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News Beet

2025 Annual Training Newsletter



Every California WIC authorized farmer and farmers' 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 (WIC FMNP), the Senior Farmers' Market Nutrition Program (Senior FMNP) and the WIC monthly Cash-Value Benefit (CVB).

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





Thank You



WIC Farmers and Farmers' Markets

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





A Healthy Partnership

California farmers provide nutritious foods to families throughout the state, the nation, and the world. The California Department of Public Health/Women, Infants, and Children Division (CDPH/WIC) supports the consumption of fresh, locally grown fruits and vegetables, and encourages shopping with local farmers at community WIC authorized farmers' markets.

CDPH/WIC authorizes farmers and farmers' markets for WIC Farmers' Market Programs. These farmers are also automatically authorized to participate in the California Department of Food and Agriculture's [Senior Farmers' Market Nutrition Program](#).

New Electronic Benefits

In California, WIC authorized farmers can accept three benefit types, WIC FMNP, Senior FMNP, and the monthly WIC CVB. WIC CVB benefits are available all year-round, while WIC FMNP and Senior FMNP benefits are valid from May 1 through November 30.



The 2025 season brings significant updates to the Farmers' Market programs with the introduction of a new electronic benefits system. This system will provide greater purchasing flexibility for shoppers while providing an electronic transaction system for the farmer that does not charge transaction fees. With the new system, farmers can accept benefits at multiple locations simultaneously. Additionally, farmers will receive weekly electronic deposits directly to their bank account, eliminating the need for depositing checks and paying bank fees.



New CA WIC Card and Senior Farmers' Market Card



Benefit checks will be discontinued.



Be on the lookout for updates related to the new e-Farmers' Market System.

Starting in 2025, both the WIC and Senior farmers' market programs will transition exclusively to electronic benefits, **discontinuing the use of checks.** Additionally, the new system will also replace the wireless terminals currently used by farmers to process WIC CVB transactions. If you currently use a wireless terminal to accept the California WIC Card and have questions, please contact wicfmnp@cdph.ca.gov.

Farmers will need a valid email address, along with a smart device that connects to the internet with browsing capabilities and a functional camera. WIC shoppers will receive updated WIC cards with a quick response (QR) code, while Senior shoppers will be issued Senior Farmers' Market cards.

To complete a purchase, farmers will log into a web-based farmer portal and scan the shopper's QR code using their device's camera. The same portal will be used for both WIC and Senior Farmers' Market benefits.

We sincerely appreciate your patience as we work toward creating a streamlined and efficient system for everyone. **Please check your email for updates from us as we roll out the new platform.**

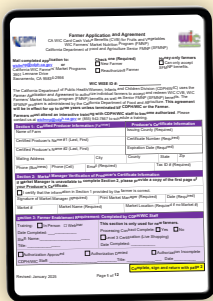
Important!

To accept electronic benefits, farmers must complete the following steps:



1

Complete a new application. The [new farmer application](#) can be downloaded from our website, or you can email wicfmnp@cdph.ca.gov to request one.



2

Attend an interactive training. You will be scheduled for training once your application is received.

3

Receive a Notice of Authorization from CDPH/WIC. This Notice of Authorization will include your WIC WISE ID # and zip code, both of which you will use to create your farmer portal account.



4

Create your farmer portal account. This step includes setting up a username and password, uploading a completed W9 form, entering banking and routing information, and accepting the Custom Data Processing (CDP) processing agreement. CDP is the company that pays you for the benefits you accept.

Allowed Foods

WIC Card	WIC FMNP	Senior FMNP
 <p>WIC Card</p> <p>Fresh Fruits </p> <p>Fresh Vegetables </p> <p>Available All Year Round</p>	 <p>WIC FMNP</p> <p>Fresh Fruits </p> <p>Fresh Vegetables </p> <p>Fresh Cut Herbs </p> <p>May 1 – November 30</p>	 <p>Senior FMNP</p> <p>Fresh Fruits </p> <p>Fresh Vegetables </p> <p>Fresh Cut Herbs </p> <p>Honey </p> <p>May 1 – November 30</p>



The following foods **May Not** be purchased using the New WIC and Senior FMNP Cards:

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

*Microgreens allowed if cut prior to sale



Accepting Benefits and Receiving Payments

General Rules

- Post “WIC & Senior Benefits Welcome” signs.
- Treat WIC and Senior shoppers as you would cash paying customers, e.g. same selection and quality of produce, same price, and same courtesies.
- Accept benefits for allowed purchases only.

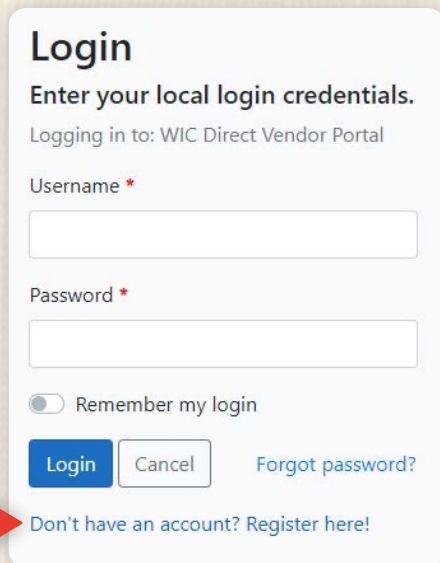


Getting Started

A farmer portal account must be created and registration completed, before electronic transactions can be accepted. Account creation and registration is a one-time activity for the farmers and employees. Quick Reference Guides, which were included with your Notice of Authorization, contain more detail than what is provided in this newsletter.

STEP 1: Create Farmer Portal Account

- After receiving your Notice of Authorization email and WIC WISE ID #
- Go to <https://vendors.cdpehs.com>
- Click “Don’t Have an Account? Register Here!”
- Enter the requested information



Login

Enter your local login credentials.

Logging in to: WIC Direct Vendor Portal

Username *

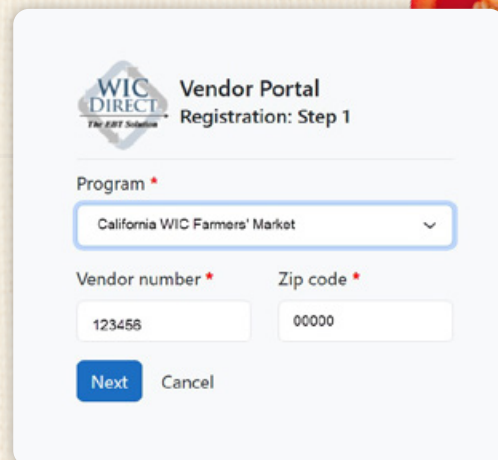
Password *

☐ Remember my login

[Login](#) [Cancel](#) [Forgot password?](#)

★ Don't have an account? [Register here!](#)

- Enter Information
 - » **Program:** California WIC Farmers' Market
 - » **Vendor number:** The farmer's vendor number, also known as the WIC WISE ID #, is included with the Notice of Authorization
 - » **Enter** the farmer's Zip code
- Click “Next”



WIC DIRECT Vendor Portal
Registration: Step 1

Program *

California WIC Farmers' Market

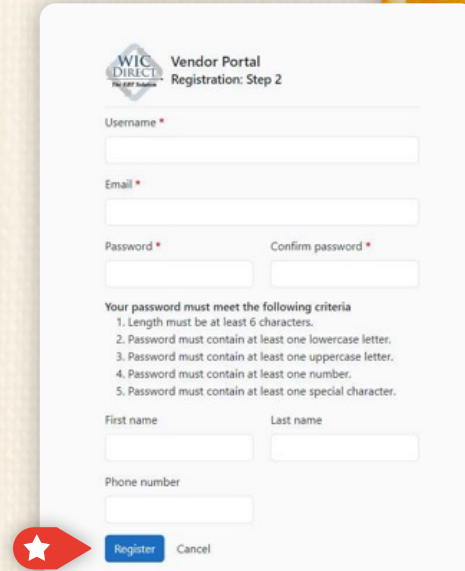
Vendor number * Zip code *

123456 00000

[Next](#) [Cancel](#)

Step 1, Continued

- **Create Username**
- **Enter email address**
 - » Farmer must use the farmer's email
 - » *Employees may use the farmer's email or their personal email depending upon the process defined by the farmer
- **Create Password**
- **Confirm Password**
- **Enter remaining information**
- **Click "Register"**

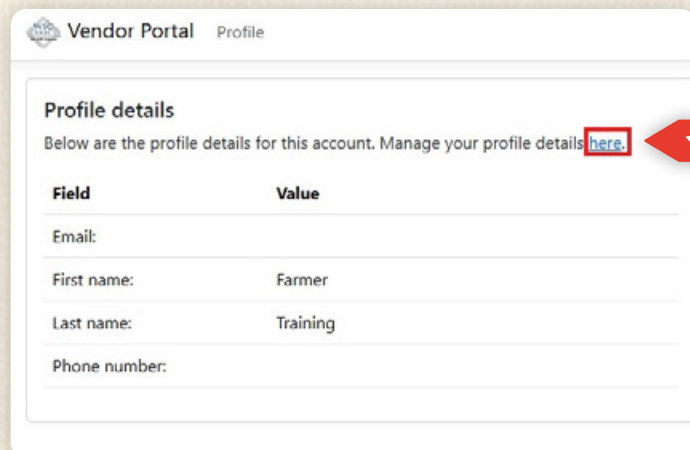


- The portal will send an email to your email account for verification
- **Confirm** email within 24 hours

Refer to the Quick Reference Guides “**Creating Your Profile**” and “**Adding Employees to the Farmer Account**” for additional information related to creating the farmer portal account(s).

STEP 2: Complete Account Registration

- After the Farmer Portal Account has been created and you've successfully logged into the Farmer Portal, the Profile page will display
- **Click "Here"** next to "Manage your profile details"
- **Farmer** will complete the account registration process by providing the requested information



Field	Value
Email:	
First name:	Farmer
Last name:	Training
Phone number:	

Step 2, Continued

- **Review and Sign** the Processing Agreement
- **Submit** your Federal Tax ID
- **Upload** your W9 form
- **Submit** your bank account information
- A list of all WIC authorized farmers' markets will appear. Farmers will choose the WIC authorized market from the drop-down list on the **new purchase screen**

Refer to the Quick Reference Guide “**Creating Your Profile**” for additional information related to completing farmer portal account registration.

Vendor details

Below are the details for this vendor.

Field	Value
Program name:	California WIC Farmers' Market
Vendor name:	Farm Name
Vendor number:	000000
Processing agreement:	Review and Sign
Government:	Submit Federal Tax ID Form W9 unavailable Upload W9 form
Bank account:	Submit Bank Account
Date range:	Begin: 01/06/2024 End:
Contact information:	farmer@email.com
Address:	95034
Locations:	Adams and Vermont CFM Alameda Tuesday and Satur Alhambra Sunday CFM Altair Community CFM Alam Rock CFM Arcata Plaza FM Auburn Farmer Market Auburn Fresh Market Bayfair CFM Bellflower CFM Belmont CFM Bill's Market Blossom Hill CFM Bronwood CFM (NoCal) Bronwood CFM (SoCal)

Close

Using the Farmer Portal

Once the farmer portal account(s) have been set up, you may start completing and voiding electronic purchases, running a balance inquiry and reviewing transaction and settlement history for your account. Quick Reference Guides, which were included with your Notice of Authorization email, contain more detail than what is provided in this newsletter.

Completing an Electronic Purchase

Vendor Portal New Purchase Username

Purchase details

Use the below form to complete the purchase for this participant.

Location
Arcata Plaza FM

Card number * PIN * Price *

*****070 ***** \$ 0.00

Submit purchase Cancel

- Tap **New Purchase**
- Select the camera and then tap **Start Scanning**
- Scan the shopper's QR code
- Select location
- Enter the total **Price**
- Have the shopper enter the **PIN**. (WIC shoppers only; Seniors will not enter a PIN)
- Click **Submit Purchase**

If the dollar value of the purchase is incorrect and needs changing, **simply void** the purchase and submit the purchase again with the correct dollar value.

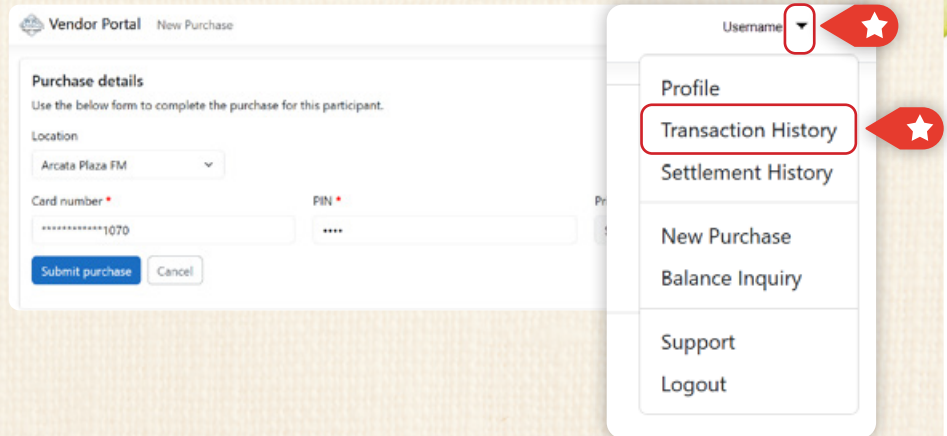
Refer to the Quick Reference Guide “**Completing a Purchase**” for additional information related to completing a purchase and voiding a transaction.



Voiding a Purchase

A purchase may need to be voided if the purchase price was entered incorrectly or if the shopper decided not to purchase the item(s). **Note: Voids can ONLY be processed on the day of the purchase.**

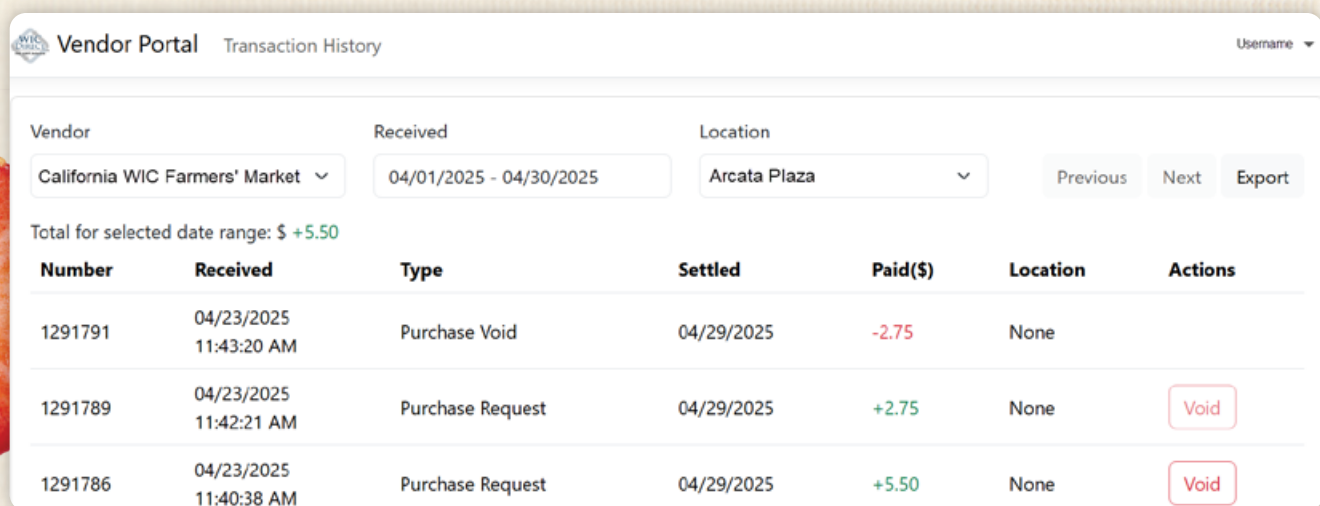
- Select the down arrow next to Username
- Select Transaction History



The screenshot shows the 'Vendor Portal' 'New Purchase' form. A dropdown menu is open next to the 'Username' field, showing options: Profile, Transaction History (highlighted with a red box and a star icon), Settlement History, New Purchase, Balance Inquiry, Support, and Logout. The form fields include Location (Arcata Plaza FM), Card number (*****1070), and PIN (****). Buttons for 'Submit purchase' and 'Cancel' are at the bottom.

Locate the purchase on the Transaction History screen

- Click the **Void button** next to the purchase to void
- **Note:** all voids are immediately processed, and the amount will be instantly returned to the shopper's account.



The screenshot shows the 'Vendor Portal' 'Transaction History' screen. It displays a table of transactions with columns: Number, Received, Type, Settled, Paid(\$), Location, and Actions. The table shows three transactions: a voided purchase for -\$2.75 and two purchase requests for +\$2.75 and +\$5.50. The 'Void' button is highlighted in red for the last two transactions.

Number	Received	Type	Settled	Paid(\$)	Location	Actions
1291791	04/23/2025 11:43:20 AM	Purchase Void	04/29/2025	-2.75	None	
1291789	04/23/2025 11:42:21 AM	Purchase Request	04/29/2025	+2.75	None	<button>Void</button>
1291786	04/23/2025 11:40:38 AM	Purchase Request	04/29/2025	+5.50	None	<button>Void</button>

Running a Balance Inquiry

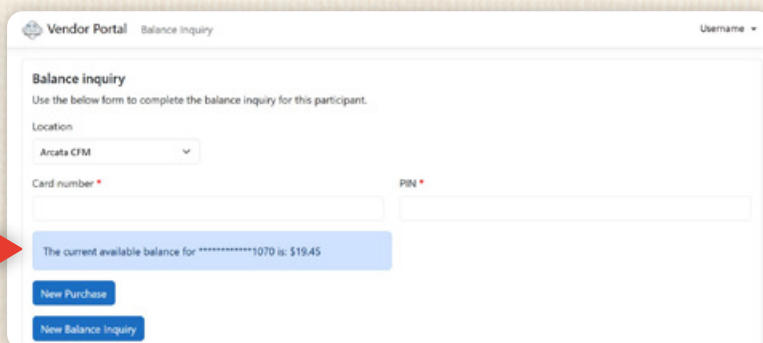
A WIC or Senior shopper may ask you to run a Balance Inquiry before they start shopping. A Balance Inquiry lets the shopper know how much money they have in their account before they start shopping. A purchase is not required to run a Balance Inquiry.

- Tap the three bars in the upper right screen
- Tap **Balance Inquiry**
- Select the camera and then tap **Start Scanning**
- Scan the shopper's QR code
- Have the shopper enter the **PIN**. (WIC shoppers only; Seniors will not enter a PIN)
- Click **Submit Inquiry**



Refer to the Quick Reference Guide “Doing a Balance Inquiry” for additional information related to processing electronic purchases.

The current available balance in the shopper's account will display.



Need Assistance?

WIC Transactions

Transactions/Farmer Vendor Portal: Contact CDP Help Desk 866-237-4814 or customerservice@cdpehs.com

WIC Settlement:

Contact FIS Retail Help Desk 833-257-2165 or www.ebtedge.com

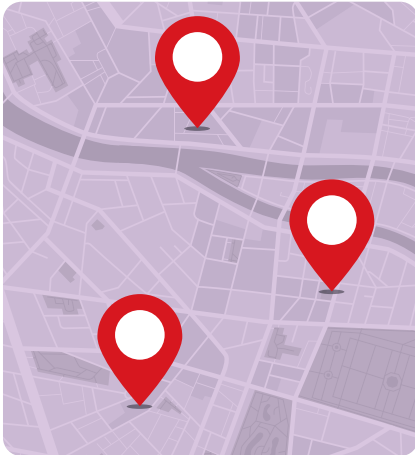
Senior Transactions / Farmer Portal and Settlement

Contact CDP Help Desk: 866-237-4814 or customerservice@cdpehs.com

Updating Your Farm and Market Location

Because WIC and Senior FMNP shoppers search WIC websites to find markets and farmers, it is **very important to provide CDPH/WIC the location(s) where you accept Farmers' Market Benefits**. CDPH/WIC posts this information to the www.wicfarmers.ca.gov website.

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



Market Managers' Corner



- Share information about the New Electronic Farmers' Market Benefits Program with farmers at your market.
- Please direct farmer applicants to www.wicfarmers.ca.gov.
- Please verify a valid Certified Producer's Certificate (CPC) and sign section 2 of the farmers' application, if requested by farmer.
- Please provide program assistance to farmers and answer questions.
- Best practice: keep the WIC WISE ID # for all authorized farmers on file.
- Managers are required to keep a copy of the farmers' CPC (these copies may be maintained digitally). Please provide the CPC upon request by State or USDA staff.
- New market managers must attend an interactive training, email wicfmnp@cdph.ca.gov to schedule training.
- Ensure only active WIC authorized farmers accept WIC and Senior FMNP benefits.
- Ensure only allowed foods are purchased using the WIC and Senior FMNP benefits and that farmers follow program rules.
- Report any suspected fraud and abuse.

POSTING SIGNS: Federal and State Requirements



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

Federal farmers' market regulations require all WIC authorized farmers to post CDPH/WIC Authorization signs provided by CDPH/WIC.

- Signs must be posted in a place that is visible to shoppers.
- Signs must be posted each market day.

To request **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 wicfmnp@cdph.ca.gov.

Approved Farmers' Market Signs



WIC and Senior Benefits Welcome

Se aceptan beneficios de WIC y de adultos mayores.

Post this sign in a visible place at the WIC authorized farmers' market. Contact CDPH/WIC for more information: 1-855-942-7867 or wicfmnp@cdph.ca.gov.

Coloque este letrero en un lugar visible en el mercado agrícola de WIC. Contacte CDPH/WIC para más información: 1-855-942-7867 or wicfmnp@cdph.ca.gov.

CDPH | WIC | California Department of Public Health, California WIC program. Esta institución es un proveedor que ofrece igualdad de oportunidades. 1-800-852-0779 | WICfamily.WIC.ca.gov

WIC and Senior FMNP Sign

Post year-round when accepting WIC or Senior benefits.

Senior Farmers' Market Nutrition Program

Senior Benefits Welcome

Se aceptan beneficios de adultos mayores.

Post this sign in a visible place at the WIC authorized farmers' market. Contact CDPH/WIC for more information: (916) 657-3231 or grants@cdfa.ca.gov.

Coloque este letrero en un lugar visible en el mercado agrícola de WIC. Contacte CDPH/WIC para más información: (916) 657-3231 or grants@cdfa.ca.gov.

CDPH | WIC | California Department of Public Health, California WIC program. Esta institución es un proveedor que ofrece igualdad de oportunidades. 1-800-852-0779 | WICfamily.WIC.ca.gov

Senior FMNP Sign for Honey-only Farmers

Post May 1st through November 30th when accepting Senior benefits.

Monitoring Visits

State staff conduct monitoring visits at WIC authorized farmers' markets year-round. Refer to your Farmers Agreement or Farmers' Market Agreement for complete details regarding WIC CVB, WIC FMNP and Senior FMNP policies and requirements.

During the visit, staff monitor the farmers' market and farmers. The review includes but is not limited to the following activities:

- ☐ Is the correct signage posted?
.....
- ☐ Is a valid, county-issued Certified Producers Certificate displayed?
.....
- ☐ Were transactions conducted correctly?
.....
- ☐ Are only approved foods being sold to WIC and Senior shoppers?
.....
- ☐ Are WIC and/or Senior shoppers 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** annual training newsletter fulfills this requirement and is sent by email prior to the start of the season.
- Farmers and market managers must complete interactive training online with state staff at initial authorization.
- Market managers and farmers need to re-apply up to every three years.
- 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.
- 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, audiotape, 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 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>, or 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.

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 shoppers should receive the same produce quality, cost, and availability as all other shoppers.

Contact Us:

**WIC Farmers' Market
Nutrition Program**
Telephone: 855-942-7867
Email: wicfmnp@cdph.ca.gov
Website: www.wicfarmers.ca.gov

**Senior Farmers' Market
Nutrition Program**
Telephone: 916-214-1381
Email: grants@cdfa.ca.gov

