



# Farm Market Fresh

Senior & WIC Farmers' Market Nutrition Program (S/FMNP)

Welcome to the  
Senior Farmers' Market Program:  
2023 Expansion Opportunity!

• VIRGINIA • FARMERS • MARKET •



• ASSOCIATION •



VIRGINIA DEPARTMENT FOR AGING  
AND REHABILITATIVE SERVICES



# Farm Market Fresh

Senior & WIC Farmers' Market Nutrition Program (S/FMNP)

Senior & WIC  
Farmers' Market  
Nutrition  
Program  
(S/FMNP)

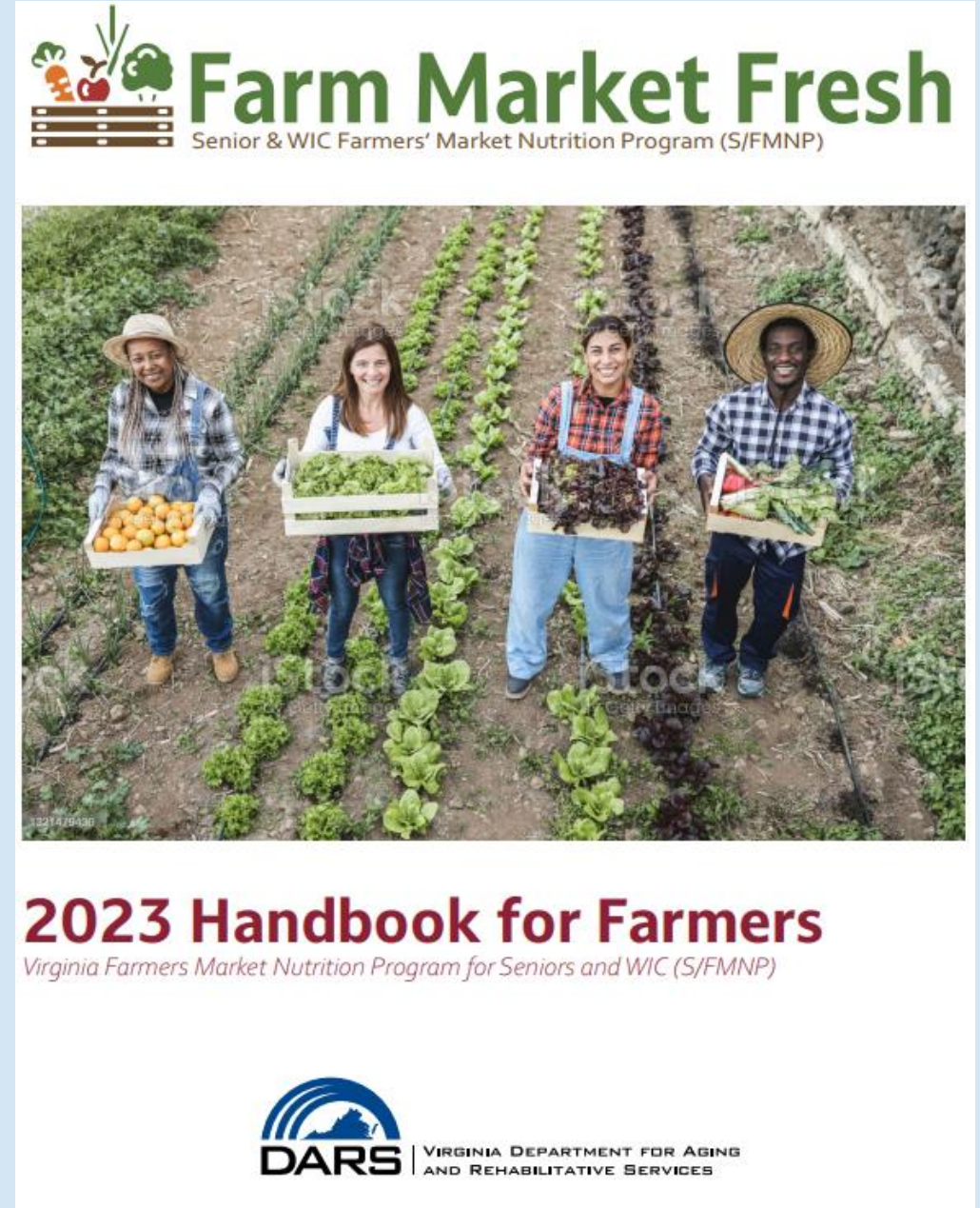
Virginia's Senior Farmers'  
Market Nutrition  
Program (SFMNP)

WIC Farmers' Market  
Nutrition Program  
(WIC FMNP)

# S/FMNP Introduction

Purpose of Senior & WIC Farmers' Market Nutrition Program:

- Increase access to fresh, locally-grown produce
- For low-income seniors and WIC families
- To support & build local agriculture communities
- Encourage healthy food choices



# DARS' Agricultural Partners



- VAFMA leads the S/FMNP Agriculture team to support the 2023 expansion of S/FMNP

<https://vafma.org/find-market/>

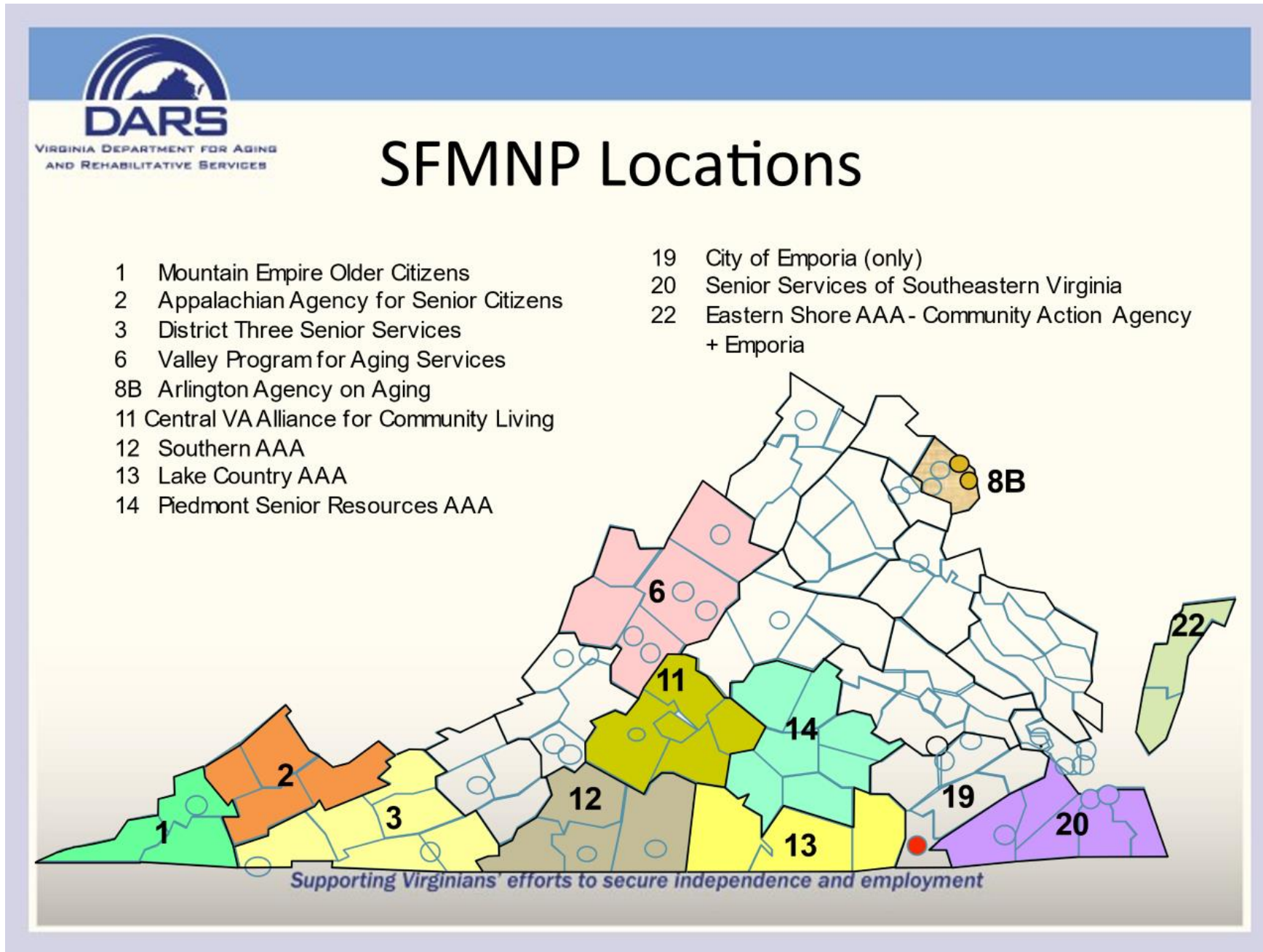


•VIRGINIA DEPARTMENT  
OF AGRICULTURE AND  
CONSUMER SERVICES



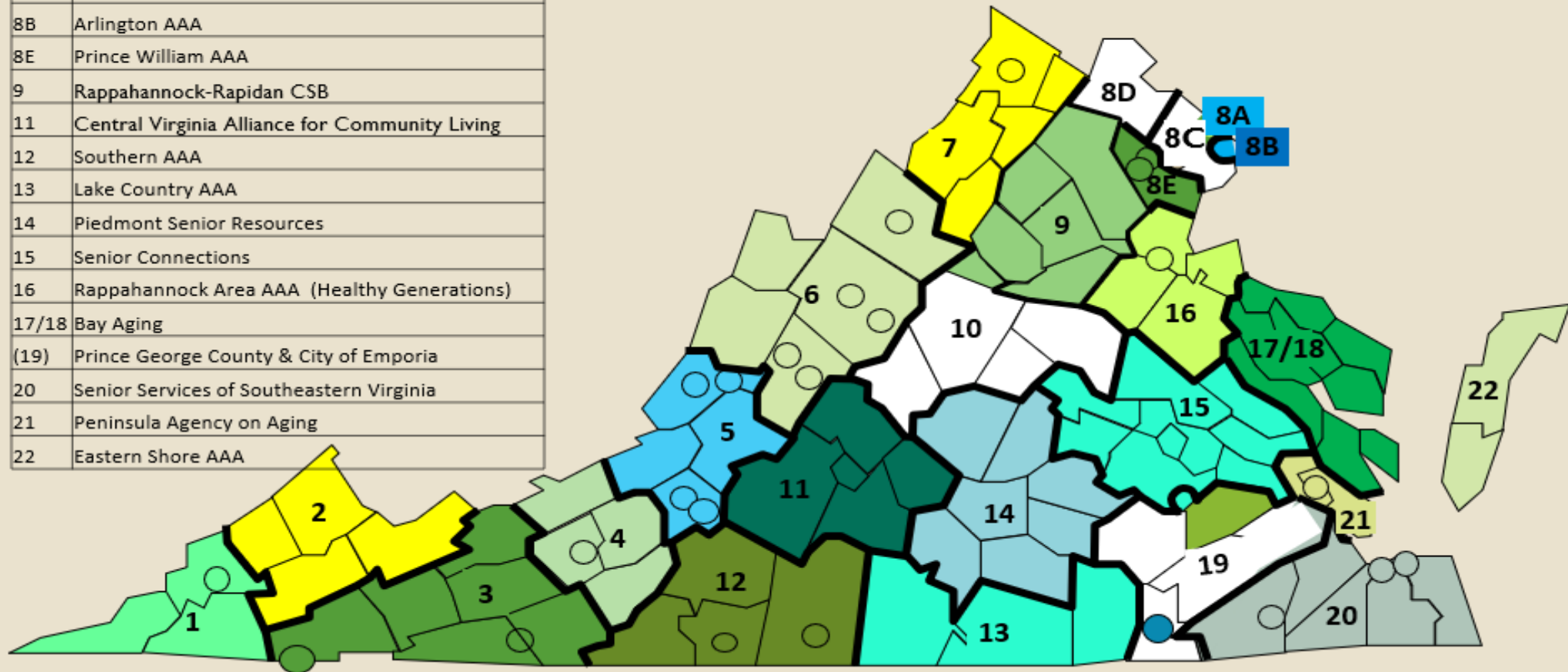


2022



# Virginia SFMNP Locations 2023

1	Mountain Empire Older Citizens
2	Appalachian Agency for Senior Citizens
3	District Three Government Cooperative
4	New River Valley
5	Local Office on Aging
6	Valley Program for Aging Services
7	Shenandoah (DBA Seniors First)
8A	Alexandria Division
8B	Arlington AAA
8E	Prince William AAA
9	Rappahannock-Rapidan CSB
11	Central Virginia Alliance for Community Living
12	Southern AAA
13	Lake Country AAA
14	Piedmont Senior Resources
15	Senior Connections
16	Rappahannock Area AAA (Healthy Generations)
17/18	Bay Aging
(19)	Prince George County & City of Emporia
20	Senior Services of Southeastern Virginia
21	Peninsula Agency on Aging
22	Eastern Shore AAA



# Connecting Seniors to Coupons

Senior applies for  
S/FMNP at Area  
Agency on Aging

Area Agency on  
Aging: processes  
application

Area Agency on  
Aging:  
Distributes \$50  
coupon booklet  
to senior with  
guidance on how to  
use them at  
Markets

Senior attends  
market and uses  
coupons to  
purchase fresh,  
locally grown  
produce from  
authorized farmers



# Program Impact

- This year there will be over 20,000 booklets in the community

-  \$1 Million in coupons

- 150% FPL → 185% FPL

- Redemption Rates in 2022:
  - 87% Senior FMNP
  - 43% WIC FMNP
  - 79% overall S/FMNP

## POVERTY GUIDELINES FOR 2023

PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE (100% - ANNUAL)	POVERTY GUIDELINE (150% - ANNUAL)	POVERTY GUIDELINE (185% - ANNUAL)
1	\$14,580	\$21,870	\$26,973
2	\$19,720	\$29,580	\$36,482
PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE (100% - MONTHLY)	POVERTY GUIDELINE (150% - MONTHLY)	POVERTY GUIDELINE (185% - MONTHLY)
1	\$1,215	\$1,823	\$2,248
2	\$1,643	\$2,465	\$3,040



# Connecting WIC Families to WIC FMNP Coupons



Family picks up  
\$30 coupon booklet  
from participating  
local WIC office

WIC provides  
family with location  
of Farmers' Markets  
and Nutrition  
Education

Family spends  
coupons at the  
authorized farmer's  
booth

Family enjoys fresh,  
locally-grown  
produce

Commonwealth of Virginia  
SENIOR AND WIC FARMERS MARKET NUTRITION PROGRAM (S/FMNP)  
Farm Market Fresh FARMER APPLICATION

**DEFINITION:**

"Farmer" means an individual who grows and sells a minimum of \$1,000 in gross sales of produce per farm unit per year.

To participate in the S/FMNP, a "Farmer" must:

1. Be the bona fide producer of the fresh fruit, vegetables, and cut herb products offered in exchange for Senior and WIC S/FMNP checks (*Farm Market Fresh Handbook*, page 6-7).
2. Accept training and monitoring on program rules and procedures, which may include visits on the farm or at the market.
3. Be certified every two years by Virginia Department for Aging and Rehabilitative Services (DARS-OAS) agricultural partners (VDACS, VAFMA, VSU) and hold an authorized Farmer Agreement with the Department for Aging and Rehabilitative Services (DARS-OAS).
4. Agree to comply with all Senior and WIC S/FMNP rules and amendments to rules that may be in effect at markets and/or mailed to farmers.
5. Not live in the same household or be an immediate family member of Senior or WIC participants or WIC/Area Agency on Aging (AAA) staff at the local or state agency. There shall be no opportunity for conflict of interest between the authorized Farmer, VDACS, VAFMA, VSU or DARS-OAS staff or local organization (WIC/AAA) staff.

**I. Farmer Information:**  
(Please Print or Type)

FARMER NAME \_\_\_\_\_ Number of Acres \_\_\_\_\_  
Farmed in Produce: \_\_\_\_\_

FARMER MAILING ADDRESS \_\_\_\_\_

\_\_\_\_\_

CITY/TOWN \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PRIMARY PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

\*Primary phone = best number to reach you in the event of (rare) banking issues.

Please indicate whether you would like this information made available to S/FMNP participants to inform them of where and when you are selling produce. If no boxes are checked, this information will be on the S/FMNP promotional material for participants.

☐ Yes ☐ No ☐ Other \_\_\_\_\_

**Additional information for future S/FMNP planning:**

Do you have a smartphone? ☐ Yes ☐ No If so, are you able to download applications? ☐ Yes ☐ No

Do you text? ☐ Yes ☐ No Do the majority of the markets you attend have internet access? ☐ Yes ☐ No

**II. Identification (ID) Stamp Information:**

Do you presently have a S/FMNP check ID stamp? ☐ Yes ☐ No If Yes; stamp ID # \_\_\_\_\_

When you stamp your checks, all three digits must be clearly readable. If your stamp is worn or broken, please indicate that you need a new stamp. A new stamp will result in a new stamp ID #. If you need more ink to make a clear imprint, please request an ink refill.

Need a new stamp? ☐ Yes ☐ No If no stamp is needed, do you need an ink refill? ☐ Yes ☐ No

**ENDORSEMENT** – Please print here \_\_\_\_\_ the name you use to endorse the back of the Senior and WIC S/FMNP checks.

**III. Eligible Foods Grown:** List the Eligible fruit, vegetables, and cut herbs grown on your farm for which you plan to accept Senior & WIC FMNP checks:

\*\*Please note, only those products listed and approved can be sold in exchange for S/FMNP checks.

\_\_\_\_\_

\_\_\_\_\_

# Farmer Application

- Application is active for two years
- Farmers can only sell produce they grow themselves (no purchased/traded or auction produce)
- Agriculture partners contact the farmers to verify "locally-grown" criteria
- Eligible vs. Ineligible Foods



# Farmer Agreement

ID STAMP #: \_\_\_\_\_

Commonwealth of Virginia's *Farm Market Fresh*  
Senior and WIC Farmers Market Nutrition Programs  
(Referred to together as S/FMNP)  
Farmer Agreement

- I. This Agreement is between the Department for Aging and Rehabilitative Services-Office for Aging Services, hereinafter "DARS-OAS" and the person named below (pg. 5), referred to as the "Farmer" for the Senior and WIC Farmers' Market Programs (S/FMNP) sometimes referred to as the *Farm Market Fresh* Program. Through a cooperative agreement with DARS-OAS, the Virginia Department of Agriculture and Consumer Services, hereinafter "VDACS" is authorized to work with the Farmer to carry out certain functions of this Agreement.
- II. DARS-OAS Contact: S/FMNP Coordinator  
Mailing Address: 1610 Forest Avenue, Suite 100  
Henrico, VA 23229  
Phone: 1-800-552-3402
- III. Period: This Agreement is for June 1, 2023 through December 31, 2023. Either the Farmer or DARS-OAS may terminate this Agreement as described in Section VII (D) below. DARS-OAS has no obligation to renew this Agreement with the Farmer.
- IV. By signing this Agreement, the Farmer agrees to comply fully with:
- All provisions contained in this document and future amendments to it;
  - The *Farm Market Fresh* Handbook and all amendments developed in cooperation with VDACS by DARS-OAS;
  - 7 CFR 248 and 249 (FMNP and SFMNP federal regulations); and
  - All federal, state, and local laws, policies, and procedures.

It is therefore mutually agreed that:

- V. Statement of Work
- A. The Farmer shall:
- Display the authorized *Farm Market Fresh* Program sign and report lost or damaged signs to DARS-OAS immediately for replacement;
  - Provide information DARS-OAS requires for periodic reporting to the US Department of Agriculture (USDA);
  - Assure that S/FMNP checks are redeemed only for self- grown, eligible foods;
  - Provide eligible foods at the current price or less than the price charged to other customers;
  - Accept S/FMNP checks only within valid dates and submit them to the bank for payment within the dates marked on the checks;

Commonwealth of Virginia  
WIC and Senior Farmers Market Nutrition Programs  
Farmer Agreement

Signatures: I acknowledge that I understand and accept all terms of this Agreement. I further acknowledge that I have received and read the current *Farm Market Fresh* Handbook for Farmers and agree to comply with the principles and procedures and all current and future amendments.

ID STAMP #: \_\_\_\_\_

Farmer's Signature

Date

Type Full Name

Address

City

State

Zip

Primary Phone

Department for Aging and Rehabilitative Services

Kelly Wright, RDN, S/FMNP & Nutrition Program Coordinator

Date





We proudly participate in

# Farm Market Fresh


Senior & WIC Farmers' Market Nutrition Program (S/FMNP)

for Older Adults and WIC

We accept S/FMNP – Senior & WIC Farmers' Market Nutrition  
Program checks

*This institution is an equal opportunity provider*

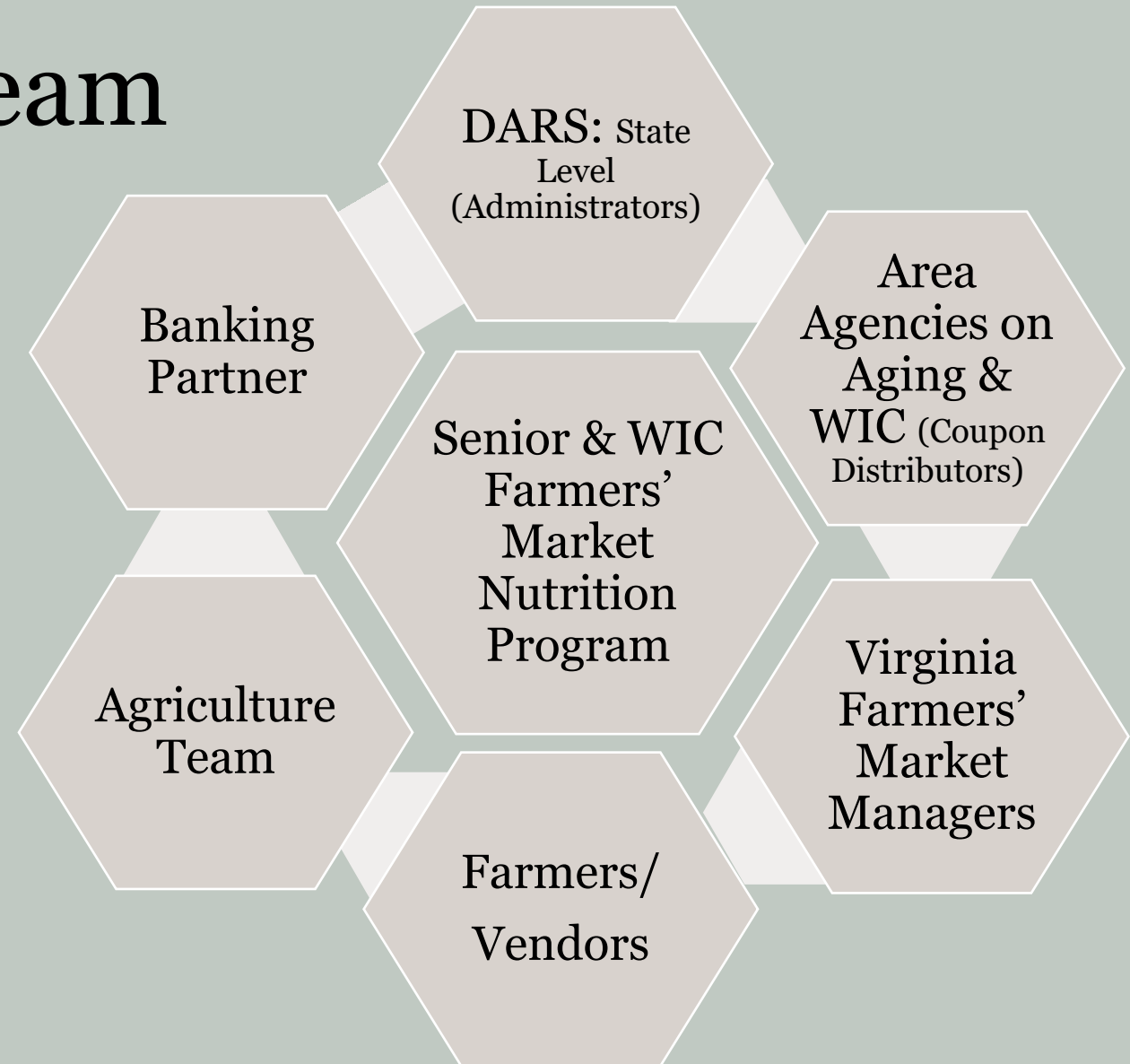


<b>FARM MARKET FRESH</b> Virginia's Farmers' Market Nutrition Program (S/FMNP) Department for Aging & Rehabilitative Services 1610 Forest Avenue, Suite 100 Henrico, VA 23229 800-552-3402		64-1968 611	Account #2072127018	300001
May be used for locally grown, unprocessed fresh fruits, vegetables and herbs only. USE ONLY AT AUTHORIZED VA FMNP FARMERS		FIRST DATE TO SPEND June 1, 2023 LAST DATE TO SPEND Nov. 18, 2023 SOME MARKETS MAY CLOSE EARLIER NOT TO EXCEED \$5.00		
		Authorized Farmer Stamp Here →		
UNITED COMMUNITY BANK NAVETTA, VA		\$5.00 NO CHANGE ISSUED		
		SAMPLE		
		PARTICIPANT'S SIGNATURE _____ MP		

# Virginia S/FMNP Team

## Role of Market Managers:

- Recruit Farmers at your markets
- Pass out applications
- Encourage participation
- Know the policies to support your farmers and shoppers
- Reduce confusion about the program







**What,  
when,  
where  
and how?**

# Monthly Timeline

May: DARS sends  
check booklets to  
AAA's

Nov. 30<sup>th</sup>: Last day  
Farmers can deposit checks for  
redemption

Checks accepted at Markets June 1 – November 18th

Feb

Mar

Apr

May

June

July

Aug

Sept

Oct

Nov

Dec

Feb: DARS receives  
grant award!

April 20<sup>th</sup>:  
Farmer's 1st  
Deadline: to be  
included in  
printed material

June 1st  
Farmers can begin  
accepting coupons at  
markets!

July 15th  
Last day Farmers can submit applications  
to become authorized

September 30<sup>th</sup>  
Last day participant  
coupons are distributed

November 18<sup>th</sup>  
Last date participants can  
use coupons at Markets

End-of-Year Report  
DARS sends out end of year report to  
agricultural S/FMNP partners

# Help Recruit Farmers!

## Key Details:

- Applications are valid for TWO market seasons
- Soft application deadline: April 20<sup>th</sup> (to be included in printed materials)
- Online Training for Farmers monthly:
  - Monday March 20th at 3pm
  - April 17; May 15, June 19, July 17
- Monthly online discussion sessions for interested farmers & participating farmers who need support; 3rd Monday of the month at 3pm
- Farmer Applications emailed to:  
[sfmnp@dars.virginia.gov](mailto:sfmnp@dars.virginia.gov)



## NEW MARKET REGIONS:

- Seniors will be looking for authorized farmers at your markets
- Connect your farmers to the S/FMNP farmer applications and encourage them to apply!
- Please send this information out to your farmers!
- <https://vda.virginia.gov/FarmMarketFresh.htm>



A photograph of a smiling woman with braided hair, wearing an orange sweater and a dark apron, handing a woven basket filled with fresh vegetables (cucumbers, tomatoes, and yellow peppers) to a customer. The customer's hands are visible, holding the basket. In the background, there are other baskets of produce, including a basket of red tomatoes and a basket of green apples. A sign in the background reads "ORGANIC MARKET".

# Building Community

## Food Access Programs:

- SNAP
- Virginia Fresh Match
- Senior Farmers' Market
- WIC Farmers' Market
- Local incentive programs

Supporting local farmers and meeting the needs of low- income families & seniors

# Call to Action



Potential to reach thousands of additional seniors due to the expansion

Goal: 200 new authorized farmers throughout the Commonwealth

More shoppers at your farmers' market and visiting your farmers/vendors

Goal: double program impact for low-income seniors

Strengthening your local markets as a source of healthy, nutritious foods

Goal: Increase access to healthy foods



# Take-A-Ways

Local WIC families and seniors want to come to your markets with their coupons!

This program is very popular with participants! We need more farmers to participate, offering more variety to shoppers.

Please help us recruit farmers by encouraging them to apply at:

<https://vda.virginia.gov/FarmMarketFresh.htm>



**We are here to support you!**

***Kelly Wright, RDN***

Nutrition & S/FMNP Coordinator

✉ [kelly.wright@dars.virginia.gov](mailto:kelly.wright@dars.virginia.gov)

☎ 804.662.9319

***Madeline R. Moravitz***

Aging Services Specialist

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