Overview of the Three Most Common Farmers’ Market Nutrition Assistance Programs
Objectives

- Enhance awareness of the role farmers’ markets play in nutrition education

- Increase knowledge of the Farmers’ Market Nutrition Program (FMNP), WIC Vegetables and Fruits Checks Program (WIC VF), and Supplemental Nutrition Assistance Program (SNAP)

- Increase outreach related to nutrition assistance programs at farmers’ markets
What comes to mind when you think of the FMNP?
What is the FMNP?

- Provides checks to WIC participants and low-income seniors for use at farmers’ markets to purchase fresh, locally grown produce and herbs
- Provides nutrition education:
  - Importance of vegetables and fruits
  - Selection, storage, preparation of produce
- Increases access to healthy food
- Supports local agriculture and family farms
  - Yearly benefit of about $1200 per farmer
- Supports local economies
Getting Involved with the FMNP

**Farmer Eligibility Requirements***

- Bona fide farmer (A farmer who derives all or part of their livelihood from agricultural enterprises)
- Sells produce at an FMNP-approved farmers’ market
- Produces 50% or more (by volume) of vegetables and fruits offered for sale on market days from June 1st to November 30th

**Market Eligibility Requirements***

- Operate market in an FMNP-approved location
- Develop a list of market rules and regulations, including language regarding the FMNP
- Provide a list of bona fide farmers and the items they are selling at market; indicate if a farmer who grows vegetables and fruits is accepting FMNP Checks.
- Provide space for Cornell Cooperative Extension (CCE) FMNP promotional displays and activities
- Provide a sufficient variety and amount of locally grown produce

* - Information provided is not a complete list of eligibility requirements
New York State Department of Agriculture and Markets

New York State Farmers’ Market Nutrition Program (FMNP)

PARTICIPATION REQUIREMENTS FOR FARMERS’ MARKETS

To be eligible to participate in the FMNP, a farmer’s market must:

1. Submit a Farmers’ Market application by March 1st. Do not delay. If you do not have a complete application, submit a partial application and update the Department when the information is available. Upon review, the Market will be added to an approval package containing support materials. Program documents may also be found online: www.farmersmarketny.org.

2. Be comprised of bona fide New York State farmers (see 7) who grow and harvest fresh fruits and vegetables on land owned or leased by them and who sell directly to consumers at the market. Have a minimum of 5 independent bona fide farmers willing to participate in the program who collectively offer a sufficient diversity of fruits and vegetables (see 9).

3. Verify the status of participating farmers as bona fide producers of fresh fruits and vegetables based on the market’s rules (see 7) by obtaining from each farmer a current year “Crop Plan” with specific farm location(s) and a list of the vegetables and/or fruits grown to be sold at the market, with average or non-frequent sale of each crop and its expected period of availability at the market. If the market’s rules permit limited purchasing and resale of locally grown fruits and/or vegetables by participating farmers, the Crop Plan must list all the terms expected to be purchased by the farmer, the location(s) grown, the name of the producer or supplier, and the period of purchase.

4. Operate at a designated location, easily accessible by WIC and Senior FMNP participants, which has been approved for use as a farmers’ market during the FMNP period of operation (June 1st-Nov 30).

5. Have a fixed schedule of operation, with a minimum of one day per week and three hours per day for a minimum of three months during the FMNP period of operation.

6. Have an organizational structure, including a name, sponsoring organization, and designated manager. The sponsor may be an unincorporated association, not-for-profit corporation, co-operative corporation, municipal corporation, government agency, public benefit corporation, public authority, private corporation, or private individual.

7. Have printed rules and regulations that include: (1) criteria for vendor participation and product eligibility that target bona fide farmers/producers and emphasize locally grown agricultural products; (2) standards for ensuring the display and sale of high quality, locally grown fresh fruits and vegetables and other farm products, including the posting of price; (3) vendor compliance with local, state, and local food safety requirements; (4) standards for vendor conduct; and (5) sanctions for violations, including violations of FMNP rules. A market’s rules and regulations must define the terms “bona fide farmer/producer” and “locally grown product” in accordance with the following: (A) Requires, at a minimum, participating farmers to grow, own, lease or have possession of, or more of the fresh fruits, vegetables, and herbs brought to market each day (by quantity) during the FMNP period June 1st-Nov 30th. If market rules require farmers to grow a higher percentage of the produce brought to market each day, the higher percentage defines “bona fide farmer” status for the purpose of FMNP eligibility. (B) Define “locally grown produce” geographically, either narrowly or as broadly as “NY State” or “NY and adjacent states”.

8. Provide display space in the market for FMNP-related nutrition education activities by Cornell Cooperative Extension, local WIC agencies, or other organizations, and assist in disseminating educational materials to farmers.

9. Supply a sufficient volume and variety of high quality fresh vegetables and fruits to meet the nutrition needs of WIC and Senior FMNP recipients including dark greens or leafy vegetables (such as spinach, broccoli, greens, or kale), root vegetables (such as carrots or beets), and winter squashes.

10. Notify the Department of the addition or deletion of farmers who have participated in the program during the previous year or of any other changes to the market applications or other communications by farmers to participate in the market during the FMNP season.

11. Sign an Agreement with the Department to administer the program at the market in accordance with FMNP Guidelines and Procedures for Markets (Plan of Work).

New York State Department of Agriculture and Markets – Farmers’ Market Nutrition Program (FMNP)

FARMERS’ MARKET APPLICATION

I have read the information regarding the New York State Farmers’ Market Nutrition Program (FMNP) and request that our farmers’ market be selected to participate. I understand that to be selected, markets must meet the attached FMNP participation requirements, including offering sufficient access for WIC and Senior nutrition assistance program participants, sufficient participation by New York farmers, and a diversity of locally grown fresh fruits and vegetables. I understand that priority will be given to markets that participated previously in the FMNP and met program requirements as well as to new markets in areas with limited access to locally grown fresh fruits and vegetables. I understand that in accordance with USDA FMNP guidelines, the Department reserves the right to select markets that assure successful program operations and offer the greatest distribution of benefits to WIC and Senior FMNP participants over the widest geographic area and to the most farmers. The FMNP season is June 1st – Nov 30.

Please be specific - this information will be provided to WIC families and seniors who may not have a way to research further details.

Market Name:
Summer Market Location:
Market County:
City:
Zip:

Land Use/Authority to Operate on above Property Approved By (Name of Person/Entity):
Opening Day: Closing Day: Year-round: Yes No
Winter Location (If Applicable):
City:
Zip:
Opening Day: Closing Day: Winter Frequency (circle): Monthly Weekly Alternate-weeks Other

HOURS OF OPERATION (e.g. 8am-4pm)
Sunday Monday Tuesday Wednesday Thursday Friday Saturday
Summer
Winter
Notes:

Does your farmers’ market have at the time of this application an EBT/ SNAP card reader? Yes No Unknown In-Process
Do you have farmers’ market authorized to accept WIC Vegetables & Fruit Checks/WIC VF (56/510 checks)? Yes No Unknown
The WIC VF began in 2009 and is a separate program from the FMNP. WIC VF checks are primarily redeemed in grocery stores.

Market Sponsor Name (required):
Market Website (if any):
Contact Person Name:
E-mail:
Contact Person Mailing Address:
Contact Person Phone:
Fax:
Cell Phone:
Manager Mailing Address:
Manager Phone:
Manager E-mail:

Anticipated Number of Vendors to be in Attendance (e.g. 2) (Jun 1 – Nov 30)
Sun Mon Tues Wed Thurs Fri Sat
Number of Farmers in FMNP Farmers (Permitted)
Number of Total Vendors (All Vendors, including those not eligible for FMNP funds)

REQUIRED! Attach the following documents and check the box if applications missing either item will not be processed.
Yes, attached (check all that apply, court ordered).
Yes, attached (check all that apply, court ordered).
Yes, attached (check all that apply, court ordered).
Yes, attached (check all that apply, court ordered).

Signatures:
Name (Preferred):
Signature:
Date:

References:

Due Date: June 30th
Deadline: Due Date: June 30th
For further information, please contact the Department at 1-800-324-2780 or email FarmersMarkets@agriculture.ny.gov.
Getting Involved with the FMNP

Farmer Application Requirements

- Submit to market manager:
  - FMNP Farmer Participation Agreement, which can also be mailed to the New York State Department of Agriculture and Markets (NYSDAM)
  - Farmer’s status as a bona fide grower has to be signed-off by market manager
  - Crop Plan for managers to keep on file
- Farmers receive an authorization package in the mail that will include their FMNP cancellation stamp, stamp pad, Farmer ID Card, “We Gladly Accept FMNP Checks” sign and the approved Farmer Participation Agreement

Market Manager Application Requirements

- Submit to NYSDAM:
  - Farmers’ Market Application
  - Markets must submit a list of bona fide farmers detailing what items are being sold (e.g. crafts, produce, milk)
- Markets must indicate on a list of bona fide farmers which ones are accepting FMNP checks
  - List MUST be updated if there are any changes
- Markets will receive an authorization package in the mail with a market agreement letter, which they must sign and return to the NYSDAM
Participant finds "We Gladly Accept NYS Farmers’ Market Checks" signs to identify vendors accepting FMNP checks.

Participant hands FMNP check to farmer at time of purchase.

If the transaction exceeds the value of $4 FMNP check, participants can pay-the-difference using cash, SNAP, or any other method of payment accepted by the farmer. For example, if a participant wants to buy $5 in produce, they can use a $4 FMNP check and a $1 wooden SNAP token.

Cash cannot be given as change. If the purchase is less than $4, the farmer may suggest additional items to bring sale up to check value.
FMNP Check Acceptance Sign
Farmer Reimbursement Process

Once the farmer receives a check, he/she must stamp the check with the official FMNP cancellation stamp provided in the FMNP Approval package by the NYS Department of Agriculture and Markets.

Stamped checks can be either deposited into a personal or business checking/savings account, or may be cashed at any Key Bank of New York.

Checks may only be redeemed between June 1st and December 15th of the same year of issuance. However, farmers cannot accept checks past November 30th.
Farmers’ Responsibilities

- Clearly display Farmers’ Market “We Gladly Accept FMNP Checks” signs
- Prices should be posted
- Only accept FMNP checks in exchange for local, fresh vegetables and fruits
- If value of original selection is less than $4, add produce to equal the check value
- Do not discriminate against WIC customers
- Do not discriminate against low-income seniors
Farmers’ Responsibilities Continued

- Stamp all checks legibly with black ink
- Reapply to the FMNP annually
- Only accept FMNP checks during program period (June 1st – November 30th)
- Deposit all FMNP checks on or before December 15th
- Exchange only locally grown produce for FMNP checks
NEW YORK STATE FARMERS MARKET NUTRITION PROGRAM
FOR W.I.C. NUTRITION PROGRAM PARTICIPANTS.
CHECK MUST BE USED BETWEEN JUNE 01, 2013 AND NOVEMBER 30, 2013 AT AUTHORIZED FARMERS MARKETS ONLY
PAY TO THE ORDER OF:
NYS FARMERS MARKET NUTRITION PROGRAM AUTHORIZED FARMER
FOUR and NO/100........................................DOLLARS
GOOD ONLY FOR LOCALLY GROWN FRESH FRUITS AND VEGETABLES.
NOT GOOD AT SUPERMARKETS, GROCERY STORES, OR ROADSIDE STANDS
New York State Department of Agriculture and Markets, 10B Airlie Drive, Albany, NY 12235
Andrew M. Cuomo, Governor
SIGNATURE ENDORSEMENT NOT REQUIRED
NO PAYMENT WITHOUT OFFICIAL STAMP
Farmed must negotiate by Dec. 19, 2013

KeyBank, Albany, NY
2013 2013

$4.00
AUTHORIZED FARMER NUMBER

WIC FMNP Check
Senior FMNP Check

NEW YORK STATE FARMERS MARKET NUTRITION PROGRAM
FOR SENIOR NUTRITION PROGRAM PARTICIPANTS

CHECK MUST BE USED BY NOVEMBER 15, 2011 AT AUTHORIZED FARMERS MARKETS ONLY
NO CHANGE
NO CAMBIO

PAY TO THE ORDER OF:
NYS FARMERS MARKET NUTRITION PROGRAM AUTHORIZED FARMER
FOUR AND NO/100 ......... DOLLARS

$4.00

AUTHORIZED FARMER NUMBER

Good only at locally grown fresh fruits and vegetables.
Not good at supermarkets, grocery stores, or roadside stands.

For Farmers Market Inquiries call 1-800-423-5006
New York State Dept. of Agriculture and Markets
108 Airline Drive, Albany, NY 12235
Andrew M. Cuomo, Governor

Use this check to buy locally grown fruits and vegetables from farmers at authorized Farmers Markets in your community. Buy only from farmers who display this sign. The locations, days, and hours of these Farmers Markets can be obtained at your Senior site. This check cannot be used at supermarkets, grocery stores, or roadside stands.

Use este cheque para comprar frutas y vegetales frescos cultivados localmente en los Mercados de Agricultores autorizados en su comunidad. Compre solamente de agricultores que muestren este rotulo. Información sobre el lugar, el día y las horas de operación de los Mercados se puede conseguir en la oficina de su centro de Personas Mayores. Este cheque no se puede usar en ningún otro lugar en donde venden frutas y hortalizas.

The New York State Farmers Market Nutrition Program is sponsored by:
N.Y.S. Department of Agriculture & Markets
U.S.D.A. Food and Nutrition Service
N.Y.S. Office of the Aging
N.Y.S. Department of Health
Cornell Cooperative Extension
Quiz

What is the FMNP?

A. A program that teaches people at farmers’ markets to eat healthier

B. A farmer development and nutrition education program that provides checks to WIC participants and low-income seniors to use at farmers’ markets as a way to boost community and economic development

C. A program in which farmers deliver fresh vegetables and fruits to WIC participants’ homes

D. A program that provides WIC participants with transportation to and from farmers’ markets
What is the FMNP?

B. A farmer development and nutrition education program that provides checks to WIC participants and low-income seniors to use at farmers’ markets as a way to boost community and economic development.
Quiz

How will participants know if a market or farmer accepts FMNP checks?

A. Announcements will be made periodically throughout the market indicating its participation in the FMNP

B. The WIC participants must ask each farmer if they participate before purchasing produce

C. Participating farmers must clearly hang a colored, laminated sign stating “We Gladly Accept FMNP Checks”
How will participants know if a market or farmer accepts FMNP checks?

c. Participating farmers must clearly hang a colored, laminated sign stating “We Gladly Accept FMNP Checks”
Quiz

Participants can receive change if they purchase produce that costs less than $4.00.

A. True
B. False
Participants can receive change if they purchase produce that costs less than $4.00.

B. False
In order to become authorized to accept FMNP checks, which document must a farmer submit to market managers to keep on file?

A. FMNP Application
B. FMNP Farmer Participation Agreement (FMC-6)
C. Insurance forms
D. FMNP Crop Plan
In order to become authorized to accept FMNP checks, which document must a farmer submit to market managers to keep on file?

D. FMNP Crop Plan
Freshly harvested herbs can be purchased with FMNP checks

A. True

B. False
Freshly harvested herbs can be purchased with FMNP checks

A. True
In what ways could you promote the FMNP in your community?
Application

- Collaborate with local CCE office
  - Have a CCE table set up at each market
  - Ask CCE Resource Educators to promote the FMNP with their participants
- Farmers’ market advertisements
  - Mention which markets accept FMNP checks
- Contact local WIC agencies and Office for the Aging
  - Inform them of which markets accept FMNP checks
What do you know about the WIC VF?
What is the WIC VF?

- Program that gives pregnant or breastfeeding women and WIC children checks (WIC VF checks) to use for vegetables and fruits
- Checks can be redeemed at grocery stores and authorized farmers’ markets
- At farmers’ markets, WIC VF checks can only be used for fresh vegetables and fruits
- Checks are distributed year-round on a monthly basis
WIC VF Checks Can be Used in Grocery Stores
What Can be Purchased?

**At Grocery Stores**
- Fresh, unprocessed vegetables and fruits
- Canned, frozen, or other processed vegetables and fruits

**At Farmers’ Markets**
- Fresh, unprocessed vegetables and fruits
What Cannot be Purchased?

- White potatoes
- Herbs
- **At farmers’ markets only**: Canned, frozen, jarred, preserved, or dried vegetables and fruits
Getting Involved with WIC VF at Farmers’ Markets

Eligibility Requirements for Farmers
- Must be registered with the FMNP

Market Eligibility Requirements
- Must be registered with the FMNP

Farmer Responsibilities
- Attend annual training
- Complete WIC VF Application
- Sign WIC VF Farmer Agreement
- Submit voided check
Transaction Process

Participant identifies vendors by looking for white and red sign stating “We Accept WIC Checks.”

Cash cannot be given as change. If selection is valued at less than $8 or $10, the farmer must suggest additional items to bring the sale up to check value.

The farmer should fill in the transaction amount to prevent errors. The participant should then sign the check. Farmers should also verify that the participant’s signature matches the signature on their WIC ID.

The participant then must show their WIC ID card to the farmer who must check to make sure the name on the ID is the same as the name on their WIC VF check and that the date on the check has not expired.

Only one check can be used per transaction. If the total cost of the produce exceeds the check value, the participant can pay the difference or may return items.
WIC VF Check Acceptance Sign
Reimbursement Process

Farmer must stamp each check legibly with their farmer ID number and ensure that the date, signature and dollar amount of the check have been appropriately filled in. Farmers are encouraged to do a test stamp on a piece of scrap paper prior to making an image on the check itself. Checks will bounce if the image is unclear.

WIC VF checks can only be deposited in the bank account specified on the farmer’s application; they cannot be cashed. Checks must be deposited 60 days from the “Not Good Before” date on the check.

The farmer must show ID before depositing WIC VF checks.
Quiz

Purchase of which types of produce are permitted with WIC VF checks at farmers’ markets?

A. Fresh strawberries
B. White potatoes
C. Sliced watermelon
D. Herbs
Purchase of which types of produce are permitted with WIC VF checks at farmers’ markets?

A. Fresh strawberries
Quiz

WIC participants must show their WIC ID when using WIC VF checks to purchase produce at farmers’ markets.

A. True
B. False
WIC participants do not need to show their WIC ID when using WIC VF Checks to purchase produce at farmers’ markets.

A. True
Quiz

With which program must farmers’ markets be registered in order to accept WIC VF checks?

A. SNAP
B. Eat Smart New York
C. FMNP
D. Farm Fresh New York
With which program must farmers’ markets be registered in order to accept WIC VF checks?

C. FMNP
What do you think would motivate WIC participants to use their WIC VF checks at farmers’ markets rather than grocery stores?
Application

- Awareness of the benefits of locally grown produce
  - Better taste
  - Fresher
  - Higher nutrient content
  - Less expensive
  - Supports local economy
- Connection with farmers
  - Gain tips for preparing and storing produce
What are the differences between the WIC VF program and the FMNP?
Food Allowed for Purchase at Farmers’ Markets

**Food Allowed with WIC VF Checks**
- Fresh vegetables and fruits

**Food Allowed by the FMNP**
- Locally grown, fresh vegetables and fruits sold by authorized farmers at farmers’ markets
- Fresh cut herbs

**Food Not Allowed with WIC VF Checks**
- Baked goods and jams
- Herbs
- White potatoes
- Any form of processed vegetables and fruits
- Meat
- Flowers
- Decorative produce

**Food Not Allowed with the FMNP**
- Baked goods and jams
- Potted or dried herbs
- Any form of processed vegetables and fruits
- Meat
- Flowers
- Decorative produce
Difference in Check Values

- FMNP provides eligible participants $4 checks that can be used **ONLY** at farmers’ markets to purchase fresh, unprocessed local produce from authorized farmers.

- WIC VF checks provides families with $8, and/or $10 checks to purchase produce. At farmers’ markets, only fresh, unprocessed fruits and vegetables are acceptable for purchase.
## Differences in Transaction Processes

<table>
<thead>
<tr>
<th>Using WIC VF Checks</th>
<th>Using FMNP Checks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants must show WIC ID card at time of purchase</td>
<td>Participants must hand FMNP check to farmer as if it were cash*</td>
</tr>
<tr>
<td>To prevent errors the farmer can choose to fill in the total purchase amount, and have the participant sign the check afterward. Checks must be signed at the time of the transaction. Farmers may not accept pre-signed checks</td>
<td></td>
</tr>
<tr>
<td>Only one WIC VF check can be used in each transaction</td>
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</tbody>
</table>

* Cash cannot be given as change for FMNP checks if the amount of produce purchased is less than the value of the check ($4).
Can you complete this diagram?

- Can be used at farmers’ markets
- Checks are worth $4
- Can only be used for locally grown fresh produce and fresh cut herbs
- Participants must show WIC ID at time of purchase
- Cannot be used for baked goods
- Checks can be worth $6, or $10
How did you do?

**FMNP**
- Can only be used for locally grown fresh produce and fresh cut herbs
- Checks are worth $4

**Both**
- Can be used at farmers’ markets
- Cannot be used for baked goods

**WIC VF**
- Participants must show WIC ID at time of purchase
- Checks can be worth $6, or $10
How could you use the information provided in this section to reduce confusion between WIC VF checks and FMNP checks?
Application

- Provide more accurate explanations when participants express confusion regarding the FMNP and WIC VF
- Create informational posters or flyers to distribute at markets
- Give a review or brief training to other farmers at a pre-market season meeting
Think about your experience with farmers’ markets.

What groups in your community have limited access to farmers’ markets?
EBT/SNAP Program at Farmers’ Markets

- Administered by the Farmers Market Federation of NY, the NYSDAM and the NYS Office of Temporary and Disability Assistance

- Allows SNAP recipients to use their benefits to purchase products at farmers’ markets

- SNAP benefits are carried on a card which can be swiped in exchange for tokens to be used as cash

- Tokens are usually worth $1, but there are some worth $5
EBT/SNAP Token
What Can be Purchased?

- Any SNAP eligible item, including but not limited to:
  - Vegetables and fruits
  - Bread
  - Meat, fish, poultry
  - Dairy products
  - Maple syrup and honey
  - Seeds and plants that produce food
  - Baked goods
  - Jams, sauces, soups
How to get Involved with EBT/SNAP?

- Both farmers and farmers’ markets may become authorized to accept EBT/SNAP. To begin accepting SNAP:
  - Determine eligibility for USDA’s free terminal program
    - If not eligible for a free terminal, providing your own iPhone or iPad will still allow you to participate
  - Become a SNAP certified retailer by:
    - Filling out an online application
    - Submitting any supporting documentation to the SNAP Retailer Service Center
      - SNAP Retailer Service Center, USDA Food and Nutrition Service
        PO Box 14500
        Washington, DC 20044
  - Complete application for WorldPay (third party processor)
How to get Involved with EBT/SNAP?

- To determine eligibility and assistance with applications, contact the Farmers Market Federation of NY:
  - 315-637-4690
  - deggert@nyfarmersmarket.com

- Farmers markets using a token system, complete the Farmers Market Participation Agreement found on the website: www.nyfarmersmarket.com.

- Farmers markets using a token system must take a mandatory webinar training.
Customers look for a table with a sign that says “Use Your SNAP Card Here” then swipe their SNAP card and specify a dollar amount they wish to receive in tokens.

Customers then use the tokens as cash to purchase any products that are SNAP approved.

The tokens do not have expiration dates. Customers may keep tokens for another market day or they may turn in unused tokens to have value placed back on their card.

Tokens must remain at markets where they are dispersed. Customers may use their tokens at the same market from week to week, but they cannot use them at different markets.
Reimbursement

- Farmers turn tokens in to market managers in exchange for money (check)
- Markets incur some cost for each transaction, but these fees may be reimbursed by the Farmers’ Market Federation of New York
Only vegetables and fruits can be purchased with SNAP benefits at farmers’ markets.

A. True
B. False
Answer

Only vegetables and fruits can be purchased with SNAP benefits at farmers’ markets.

B. False
What happens if a customer does not use all of the tokens they take out at the market?

A. The customer must turn the tokens back in to the market manager

B. The customer may use the leftover tokens at other authorized farmers’ markets throughout the week

C. The tokens cannot be turned back in, they must be used on the date they are issued

D. The customer may turn the tokens back in to the market manager to be placed back on their SNAP card, or they may hang on to them for future use at the same market
What happens if a customer does not use all of the tokens they take out at the market?

D. The customer may turn the tokens back in to the market manager to be placed back on their SNAP card, or they may hang on to them for future use at the same market.
In addition to submitting an application on the USDA website, which other organization requires farmers and market managers to fill out a participation agreement for the SNAP/EBT program?

A. New York State WIC
B. New York State Department of Ag and Markets
C. Farmers’ Market Federation of New York
D. New York State SNAP
In addition to submitting an application on the USDA website, which other organization requires farmers and markets managers to fill out a participation agreement for the SNAP/EBT program?

- Farmers’ Market Federation of New York
List places in your community that would benefit from *education* on using SNAP at farmers’ markets.

List places in your community that may benefit from *promotion* of SNAP at farmers’ markets.
Application

- Places that would benefit from education
  - WIC offices
  - Food pantries
  - Offices for the Aging
  - Public health clinics

- Places that would benefit from promotion
  - WIC offices
  - Food Pantries
  - Offices for the Aging
  - Community events (i.e. craft fairs, run and walks, health fairs)
  - Schools
  - Public health clinics
  - Farmers’ markets
A. Name two benefits the FMNP, WIC VF, and EBT/SNAP provide to farmers.

B. Name two benefits the FMNP, WIC VF, and EBT/SNAP provide to markets.

C. Name two benefits the FMNP, WIC VF, and EBT/SNAP provide to participants.
What are the Benefits?

**Farmer Benefits**
- Increases number of customers
- Increases revenue

**Market Benefits**
- Increases number of customers
- Attracts more farmers

**Consumer Benefits**
- Increases access to fresh fruits and vegetables
- Increases knowledge of preparation and storage of fresh produce
- Increases perceived benefit of vegetables and fruits

**Community Benefits**
- Supports low-income individuals within the community
- Helps boost the local economy
The FMNP is a farmer development program that provides checks to WIC participants and low-income seniors to use for fresh produce at farmers’ markets.

The WIC VF checks are checks issued to WIC participants to use for fresh produce at farmers’ markets, or fresh and/or processed vegetables and fruits at grocery stores.

The FMNP and WIC VF provide checks to eligible participants that can be used to purchase fresh produce at farmers’ markets. Though both programs are similar in that they help to increase and diversify customers at farmers’ markets, it is important to remember that these are two separate and distinct programs.
Summary

- The EBT/SNAP program allows customers to use their SNAP benefits at farmers’ markets.

- The FMNP, WIC VF, and EBT/SNAP increase revenue to farmers, improve the diet and health of participants, help increase the number of farmers’ market attendees, and enhance local economies.
Similarities and Differences

**EBT/SNAP**
- Increases farmers’ revenue
- Increases farmers’ market attendees
- Enhances local economies
- Improves health of participants
- Participants are allowed to use benefits at Farmers’ Markets
- Provides low income families, seniors, and individuals with fresh locally grown vegetables and fruits

**WIC VF**
- Checks also useable at grocery stores
- Monthly checks: $6 for children, $10 for mothers
- Checks expire after 30 days
- Only unprocessed, fresh vegetables and fruits can be purchased at farmers’ markets
- Produce does not have to be locally grown

**FMNP**
- Booklet of checks worth $20-$24, single checks are worth $4
- Checks cannot be redeemed for cash
- Can only be used for fresh, locally grown produce and harvested herbs sold at farmers’ markets

**EBT/SNAP Difference**
- Debit card benefits also useable at grocery stores
- Card swiped and exchanged into tokens, unused tokens can be refunded to card
- Can also purchase breads and baked goods, meats, fish, poultry, dairy, honey, syrup, jams, sauces, soups, and seeds or plants

**WIC VF Difference**
- Checks also useable at grocery stores
- Monthly checks: $6 for children, $10 for mothers
- Checks expire after 30 days
- Only unprocessed, fresh vegetables and fruits can be purchased at farmers’ markets
- Produce does not have to be locally grown

**FMNP Difference**
- Booklet of checks worth $20-$24, single checks are worth $4
- Checks cannot be redeemed for cash
- Can only be used for fresh, locally grown produce and harvested herbs sold at farmers’ markets
Resources


- Farmers' Market Federation of NY: [www.nyfarmersmarket.com](http://www.nyfarmersmarket.com)

- FNEC FMNP page: [www.fnec.cornell.edu/Our_Programs/FMNP](http://www.fnec.cornell.edu/Our_Programs/FMNP)


- Ag & Markets FMNP and WIC F&V page: [www.agricultrue.ny.gov/AP/agservices/marketing](http://www.agricultrue.ny.gov/AP/agservices/marketing)