Welcome to the Senior Farmers' Market Program: 2023 Expansion Opportunity!
Senior & WIC Farmers’ Market Nutrition Program (S/FMNP)

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

WIC Farmers’ Market Nutrition Program (WIC FMNP)
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/
SFMNP Locations

1. Mountain Empire Older Citizens
2. Appalachian Agency for Senior Citizens
3. District Three Senior Services
4. Valley Program for Aging Services
5. Arlington Agency on Aging
6. Central VA Alliance for Community Living
7. Southern AAA
8. Lake Country AAA
9. Piedmont Senior Resources AAA
10. City of Emporia (only)
11. Senior Services of Southeastern Virginia
12. Eastern Shore AAA - Community Action Agency
13. Emporia
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

<table>
<thead>
<tr>
<th>Persons in Family/Household</th>
<th>Poverty Guideline (100% - Annual)</th>
<th>Poverty Guideline (150% - Annual)</th>
<th>Poverty Guideline (185% - Annual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$14,580</td>
<td>$21,870</td>
<td>$26,973</td>
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<tr>
<td>2</td>
<td>$19,720</td>
<td>$29,580</td>
<td>$36,482</td>
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</table>

<table>
<thead>
<tr>
<th>Persons in Family/Household</th>
<th>Poverty Guideline (100% - Monthly)</th>
<th>Poverty Guideline (150% - Monthly)</th>
<th>Poverty Guideline (185% - Monthly)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,215</td>
<td>$1,823</td>
<td>$2,248</td>
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<tr>
<td>2</td>
<td>$1,643</td>
<td>$2,465</td>
<td>$3,040</td>
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</table>
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
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

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: SFMNP 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:
A. All provisions contained in this document and future amendments to it;
B. The Farm Market Fresh Handbook and all amendments developed in cooperation with VDACS by DARS-OAS;
C. 7 CFR 248 and 249 (FNP and SFMNP federal regulations); and
D. All federal, state, and local laws, policies, and procedures.

It is therefore mutually agreed that:

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

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.

Farmer’s Signature
Date

Type Full Name

Address

City
State
Zip

Primary Phone

Department for Aging and Rehabilitative Services

Kelly Wright, RDN, SFMNP & 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
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**

- **Feb:** DARS receives grant award!
- **Mar:**
- **Apr:** April 20\(^{th}\): Farmer's 1st Deadline: to be included in printed material
- **May:**
  - June 1st: Farmers can begin accepting coupons at markets!
  - May: DARS sends check booklets to AAA’s
- **June:** Checks accepted at Markets June 1 – November 18th
- **July:**
  - July 15th: Last day Farmers can submit applications to become authorized
- **Aug:**
  - September 30\(^{th}\): Last day participant coupons are distributed
- **Sept:**
- **Oct:**
- **Nov:**
  - November 18\(^{th}\): Last date participants can use coupons at Markets
  - Nov. 30\(^{th}\): Last day Farmers can deposit checks for redemption
- **Dec:**

**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 20th (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

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
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

<table>
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<tr>
<th>Potential to reach thousands of additional seniors due to the expansion</th>
<th>Goal: 200 new authorized farmers throughout the Commonwealth</th>
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<tbody>
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<td>More shoppers at your farmers’ market and visiting your farmers/vendors</td>
<td>Goal: double program impact for low-income seniors</td>
</tr>
<tr>
<td>Strengthening your local markets as a source of healthy, nutritious foods</td>
<td>Goal: Increase access to healthy foods</td>
</tr>
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</table>
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!

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