.
- vii. Provide training and assistance on program requirements (including check handling) to new and existing Farmer-Vendors at your market. Sign application verifying training.
- viii. Cooperate fully with State WIC and WIC Local Agency representatives during on-site visits, inspections or audits.
- ix. Allow market to be monitored during market hours, overtly and covertly, to ensure compliance with program requirements.
- x. Report any alleged or suspected misuse, abuse, fraud or violation in connection with the program policies and procedures to the State WIC office.
- xi. Comply with all nondiscrimination provisions of USDA Regulations as provided in 7 CFR, Section 248.7 (for WIC) and Section 249.7 (for SFMNP). This information is available via the Internet by accessing <http://ecfr.gpoaccess.gov>.
  - a. Federal law prohibits discrimination against customers based on race, color, national origin, sex, age, or disability
- xii. Notify State WIC if any farmer at your market or your market ceases operation prior to the end of the authorization period.
- xiii. Ensure that WIC Authorized Farmer-Vendors sell only allowed foods.

**b. The Authorized Market Manager shall not:**

- i. Allow any farmer at your market to accept FMNP and/or FVC checks until they are authorized by the County Agricultural Commissioner's office and the State WIC office.
- ii. Allow any Farmer-Vendors to accept FMNP and/or FVC checks when they have been disqualified or sanctioned by State WIC during the period of disqualification or sanction.
- iii. Employ persons or WIC-authorized Farmer-Vendors with whom there is a potential conflict of interest with the FMNP.

## **Section 8: California WIC Program Responsibilities**

The California WIC Program shall:

1. Reimburse the Farmer-Vendor for the face value of each WIC and Senior FMNP checks presented for payment through normal banking procedures.
2. Provide the Farmer-Vendor clarification of applicable program requirements, and provide training and technical assistance.
3. Monitor operations and provide written notification of any noncompliance observations of the Farmer-Vendor as outlined in this handbook.
4. The WIC and Senior FMNP or the Farmer-Vendor shall have the right to terminate this agreement, and the termination shall become effective **15** days after receipt of written notification.
5. The WIC and Senior FMNP may disqualify the Farmer-Vendor for program abuse upon written notification for a period of up to 2 years based on the severity of the violation. Program abuse shall include any violations of the terms of this agreement.
6. The WIC and Senior FMNP may authorize special exceptions to WIC FMNP rules and procedures involving unique circumstances; however, such exceptions shall not be effective until the WIC Program provides written notification to the Farmer-Vendor from the WIC Program.
7. The Farmer-Vendor has the right of appeal to the state within 30 days of receiving written notice regarding denial of application to participate, imposing of a sanction, or denied payment from the WIC/FMNP/SFMNP Program. Expiration of a contract or agreement and claims action under 7 Code of Federal Regulations (CFR), Section 248.20 of the FMNP Regulations; or Section 246.23 of the WIC Regulations; or Section 249.20 of the SFMNP Regulations are not subject to appeal. The requirements of this section are available via the Internet by accessing <http://ecfr.gpoaccess.gov>. To appeal, please contact the State WIC Program at 916-928-8513, email FMNP [wicfmnp@cdph.ca.gov](mailto:wicfmnp@cdph.ca.gov) or FVC [wicfvc@cdph.ca.gov](mailto:wicfvc@cdph.ca.gov).
8. The WIC/FMNP/SFMNP Program shall have the right to reimbursement from the Farmer-Vendor of an amount equal in value to checks deposited and paid in violation of Federal or State laws and regulations or of the terms of this agreement, after the final notice of suspension or disqualification.
9. The WIC/FMNP/SFMNP Program and the Farmer-Vendor must comply with all nondiscrimination provisions of USDA Regulations as provided in 7 CFR, Section 248.7 for FMNP; or Section 246.8 for WIC Regulations; or Section 249.7 for SFMNP. The requirements of this section are available via the Internet by accessing <http://ecfr.gpoaccess.gov>.

## **Section 9: Additional Conditions**

General conditions governing this agreement include:

1. Neither the WIC/FMNP/SFMNP Programs nor the Market Manager has an obligation to renew this agreement at the end of the agreement term.
2. A Market Manager who commits fraud or abuse of the WIC/FMNP/SFMNP Program is subject to prosecution under applicable federal, state or local laws.