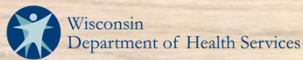


WIC Farmers' Market Nutrition Program Staff Orientation



Participants and Benefit Issuance



Welcome! This segment of the WIC Farmers' Market Nutrition Program Staff Orientation course will focus on WIC Participants and how to issue farmers' market benefits.

Write down any questions. You can ask your supervisor, or contact the State Farmers' Market Program Coordinator, after the presentation.

Agenda

- Food package
- Participant eligibility
- How benefits are issued
- What information is given to participants



In this course, you will learn how the WIC Farmers' Market Program meets its goal to provide fresh fruits and vegetables from farmers' markets to WIC participants. You will learn:

- About the farmers' market food package including allowed foods
- Participant eligibility
- How benefits are issued
- And what information is given to participants

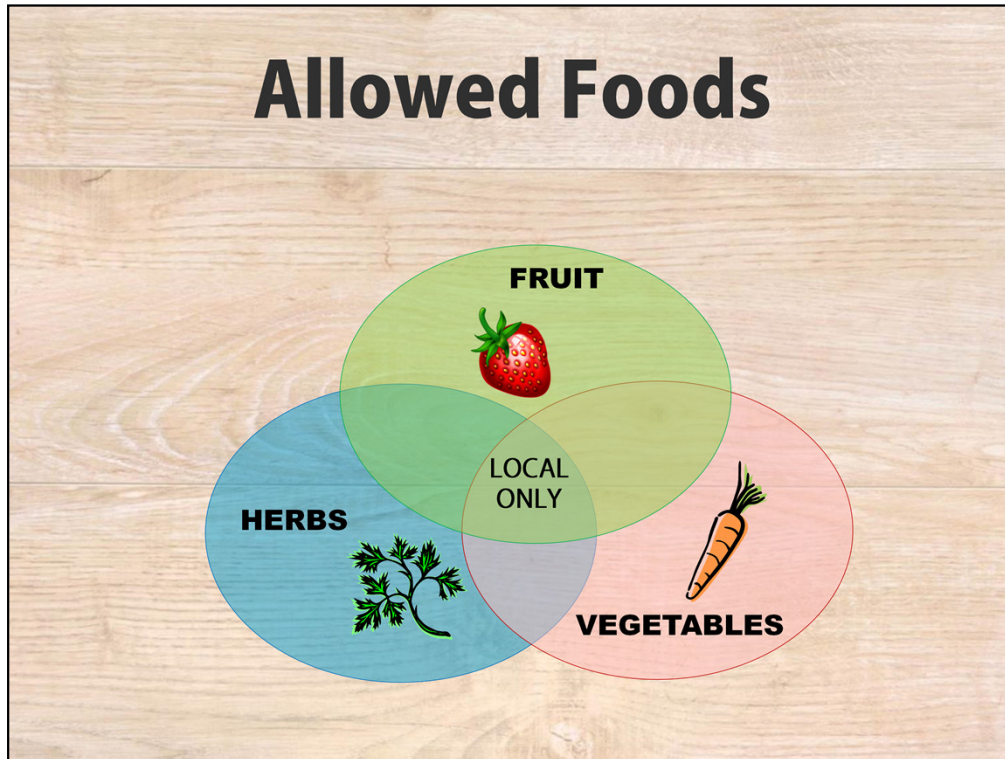
Let's get started!

Farmers' Market Nutrition Program Food Package



The Farmers' Market Program provides a food package to WIC families by issuing checks that are spent at farmers' markets.

Allowed Foods



The farmers' market benefit is used to buy foods allowed by federal and state policy. The allowed foods include locally grown fruits, vegetables, and herbs.



Here's a sample of the Farmers' Market check. The farmers' market food package consists of a specific number of checks with specific denominations preprinted on them. A few highlights are numbered as follows:

Number one shows the dates when WIC families can use farmers' market checks.

Number two shows the denomination printed on the check. Participants can use more than one check with a farmer. The farmer cannot give the participant change.

Benefit Amount

How much money will families receive to spend at the market?



The benefit amount that families will receive is determined by the State Office.

All families will receive the same amount.

Each year, the State Farmers' Market Coordinator will notify agencies about the benefit amount in addition to instructions about how checks will be issued.

It is very important to follow the instructions to avoid over-issuing and overspending federal funds for the program.

A Family Benefit



Farmers' market checks are issued to the family or household.

If there is more than one eligible participant within the family, one set of farmers' market checks will be issued to be shared among the eligible participants in the family.

Eligibility



- ✓ Pregnant
- ✓ Breastfeeding
- ✓ Postpartum
- ✓ Child
- ✓ Infants 9 mo and older

To be eligible to receive the farmers' market benefit, at least one participant within the family must meet one or more of the following criteria:

- Pregnant
- Breastfeeding, including the category "some breastfeeding" moms who do not receive a regular WIC food package
- Postpartum
- Child
- And infants 9 months or older.

Eligibility



✓ Infants who are 9 months or older

✓ WIC CPA assessment

For infants 9 months and older, check to see if the WIC Competent Professional Authority, CPA, has completed an assessment to see if the infant can receive fresh fruits and vegetables.

The farmers' market program works just like WIC; the CPA assessment is required before issuing the benefit for fresh fruits and vegetables.

Screening



It is important and required to take the time to screen participants for the potential to use farmers' market checks. Some families may not have convenient access to farmers' markets and will not be able to use the checks.

Farmers' market check issuance is not automatic; it is a choice!

Review Market Location and Hours

- Are the hours accommodating?
- Is the market location convenient?



Check issuers are encouraged to be knowledgeable about markets and stands in their area.

When are the markets open? What days of the week?

Before issuing checks, tell the participant when the markets are open. Is the participant available during the hours that the markets are open? Also, **where** are the markets and stands?

As an example, do you think participants will use their farmers' market checks if they live more than 30 miles away from an approved market? It's something to consider.

The main point is to be sure the participant knows the hours of the markets and the market locations **before** issuing checks.

“Will you use the checks?”

- Did the participant request the checks?
- “We really liked the apples we bought last year...”



Listen for clues that the participant will use their checks. For example, if the participant stops by without an appointment to request the checks, the participant is showing interest and will likely use their checks.

A comment such as “we really liked the apples we bought last year” shows the participant has experience shopping at the market and will likely use their checks.

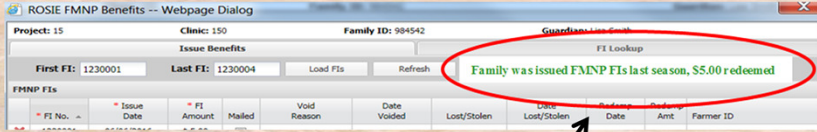
At a minimum, ask the participant “Will you use the checks?” If the answer is no, do not issue the checks, but you can give the participant information about the program and they can come back if they change their mind.

Screening

- Did participant request the checks?
- Has the participant shopped at farmers' markets before?
- Is there a market close to where the participant lives or works?
- Is transportation available?
- Do market hours conflict with work schedule?
- Consider current season.
- Consider size of market.
- Not interested.

Review this slide for other considerations for the participant.

Participant's Redemption



The screenshot shows a web application window titled "ROSIE FMNP Benefits -- Webpage Dialog". The window displays information for a participant, including "Project: 15", "Clinic: 150", and "Family ID: 984542". A message in green text states: "Family was issued FMNP FIs last season, \$5.00 redeemed". This message is circled in red. Below the message is a table with columns for "FMNP FIs", "Issue Date", "FI Amount", "Mailed", "Void Reason", "Date Voided", "Lost/Stolen", "Date", "Amt", and "Farmer ID". A red oval with the text "Last year's redemption amount is noted here" has an arrow pointing to the "\$5.00" in the message.

Also, on the ROSIE farmers' market benefits screen, there is information showing the amount of farmers' market checks the participant spent last season.

This information will be accurate as long as the farmer redeemed the checks, and as long as the check numbers were recorded correctly in ROSIE when the checks were issued.

If the family was not issued farmers' market checks last season, the following message will be shown "Family was not issued FMNP FIs last season."

The project director can discuss with staff about how this information can be used when issuing farmers' market checks. Further guidance is available from the State Farmers' Market Program Coordinator.

Sign System



Another issuance strategy is using the “Sign System.”

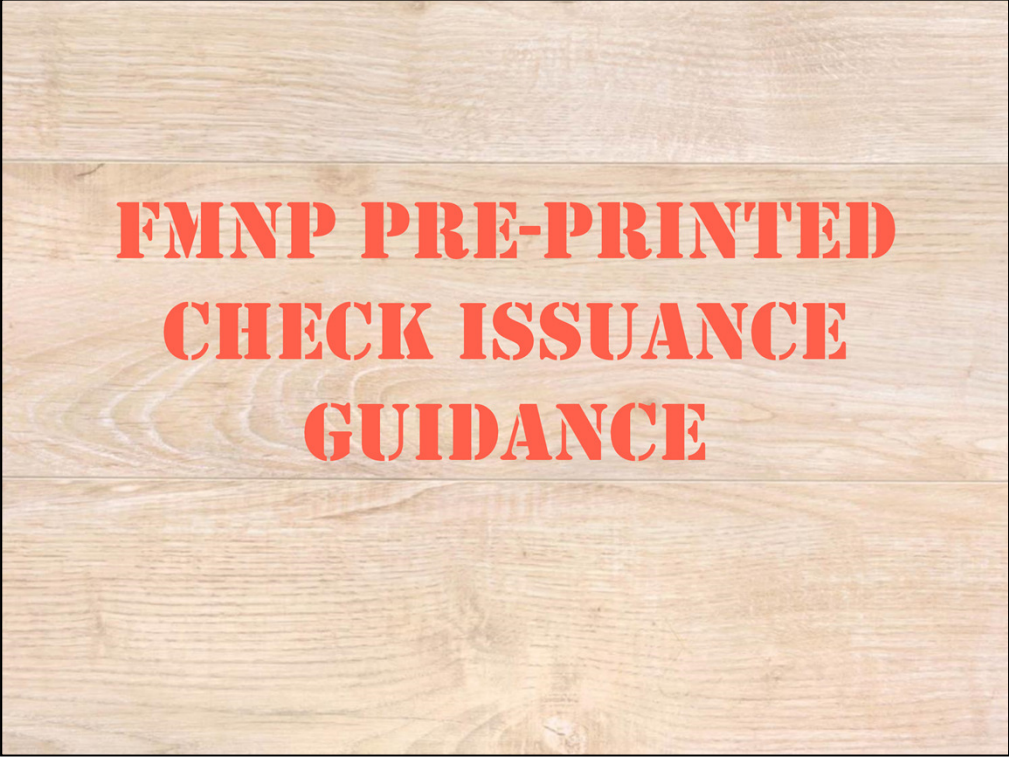
This system is for projects who have tried strategies to encourage participants to use their farmers’ market benefit, but the rate of checks issued and checks spent averages 45% or below each year. These projects may be in an area where participant access to farmers’ markets is limited.

How does the sign system work? Simple.

Post friendly signs throughout the clinic that say “Ask WIC about benefits for buying fruits and veggies at local farmers’ markets.”

WIC families who ask you about the benefit are likely to use the checks.

Projects who use the sign system do explain the farmers’ market program to new families.



FMNP PRE-PRINTED CHECK ISSUANCE GUIDANCE

Now let's learn about how the checks are handled at the project and how ROSIE is used to issue the checks.

At this time, make a note, for when you finish this presentation, to visit the ROSIE page on WICShare to find the FMNP Pre-printed Check Issuance guidance. Look for the FMNP category on the ROSIE page.

Some of the information found in the guidance will be reviewed in this presentation, but there is more useful information in the guidance that you will want to review.

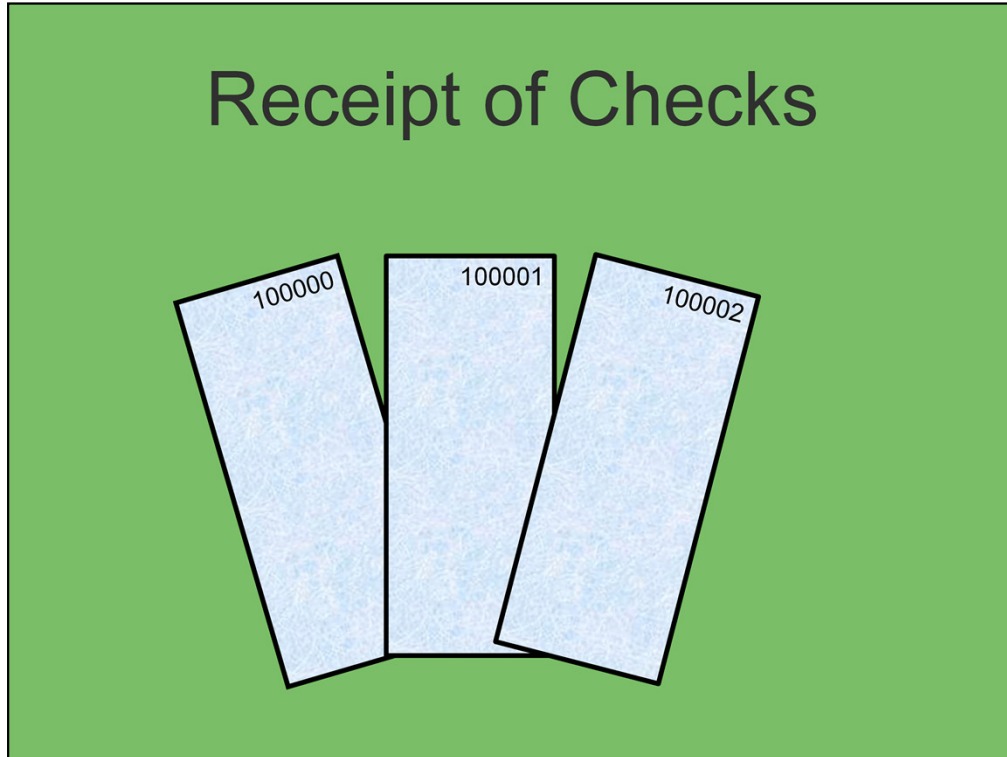
Ordering Checks



The State Farmers' Market Coordinator will determine how many checks each agency will receive, and order the checks.

The printer will ship the checks to the project.

Receipt of Checks



Once the checks are shipped, the state farmers' market coordinator will notify local agencies about how to confirm that the correct checks have been received.

This will include verifying that the project received the correct check range. For example, the State Office record shows that the agency received check numbers 100000 through 102500. The agency will verify that the checks that they received match that range.

Keeping Checks Secure



Staff Initials	Date	Check Number or Range	Action Reason/Comment
JA	5/6/2016	330977 - 334976	Checks received!
JA	7/8/2016	331173 - 331176	Oops; spilled drink on checks; destroyed
JA	9/14/2016	331237 - 331240	State requested compliance buy
JA	9/15/2016	331237	Spent during compliance buy
JA	9/15/2016	331238 - 331240	Incomplete set; kept for future compliance buy or replacement check
JA	11/1/2016	331238 - 331240 334919 - 334976	State says to destroy unissued/unused checks; done!

While issuing checks, agency personnel must not leave checks out in the open and unattended.

Agencies must store checks in a secure, locked area, and maintain an inventory of the checks.

For example, when the season's supply of checks arrive, the project will keep a record of the check numbers that were received.

Another example of what to keep a record of is when checks are used for compliance buys. Farmers' market compliance buys are not recorded in ROSIE; therefore, make a note when checks are used for a compliance buy.

See the screen for more examples of what to record to maintain good records of the checks.

The expectation is that if the State Farmers' Market Coordinator called and asked where a specific check is.... the project will be able to answer with certainty.

ROSIE Issuance Criteria

- June 1 through September 30
- Families
- One package per season

ROSIE is programmed to allow issuance of farmers' market checks based on the following criteria:

- ROSIE will allow checks to be issued beginning June 1. The last day of issuance is September 30.
- Checks are issued to eligible families; not to each individual participant.
- One food package per family is issued per season

Issuance in ROSIE

The image contains two screenshots from the ROSIE system. The left screenshot, titled 'Issue Benefits Screen', shows a form with fields for 'Project: 44', 'Clinic: 440', and 'Family ID: 3441'. It includes a 'Benefit Begin Date' of 06/01/2016 and a 'Family Messages' section with a red arrow pointing to a 'Click link' text. The right screenshot, titled 'FMNP Benefits Window', shows a 'Webpage Dialog' for 'Project: 15', 'Clinic: 150', and 'Family ID: 9945'. It features 'First FI: 1230001' and 'Last FI: 1230004' fields, a 'Load FIs' button, and a table of FMNP FI numbers. A yellow warning box states: 'Important! Compare FI Numbers on ROSIE screen to FI Numbers on the paper checks before clicking "Save!"'. A 'Save' button is also visible.

FI No.	Issue Date	FI Amount	Mailed	Void Reason	Date Voided
1230001	06/06/2016	\$ 5.00	<input type="checkbox"/>		
1230002	06/06/2016	\$ 5.00	<input type="checkbox"/>		
1230003	06/06/2016	\$ 5.00	<input type="checkbox"/>		
1230004	06/06/2016	\$ 5.00	<input type="checkbox"/>		

Issue Benefits Screen

FMNP Benefits Window

ROSIE will display a link when the family is eligible for benefits. Clicking the link will open the farmers' market benefits window.

The check issuer will enter the first check number, and click the Load button.

ROSIE will populate the last check number, and all of the check numbers will appear in the table.

It is critical to take a few extra seconds to review the check numbers listed in ROSIE with the check numbers on the paper checks before clicking "save."

Incorrect entries cause extra work for the project, the State Office, the system provider, and could even place farmers at risk of not being paid.

We do have preventive measures in place to be sure farmers are paid, but strange things can happen.

Mailing Checks

ROSIE FMNP Benefits -- Webpage Dialog

Project: 15 Clinic: 150

Issue Benefits

First FI: 1230001 Last FI: 1230004 Load FIs

NP FIs

* FI No. ^	* Issue Date	* FI Amount	Mailed	Void Reason
1230001	06/06/2016	\$ 5.00	<input type="checkbox"/>	
1230002	06/06/2016	\$ 5.00	<input type="checkbox"/>	
1230003	06/06/2016	\$ 5.00	<input type="checkbox"/>	
1230004	06/06/2016	\$ 5.00	<input type="checkbox"/>	

Check box for each check that is mailed

If a participant requests farmers' market checks, and the project determines that it is a hardship for a family to pick up farmers' market checks in-person, checks can be mailed to the family.

Document mailed checks in ROSIE.

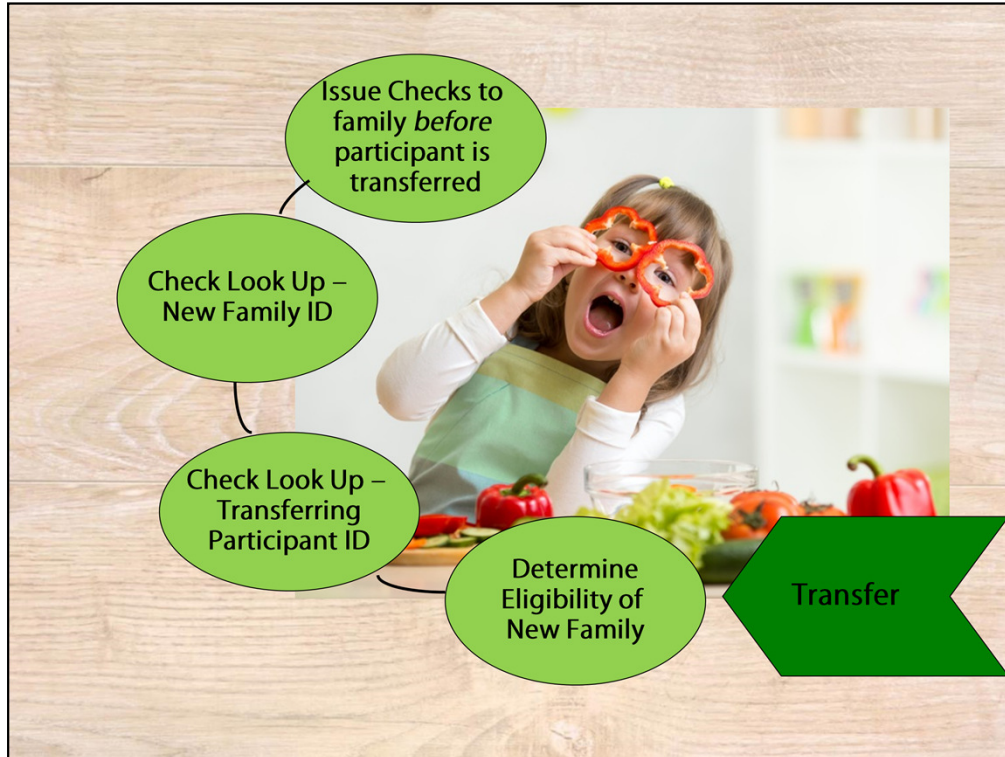


When a family is caring for a foster child, the family can receive the farmers' market benefit as any other WIC family.

The project will issue one farmers' market benefit to a household with foster children. ROSIE will not allow a household to receive more than one farmers' market benefit.

This is different than how eWIC cards are issued. eWIC cards are issued to each foster child.

Since a household with foster children will receive only one farmers' market benefit, the project may want to follow special steps to maximize the farmers' market benefit.



If a foster child transfers to a new family, it is possible that the new family will be prevented from receiving Farmers' Market checks if the transferring foster child received them with the former family.

To help, during Farmers' Market season, if a foster child transfers to another family who has other eligible family members, the project can take the following steps:

Number one. Determine if the new family has Farmers' Market eligible members other than the transferring participant.

Second. Do a Farmers' Market check look up using the transferring participant's participant ID (not family ID) to see if Farmers' Market checks were issued.

If yes, do a Farmers' Market check look up on the new family to see if Farmers' Market checks have been issued.

If the new family has not received Farmers' Market checks and there are other eligible family members in the new family, issue Farmers' Market checks to the new family **before** transferring the participant to the new family.

Did you know...

... that you don't have to begin issuing farmers' market checks in June?

You can decide!

Although ROSIE will allow issuance of farmers' market checks in June, projects may choose to wait to begin issuance until locally grown produce is available. Farmers comment that they think participants would spend more if they shop during months that the selection is more plentiful.



Now I know who gets farmers' market checks, about how much is given, and when the checks are issued.

What else does the participant need to know?

This is Bessie! She will pop up here and there helping me remember a few points.

Now that we have talked about the checks and how to issue checks, Bessie is asking what else does the participant need?



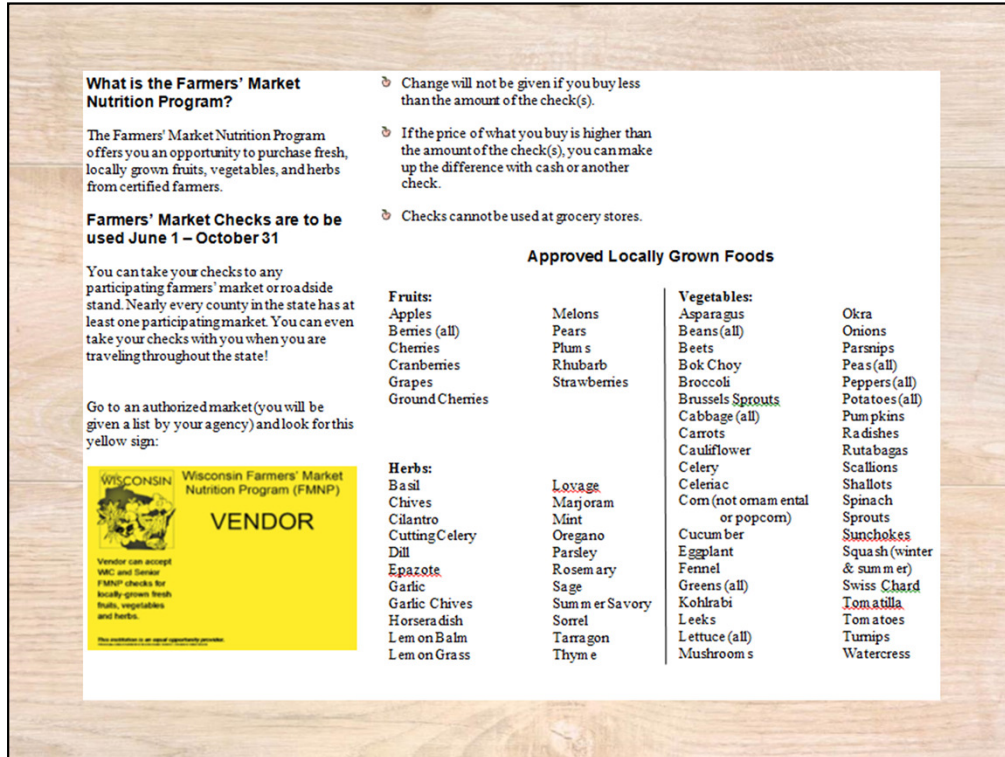
This next section covers what materials to provide to participants.

Order Brochures for Participants

Wisconsin
Farmers' Market
Nutrition Program
(FMNP)



Projects will order the participant brochure each year. The State Farmers' Market Coordinator will send notification when materials are available to order.



This is the inside of the brochure. Note the important information included such as:

The last day to use checks is October 31

The yellow sign is the sign that the State Office gives to the farmer when they become authorized to accept checks. Post the sign at the clinic and instruct participants to look for the sign when shopping at the market.

The brochure also explains the following:

No change will be given if the check amount is not spent

Farmers' market checks cannot be used at grocery stores

And, the brochure also provides a listing of approved foods

Showing the participant the listing of approved foods presents a great opportunity to talk about the foods in season presently and what the participant can expect to see

at the markets and farm or roadside stands in your area.

Ineligible Foods

jams/jellies
ornamental/decorative
not locally grown
breads eggs
cookies honey
cider meat syrup
oranges flowers bananas
caramel apples cheese

Is it helpful to tell participants what they can't buy at the market? It sure is.

Farmers sometimes get frustrated when participants ask for non-eligible items.

Emphasize to participants that the program only allows for locally grown fruits, vegetables, and herbs. Show the participant that this is stated on the check.

Asking for other items hurts the integrity of the program.

Approved Market and Stand Listing

Produced by the
WIC local project

List may change

Approved Farmers' Markets and Roadside Stands

For Spending WIC Farmers' Market Checks

Awesome Farmers' Market
123 Rhubarb Avenue
Madison, WI
(Located in Rhubarb Park)
June 1 - October 31
Saturdays 8:00 am - Noon

Sally Strawberry's Farmstand
456 Strawberry Lane
Madison, WI
(Located at Sally's Farm)
June 1 - June 30
Every Day 8:00 am - 7:00 pm
U-Pick Hours 8:00 am - 1:00 pm



This institution is an equal opportunity
provider

The project will also provide the family a listing of approved farmers' markets and farmstands that the family can spend their checks at.

Besides information such as location and hours, the project can also add other information that they think will help the participant such as "this farmstand is only open during sweet corn season; dates provided may change depending on when the corn is available."

Some projects create the location sheet in a size that fits inside the farmers' market brochure.

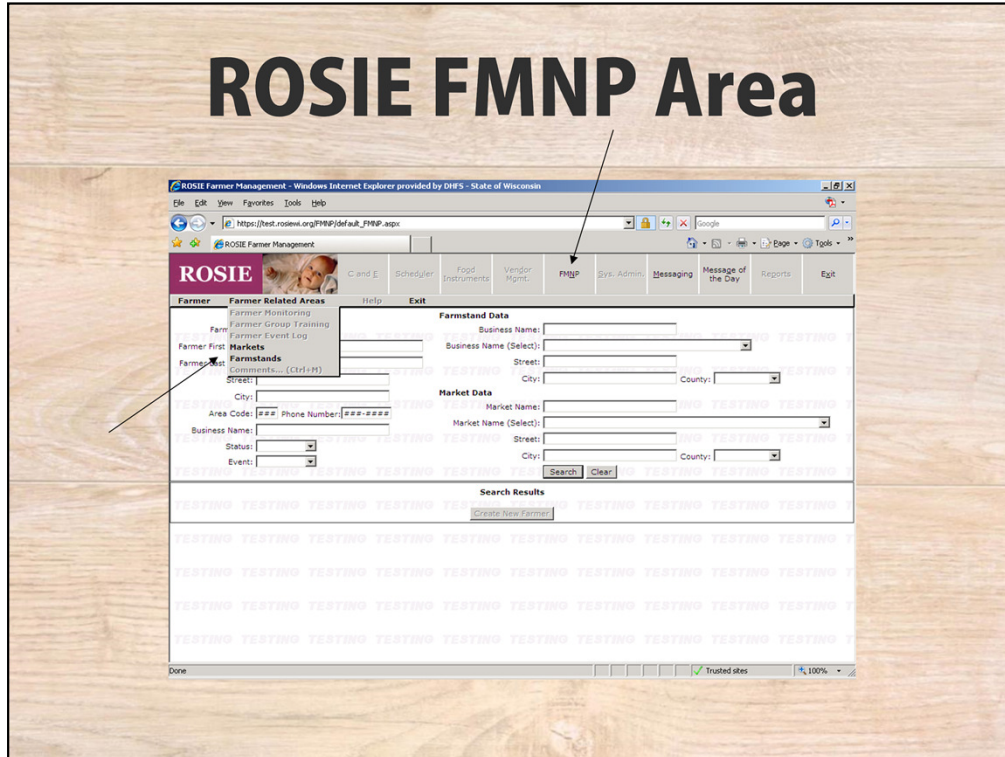
The State Office will approve markets and stands throughout the season; make copies with this in mind.



How do projects know when a farmers' market is approved? Good question Bessie!

Let's go to the next slide to learn how to find approved farmers' markets!

ROSIE FMNP Area



Farmers' markets and farmstands are available in the ROSIE FMNP area.

Project staff responsible for the market listing should refer to the ROSIE Farmers' Market Nutrition Program On-Line System Project Guidance. The guidance explains how to find information and, **very important**, how to interpret the information.

Call the farmers' market coordinator or go to the ROSIE page in WICShare to find the guide. Look for the FMNP Category.

Nutrition Education



Nutrition education is a core activity in WIC.

There are specific materials designed to encourage participants to eat fruit and vegetables available locally at farmers' markets. Some of the materials also provide information about how to prepare and store fresh produce. The materials are available in the Forms and Publication Listing.

Review the materials and decide what materials you will provide during the farmers' market season. Projects may also contact the State Office Farmers' Market Nutrition Program Nutritionist for assistance.

What's In Season Display



Early
Season



Mid
Season



Late
Season

Many projects use displays to help participants learn about locally grown produce.

Many WIC participants have not shopped at a farmers' market before and are often surprised to see a limited selection of produce than what is offered at a grocery store. A display will help with reinforcing seasonal selections.



Great! All participants need the Participant Brochure and Listing of Approved Markets and Stands.

There are also lots of other resources that participants can use.

Anything else?

Great! All participants need the participant brochure and listing of approved markets and stands. There are also lots of other resources that participants can use. Anything else?

Glad you asked Bessie! There are just a few more things to know.

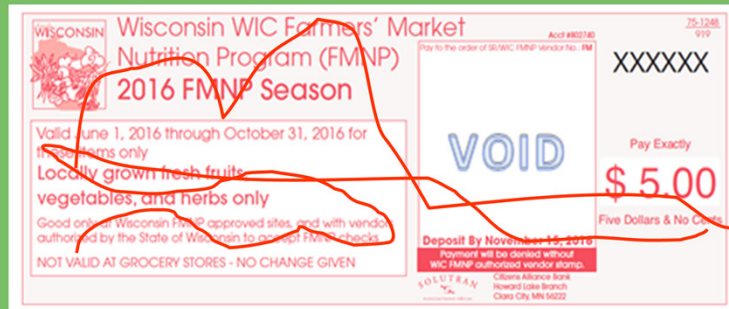
Not at Farmers' Markets



Participants do not need to show an ID or their eWIC card to the farmer to use their farmers' market benefit.

Tell participants that the eWIC card cannot be used at farmers' markets. Farmers will not get paid.

Damaged checks can be replaced through October 31



Lost and stolen checks **CANNOT** be replaced

This check is damaged... Can participants use damaged checks? NO... Here's the scoop...

Damaged Farmers' Market checks that are brought to the project may be replaced through the last day to use, October 31.

However, lost or stolen Farmers' Market checks will **not** be replaced.

Checks Issued, but Not Spent



Oh-oh! A family forgot to use their checks... and now the checks are expired.

If a participant returns expired checks to the project, the project can destroy the checks.

If checks are returned during the issuance period, the project can destroy the checks. Checks recorded in ROSIE must not be re-issued to other families.

Do not void returned checks in ROSIE; only checks that will be replaced are to be voided in ROSIE.

Checks Not Issued



Sample Inventory Record

Staff Initials	Date	Check Number or Range	Action Reason/Comment
JA	5/6/2016	330977 - 334976	Checks received!
JA	7/8/2016	331173 - 331176	Oops; spilled drink on checks; destroyed
JA	9/14/2016	331237 - 331240	State requested compliance buy
JA	9/15/2016	331237	Spent during compliance buy
JA	9/15/2016	331238 - 331240	Incomplete set; kept for future compliance buy or replacement check
JA	11/1/2016	331238 - 331240 334919 - 334976	State says to destroy unissued/unused checks; done!

At the end of the issuance period, there may be checks that the project did not issue.

The State Office will notify projects when they can destroy the checks.

The project will document the check numbers that were not issued as being destroyed.

The project will then destroy the checks.



After listening to the information in this course, do you have ideas about how to educate participants about using the farmers' market benefit and how to encourage them to buy fresh fruits and vegetables?

Have fun issuing farmers' market checks, and encourage families to have fun too!

Close this window and go to another Farmers' Market program course to learn about other parts of the program.