

SECTION: Farmers' Market Nutrition Program

SUBJECT: Farmers' Market Nutrition Program Requirements

ITEM: Program Overview and Administrative Requirements

The WIC Farmers' Market Nutrition Program (FMNP) was established by Congress in 1992 to provide fresh, unprepared, locally grown fruits and vegetables to WIC participants, and to expand the awareness, use, and sales of these products at WIC authorized Certified Farmers' Markets (CFMs).

WIC families may receive one \$20 check booklet that may be redeemed to buy authorized foods directly from authorized farmers at CFMs.

WIC-authorized farmers are also allowed to accept \$2.00 checks issued by the Senior FMNP (SFMNP). SFMNP is a USDA-funded program administered by the California Department of Food and Agriculture (CDFA). The State FMNP WIC Staff collaborate with CDFA to certify farmers and markets by using one application and similar administrative protocols. (<http://www.cdfa.ca.gov/SeniorFarmersMrktNutritionPrgrm/>).

Policy

Each Local Agency (LA) that receives FMNP grant funds from the State WIC Program shall incorporate the following requirements into its program operations.

Required Procedures

- I. Each LA that receives FMNP funds shall:
 - A. Designate a FMNP Coordinator to oversee all FMNP functions. The name and contact information of the FMNP Coordinator shall be submitted to the State Agency for inclusion in the Local Agency Directory, yearly and as changes occur;
 - B. Operate the FMNP seasonally each year by distributing checks between the season startup date and September 30;
 - C. Provide nutrition education on the use and nutritional value of fruits and vegetables available to participants and consistently document participant's nutrition education contact in the Integrated Statewide Information System (ISIS) (WPM 800-30);
 - D. Provide instruction and information to participants on the proper use of checks and where and when FMNP checks can be used (WPM 800-20);
 - E. Ensure that all FMNP check numbers are entered into ISIS and staff is trained on the ISIS FMNP issue screens (WPM 800-43);

- F. Develop a written FMNP check issuance protocol by the deadline established by the State each season to ensure staff issue FMNP checks in a consistent manner to eligible families at clinic sites and/or Farmers' Market sites (if applicable) (WPM 800-10); The same FMNP check issuance protocol may be used yearly;
 - G. Adhere to FMNP check management policies on check security and integrity during storage, transportation and check issuance (WPM 800-41 through 800-44);
 - H. Provide to the State a list of WIC sites where FMNP checks will be issued by the deadline established each season.
 - I. Establish partnerships with local farmers and market managers,
 - J. Agree to train local farmers and market managers on the requirements of the program;
 - K. Assist with monitoring of local WIC-authorized farmers and markets, upon request;
 - L. Adhere to all fiscal policies and reporting requirements associated with restricted funds as referenced in the WIC Contract Management Binder (CMB, Chapter 5, 12 and 13);
 - M. Ensure that FMNP administrative funds are used exclusively for allowable expenses such as staff time spent in distributing FMNP check booklets and educating participants on the use of FMNP checks at farmers' market;
 - N. Maintain a time study for all staff who perform FMNP-related activities and keep time sheets available for review and audit for three years following the final payment of the contract (CMB, Chapter 13);
 - O. Submit invoices to the State Agency for reimbursement of administrative costs associated with FMNP by the deadline established by SA;
 - P. Maintain the FMNP Program Complaint Log by following the procedures in WPM 800-50.
- II. The Local Agency that wishes to participate or discontinue its participation in FMNP shall notify the State Agency prior to December 31st each year. The request must be submitted to the State WIC FMNP Coordinator, in writing, on local agency letterhead and signed by the Primary WIC Program Contact (PWPC) and the Agency Director.

Definitions

Farmers' market

An association of local farmers who assemble at a defined location for the purpose of selling their produce directly to consumers.

Certified Farmers' Market (CFM)

A location approved by the County Agricultural Commissioner's office where certified growers offer for sale only those certified agricultural products they grow themselves. Other agricultural and non-agricultural products may be sold at the markets depending on regulations and market rules.

Certified Farmers/Growers

A farmer with a valid Producer's Certificate from the local County Agricultural Commissioner's office.

WIC-Authorized Certified Farmers Market

A market that is authorized by the State Agency WIC Program to participate in the WIC FMNP/Senior FMNP (SFMNP).

WIC-Authorized Farmer

A Certified Farmer/Grower who is authorized by the State Agency WIC Program to participate in the WIC FMNP/Senior FMNP (SFMNP).

Authority

7CFR 246.2

7CFR 248