

News

Beet

2024 Annual Training Newsletter



In This Issue:

- Our Mission
- Allowed Foods
- Updating Your Location
- WIC & Senior FMNP Checks
- The California WIC Card
- Market Manager's Corner
- Posting Signs
- Monitoring Visits
- Important Reminders
- Civil Rights and Equitable Treatment

Every California WIC authorized farmer and market manager is required to complete annual training on a yearly basis. Annual training is completed by reading the **Newsbeet** Newsletter and following the included instructions. The **Newsbeet** Newsletter provides farmers and farmers' market managers with important rules, procedures and policies pertaining to the WIC Farmers' Market Nutrition Program (FMNP), the Senior Farmers' Market Nutrition Program (SFMNP) and the California WIC Card.

A copy of this newsletter can also be found on our website at: www.wicfarmers.ca.gov





Thank You



WIC Authorized Farmers
and Farmers' Markets...

for your **vital role** in providing **fresh**,
locally grown **fruits** and **vegetables** to
parents, caregivers, and children.



Our Mission



The California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) consists of public health professionals including: nutritionists, dietitians, analysts, researchers, and other staff members. We share a mission to protect and improve the health of pregnant people, people who recently gave birth, infants, and children up to the age of five during critical times of growth and development. WIC helps families grow healthy by providing benefits for nutritious foods, such as fruits and vegetables. WIC also provides personalized nutrition education and breastfeeding support tailored to meet the needs and lifestyles of participants and offers referrals to healthcare and other community services. For fifty years, WIC has been one of the nation’s most successful public health programs, with proven results for improving maternal and childhood outcomes, and influencing lifetime nutrition and health benefits.

Allowed Foods

WIC Card

- Fresh Fruits
- Fresh Vegetables

WIC FMNP

- Fresh Fruits
- Fresh Vegetables
- Fresh Herbs

Senior FMNP

- Fresh Fruits
- Fresh Vegetables
- Fresh Herbs
- Honey



The following foods **May Not** be purchased using the WIC and Senior FMNP checks or the CA WIC Card:

- Nuts
- Cheese
- Meat/Seafood
- Salsa
- Flowers
- Processed Foods
- Eggs
- Milk
- Baked goods
- Juice
- Olive oil
- Plants*

*Microgreens allowed if cut prior to sale



Updating Your Farm & Market Location

Because WIC & Senior FMNP shoppers will search WIC websites to find markets and farmers, it is very important to provide CDPH/WIC with the date(s) and location(s) where FMNP and SFMNP checks are accepted and where the CA WIC card wireless POS terminal(s) are being used. This information is posted to the following websites and used by WIC & Senior participants:

www.wicfarmers.ca.gov & www.myfamily.wic.ca.gov

To keep your location current, notify CDPH/WIC at least 14 days in advance of any changes to your location by emailing wicfmpn@cdph.ca.gov.

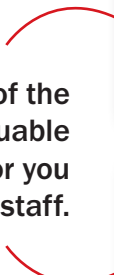


WIC FMNP and Senior FMNP Checks

WIC shoppers may use the **purple** WIC FMNP checks and Senior FMNP shoppers may use the **blue** Senior FMNP checks only at WIC authorized farmers' markets between **May 1st and November 30th**.



The front of the checks provide valuable information for you and your staff.



Steps to Accept and Deposit WIC and Senior FMNP Checks

- 1 Post “WIC & Senior FMNP Checks Welcome” signs.
- 2 Treat WIC & Senior FMNP shoppers as you would cash paying customers.
- 3 Accept checks only for allowed produce.
- 4 The entire check(s) must be used with one farmer.
- 5 Do not give cash back for check purchases. Multiple checks may be used.
- 6 Treat checks like cash. Lost or stolen checks cannot be replaced.
- 7 Keep checks secured in a locked box during market day.
- 8 To cancel a check, write “void” on the front or punch a hole in it.
- 9 Write your 6-digit WIC ID number on the front of the checks.
- 10 Sign the back of checks before depositing.
- 11 Deposit checks frequently. Expired checks will not be paid.
Last Day to Deposit: December 15th.

The California WIC Card

The California WIC Card may be used by WIC families at WIC authorized farmers’ markets to purchase fresh produce using their Cash-Value Benefit (CVB) for fruits and vegetables. CVB is a set dollar amount available to WIC participants on their California WIC Card.

The California WIC Card is a separate program from the FMNP and SFMNP check programs. **NOTE: CDPH/WIC is not accepting applications for CVB at this time.**

If you are currently accepting the California WIC Card and have any questions, please contact wicfmnp@cdph.ca.gov.



Market Manager's Corner

e-Farmers' Market is Coming!

Imagine accepting S/FMNP and WIC fruit and vegetable benefits from your customers with just a tap of a button. That's what our new and improved system will do for you. We are working hard to make this happen and we can't wait to tell you more. Thank you for being a part of our FMNP family and for nourishing our communities with fresh and healthy food.

- Please direct farmer applicants to www.wicfarmers.ca.gov
- Please verify valid Certified Producer's Certificate (CPC) and sign farmers' application, if requested by farmer
- Please provide program assistance to farmers and answer questions



Please Ensure:

- Only active WIC authorized farmers accept FMNP & SFMNP checks
- Only allowed foods are purchased
- Farmers follow program requirements

POSTING SIGNS: Federal and State Requirements

It is a State and Federal requirement that all authorized farmers post approved signs provided by CDPH/WIC.

- Signs must be posted in a place that is visible to shoppers.
- Signs must be posted each day that WIC authorized farmers are accepting FMNP/SFMNP checks and/or the California WIC card at a WIC authorized farmers' market.

To order **FREE** signs, please complete the order form on our website at: www.wicfarmers.ca.gov



Order forms may be submitted electronically using Adobe Acrobat Reader or by emailing the completed order form to wicfmpn@cdph.ca.gov

The Farmer Agreement states that farmers are responsible for training their staff and are responsible if staff fails to post signs as required.



Approved Farmers' Market Signs



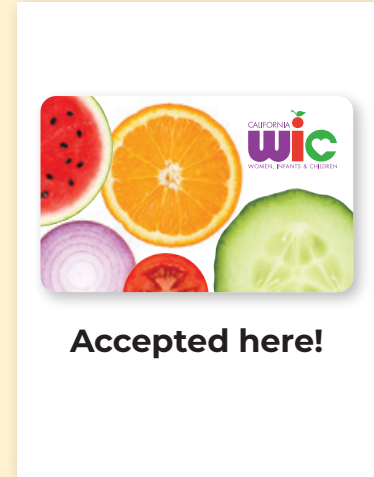
WIC & Senior FMNP Sign

Post May 1st through November 30th when accepting WIC & Senior checks and selling eligible produce



Senior FMNP Sign for Honey Only Farmers

Post May 1st through November 30th when accepting Senior checks and selling eligible honey



CVB Sign

Post year-round when accepting the WIC card and selling eligible produce

Monitoring Visits

State WIC staff will conduct monitoring visits at WIC authorized farmers' markets year-round. Refer to your Farmers & Markets Agreements for additional information about the WIC and Senior FMNP and/or CVB policies and requirements.

Some of the items WIC staff will look for during a monitoring visit are:

- Is the correct signage posted?
- Is a valid, county-issued Producers Certificate displayed?
- Were transactions conducted correctly?
- Are only approved foods being sold to participants?
- Are WIC and/or Senior participants treated fairly and without discrimination?
- Are farm staff trained and familiar with program rules and procedures?
- Was any evidence of program fraud or abuse observed?



Important Reminders

- WIC authorized farmers and market managers are required to complete training annually. The **Newsbeet** training newsletter will be sent by email and/or US mail.
- Market managers and farmers will need to re-apply up to every three years.
- New market managers and farmers must attend an interactive training, email wicfmp@cdph.ca.gov to schedule training.
- Certified Farmers' Market Certificate (CFM) is required for every farmers' market.
- Certified Producers Certificate (CPC) is required for every farmer.
- CFM and CPC must be maintained and valid throughout the duration of program authorization.



- Market managers are required to maintain a list of farmers' WIC ID number and keep a copy of the farmers' CPC. (These copies may be maintained digitally). Provide CPC upon request by WIC.
- To file a complaint: download the complaint form from www.wicfarmers.ca.gov and call 800-852-5770, email wic@cdph.ca.gov or write to CDPH/WIC Communication Unit at 3901 Lennane Drive, Sacramento, CA 95834.

Civil Rights and Equitable Treatment

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, audiotope, 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; or
- 2. fax:** (833) 256-1665 or (202) 690-7442; or
- 3. email:** Program.Intake@usda.gov

This institution is an equal opportunity provider.





Thank You!



Thank you for providing outstanding customer service and produce to all shoppers regardless of how they pay for their food.

WIC and Senior FMNP participants should receive the same produce quality, cost, and availability as all other shoppers.

Contact Us:

**WIC Farmers' Market Nutrition Program
Coordinator:** Nancy Magaña-Benoit
Telephone: 279-667-2288
Email: nancy.magana-benoit@cdph.ca.gov

Analysts: Ryan Loof & Anthony Medina
Telephone: 855-942-7867
Email: wicfmnp@cdph.ca.gov
Website: www.wicfarmers.ca.gov

**Senior Farmers' Market Nutrition Program
Coordinator:** Monica Pedigo
Telephone: 916-657-3231
Email: grants@cdfa.ca.gov