



# Farm Market Fresh

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

## Welcome Market Managers!

• VIRGINIA • FARMERS • MARKET •



• ASSOCIATION •



**DARS** | VIRGINIA DEPARTMENT FOR AGING  
AND REHABILITATIVE SERVICES  
**DIVISION FOR AGING SERVICES**



# Farm Market Fresh

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

Senior & WIC  
Farmers' Market  
Nutrition  
Program (*Farm  
Market Fresh*)

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

WIC Farmers' Market  
Nutrition Program  
(WIC FMNP)

# *Farm Market Fresh*

## 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



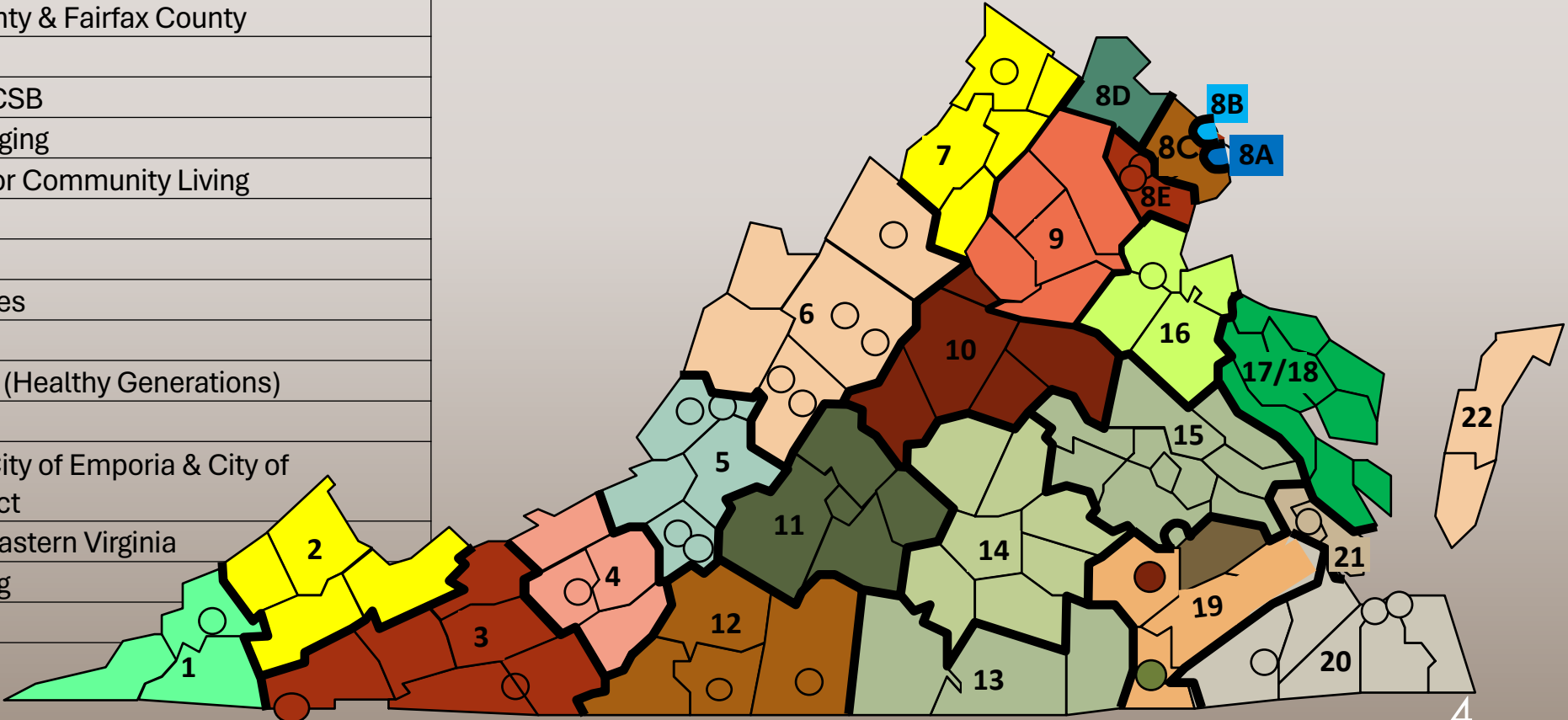
**2024 Handbook for Farmers**

*Virginia Farmers Market Nutrition Program for Seniors and WIC (S/FMNP)*

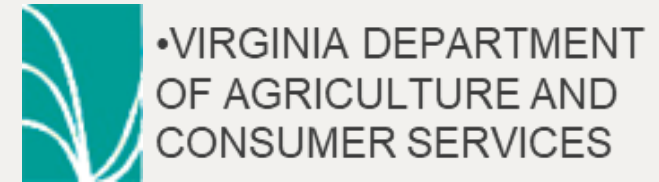


# Virginia Farm Market Fresh for Older Adults Locations 2024

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 AAA
8B	Arlington AAA
8C & D	FreshFarm – Loudon County & Fairfax County
8E	Prince William AAA
9	Rappahannock-Rapidan CSB
10	Jefferson Area Board on Aging
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 & City of Petersburg & Crater District
20	Senior Services of Southeastern Virginia
21	Peninsula Agency on Aging
22	Eastern Shore AAA



# DARS' Agricultural Partners



- VAFMA leads the *Farm Market Fresh* Agriculture team to support the continued expansion of the program across the state.



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



# Program Impact

- This year there will be over 36,000 booklets available to the community (both Senior and WIC combined)
- Over \$1 Million in vouchers
- 185% FPL
- Redemption Rates in 2023:
  - 55% Senior FMNP
  - 37% WIC FMNP
  - 53% overall *Farm Market Fresh*

## Poverty Guidelines for 2024

2024 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES AND THE DISTRICT OF COLUMBIA			
PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE (100% - ANNUAL)	POVERTY GUIDELINE (150% - ANNUAL)	POVERTY GUIDELINE (185% - ANNUAL)
1	\$14,580.00	\$22,590.00	\$27,861.00
2	\$19,720.00	\$30,660.00	\$37,814.00
PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE (100% - MONTHLY)	POVERTY GUIDELINE (150% - MONTHLY)	POVERTY GUIDELINE (185% - MONTHLY)
1	\$1,255.00	\$1,882.50	\$2,322.00
2	\$1,704.00	\$2,556.00	\$3,152.00



**2024 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 *Farm Market Fresh*, 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 DARS Division for Aging Services' (DARS-DAS) agricultural partners (VDACS, VAFMA, VSU) and hold an authorized Farmer Agreement with the (DARS-DAS).
4. Agree to comply with all S/FMNP rules and amendments to rules that may be in effect at markets and/or communicated to farmers.
5. **Not live in the same household** or be an immediate family member of *Farm Market Fresh* 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, DARS-DAS, or the local WIC/AAA staff.

**I. Farmer Information:**

FARMER NAME: \_\_\_\_\_ NAME OF FARM: \_\_\_\_\_  
*First Last*

FARMER MAILING ADDRESS \_\_\_\_\_  
CITY/TOWN STATE ZIP CODE

PRIMARY PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_  
\*Primary phone = best number to reach you in the event of (rare) banking issues.

Please indicate what contact information you consent to DARS to include in promotional materials provided to participants. This will be used to get updated selling locations and times. If no boxes are marked, this information will be made available.

Name of Farm     Name of Farmer     Phone Number     Email Address

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

Do you presently have a 4-digit check ID stamp?  Yes     No    If Yes, stamp ID # \_\_\_\_\_  
When you stamp your checks, all four 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 the name you use to endorse the back of *Farm Market Fresh* checks.  
Endorsement line: \_\_\_\_\_

**III. Eligible Foods Grown:** List the Eligible fruit, vegetables, and cut herbs grown on your farm for which you plan to accept *Farm Market Fresh* checks:

\*\*Please note, only those products listed and approved can be sold in exchange for *Farm Market Fresh* 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 #: \_\_\_\_\_  
(if applicable)

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

- I. This two season Agreement is between the **Department for Aging and Rehabilitative Services-Division for Aging Services**, hereinafter "DARS-DAS" and the person named below (pg. 5), referred to as the "Farmer" for the Senior and WIC Farmers' Market Programs (S/FMNP), also referred to as the *Farm Market Fresh* Program. Through cooperative agreements with DARS-DAS, DARS-DAS' **Agricultural Partners** are authorized to work with the **Farmer** to carry out certain functions of this Agreement. **DARS-DAS' agricultural partners include: Virginia Department of Agriculture and Consumer Services**, hereinafter "VDACS"; **Virginia State University**, hereinafter "VSU", and **Virginia Farmers Market Association**, hereinafter "VAFMA".
- II. **DARS-DAS Contact:** *Farm Market Fresh* Coordinator  
Mailing Address: 1610 Forest Avenue, Suite 100  
Henrico, VA 23229  
Phone: (804) 774-9067  
Email: [sfmnp@dars.virginia.gov](mailto:sfmnp@dars.virginia.gov)
- III. **Period:** **This Agreement is for June 1, 2024, through December 31, 2025.** Either the Farmer or DARS-DAS may terminate this Agreement as described in Section VII (D) below. DARS-DAS 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 **DARS' Agricultural Partners** and by **DARS-DAS**;  
C. 7 CFR 248 and 249 (FMNP 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-DAS immediately for replacement;
  2. Provide program related information to DARS-DAS, as required for periodic reporting to the US Department of Agriculture (USDA);
  3. Assure that *Farm Market Fresh* checks are redeemed only for self- grown, eligible foods;

**Commonwealth of Virginia  
Farm Market Fresh  
Farmer Agreement**

This Agreement is for the time period stated in Section IV above depending on availability of funds. The Farmer must complete a new application and enter into a new Agreement every 2 years.

**F. Non-transferability**

This Agreement is not transferable to another farmer or family member.

**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 #: \_\_\_\_\_  
(if applicable)

**Farmer's Signature**

\_\_\_\_\_  
Farmer's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print or type full name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Primary Phone

**Department for Aging and Rehabilitative Services**

\_\_\_\_\_  
Kelly Wright, RDN, Nutrition Program Coordinator

\_\_\_\_\_  
Date



# 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 18th at 5:30pm
    - April 15 (3pm); May 20 (5:30pm), June 17 (3pm), July 15 (5:30pm)
  - 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)
- 
- Seniors will be looking for authorized farmers at your markets
  - Connect your farmers to the *Farm Market Fresh* Farmer Application and encourage them to apply!
  - Please send this information out to your farmers!
  - [FarmMarketFresh.org](http://FarmMarketFresh.org)

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# Farmer Trainings in 2024

## Farmer Training

DARS hosts virtual Training & Information Sessions for interested farmers to discuss the details of this program.

**Due to program updates, in 2024 ALL participating farmers must attend one training session before accepting Farm Market Fresh checks at the market.**

 [Click Here to Register](#)

Virtual Farmer Training & Information sessions will be offered the 3rd Monday of the month at alternating times (3 – 4pm or 5:30 – 6:30pm) on the following dates:

- March 18 (5:30 – 6:30pm)
- April 15 (3:00 – 4:00pm)
- May 20 (5:30 – 6:30pm)
- June 17 (3:00 – 4:00pm)
- July 15 (5:30 – 6:30pm)

- **Farmer Training is required for all participating farmers in 2024**
- For **both** returning and new farmers.
- All Farmers will need to register for an online training.
- If they are unable to attend online, a 1-on-1 training with their VDACS regional rep. is required.
- All Market Managers are welcome to attend as well!



We proudly participate in  
**Farm Market Fresh**

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

for Older Adults and WIC Families

***Farm Market Fresh – S/FMNP checks accepted here!***

*This institution is an equal opportunity provider*



**FARM MARKET FRESH**  
Virginia's Farmers' Market Nutrition Program (S/FMNP)  
Department of Aging & Rehabilitative Services  
1610 Forest Avenue Suite 100  
Henrico, VA 23229  
800-552-3402

May be used for locally grown, unprocessed fresh fruits, vegetables and herbs only.

USE ONLY AT AUTHORIZED VA FMNP FARMERS

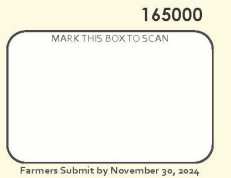
Farmers Scanning Coupons:  
Mark the box in ink to the right PRIOR to scanning coupons.  
Coupon cannot be scanned without checking the box.

Farmers Mailing Coupons:  
See details at [www.VDA.Virginia.gov](http://www.VDA.Virginia.gov)

First Date to Spend:  
**June 1, 2024**

**\$5.00**  
NO CHANGE ISSUED

Last Date to Spend:  
**November 18, 2024**  
SOME MARKETS MAY CLOSE SOONER



Farmers Submit by November 30, 2024.



# Virginia *Farm Market Fresh* Team

## Role of Market Managers:

- Recruit Farmers at your markets,
- Pass out fliers and/or applications,
- Encourage participation,
- Know the policies to support your farmers and shoppers, and
- Be a resource to farmers and shoppers



# Connecting Seniors to Vouchers

Senior applies for  
*Farm Market  
Fresh* at Area  
Agency on Aging

Area Agency on  
Aging: **processes  
application**

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

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





# Connecting WIC Families to WIC Farm Market Fresh Vouchers



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

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

Family spends vouchers at the authorized farmer's booth

Family enjoys fresh, locally-grown produce



# Two new ways farmers can redeem vouchers in 2024



## QR Code:

- Farmers can now redeem their collected vouchers in a mobile app through scanning a QR code

## Mail in Vouchers

- Farmers that do not want to use the mobile app have a second option of mailing their vouchers to the processing center for redemption

We can provide all of you the same training materials the farmers will get.

All farmers will still need to create an online account regardless of redemption model used.

A top-down view of a diverse collection of fresh produce. The items are densely packed and include a variety of colors and textures. Visible items include red and yellow bell peppers, green and red apples, orange carrots, red radishes, purple and green leafy vegetables, a large green cucumber, a white radish, a bunch of green herbs, a red tomato, a white garlic bulb, and a large orange pumpkin. The background is a dark, textured surface, possibly a wooden table or a dark cloth, which makes the colors of the produce stand out.

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

# Monthly Timeline

January

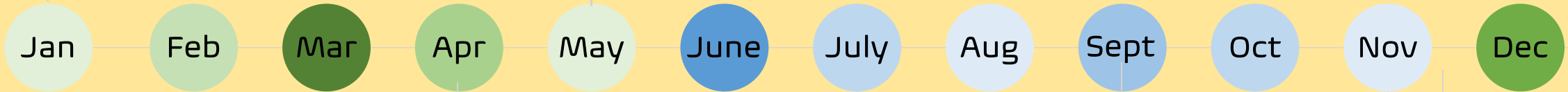
19th:

Farmer Application began circulating at farmer events

May: DARS sends vouchers to AAA's



Vouchers accepted at Markets June 1 – November 17th



February:

Farmer Application posted to *Farm Market Fresh* website

April 20<sup>th</sup>:

Farmer's 1st Deadline: to be included in printed material

June 1st

Farmers can begin accepting vouchers at markets!

September 30<sup>th</sup>:

Last day participant vouchers are distributed

July 15<sup>th</sup>

Last day Farmers can submit applications to become authorized

Nov. 30<sup>th</sup>:

Last day Farmers can process vouchers for redemption

November 17<sup>th</sup>

Last date participants can use vouchers at Markets





# 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

[Join Local Food System Coalitions](#)

# Market Sign Request



We proudly participate in

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

Virginia Farmers supporting older adults and WIC families with fresh, locally-grown fruits, vegetables & cut herbs!

SCAN FOR MORE INFORMATION:



Not Eligible: honey, nuts, baked goods, flowers, meat products, jams, butters or other processed items

[FarmMarketFresh.org](https://FarmMarketFresh.org)

**DARS** VIRGINIA DEPARTMENT FOR AGING AND REHABILITATIVE SERVICES  
DIVISION FOR AGING SERVICES

This institution is an equal opportunity provider.



Request a sign here!

<https://forms.office.com/g/2cF4ik3HiC>

Important: There is a limited supply this year so first come first serve until supply runs out.



# Call to Action



Potential to reach thousands of additional eligible participants due to the expansion.

Goal: To have 400 authorized farmers throughout the Commonwealth.

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

Goal: Increase program utilization to over 80%.

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 vouchers!

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:

[FarmMarketFresh.org](http://FarmMarketFresh.org)



**We are here to support you!**

***Matthew Wasikiewicz***

*Farm Market Fresh Coordinator*

✉ [matthew.wasikiewicz@dars.virginia.gov](mailto:matthew.wasikiewicz@dars.virginia.gov)

☎ 804.774.9067

***Kelly Wright, RDN***

*Nutrition Coordinator*

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

☎ 804.662.9319

