

**WIC Farmers' Market  
Nutrition Program  
Staff Orientation Course**

**FARMERS**



Welcome! This segment of the WIC Farmers' Market Nutrition Program Staff Orientation Course will focus on farmers' markets, farmers, and farmstands.

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

In addition, during the presentation, websites and resources may be seen on the slides. Don't worry if you are not able to write down the information as you view the course. These resources are available on the Wisconsin WIC Program website or you can contact the State Farmers' Market Program Coordinator.

# Agenda

- Project Staff Responsibilities
- Farmers' Market Approval
- Farmer Authorization
- Farmstand Approval
- How to Train Farmers
- How to Monitor Farmers

During this course, you will learn about:

Project Staff Responsibilities

Farmers' Market Approval

Farmer Authorization

Farmstand Approval

How to Train Farmers

How to Monitor Farmers



Before we move on, let's quickly review another similar program that the State Office manages. The Senior Farmers' Market Nutrition Program. This program is authorized through the federal Farm Bill. The Senior Farmers' Market Program local agencies are often from Area on Aging County Agencies.

**IMPORTANT:** When market managers and farmers apply to participate in the WIC Farmers' Market Program, they are also applying for the Senior Farmers' Market Program.

Sometimes Senior local agencies and WIC local agencies work out an agreement to share responsibilities relating to farmers. For example, the WIC local agency might train farmers and the Senior local agency may monitor farmers. Note that the Senior local agency does not receive any money from the State Office to run the Senior Farmers' Market Program. The WIC local agency does receive money for farmers' market tasks. This is why it is expected that the WIC local agency take lead for farmer responsibilities.

The Senior program is not yet statewide. Visit the Senior Farmers' Market Program website to see if your county issues Senior Farmers' Market checks and who the local agency contact is.

## Farmer Contact

- Designate Farmer Contact in ROSIE
- Attend farmers' market meetings
- Train Farmers
- Learn ROSIE FMNP System
- Create the Approved Market & Stand List
- Monitor Farmers

Back to the WIC Farmers' Market Program.

Each project will designate one staff person to be the farmer contact. The project will enter the Farmer Contact in ROSIE. This will ensure that the Farmer Contact receives farmer related information from the State Coordinator.

Here is a summary of what the farmer contact may be involved with:

Attending farmers' market meetings

Training farmers

Referencing the ROSIE Farmers' Market Program System

Creating the Approved Farmers' Market and Farmstand Listing for participants

Monitoring Farmers



Let's learn more about farmers' markets, farmers, and farmstands.

# Farmers' Markets



Lets begin with farmers' markets. As the program name implies, WIC families will spend their checks at farmers' markets. Many of us are familiar with farmers' markets where many farmers gather to sell their produce.

Most markets have a market manager who oversees the market's operations. The market manager may also establish rules that farmers must follow to participate in the market. The market manager may be a farmer or a business person who has authority over the area that the market is located at.

Some farmers' markets are not organized and do not have a market manager. In areas where there is poor access to fresh fruits and vegetables, projects decide to pursue approval of these markets and will sometimes act as a market manager for the sole purpose of completing the required WIC & Senior Farmers' Market Application.



## Project Role: Farmers' Markets

- Attend Annual Meeting
- Follow-Up with Market Manager for Annual Approval
- See ROSIE for Approval Status
- Update Approved Market & Stand Listing

Sounds like the State Office does most of the work with farmers' market managers. Are you wondering what your role with market managers may be?

There is a question on the WIC & Senior Farmers' Market Application where the market manager will tell us if they have an annual meeting and if a Farmers' Market Program representative can be present. If the market manager completes the information, the State Office will alert the project Farmer Contact with details about the meeting. The farmer contact is encouraged to attend the meeting to talk about the program and answer farmers' questions. Farmer contacts can also train farmers at these meetings.

In addition, if the market manager does not respond to the State office about renewing their market approval, the project may need to contact the market manager for further follow-up. The project can complete the market application and submit the market application to the State Office on the market manager's behalf. The project should note on the market application that the information is via the market manager.

The project will refer to ROSIE to know what markets are approved so the information can be included on the listing given to WIC families.

**APPLICATION FOR FARMERS' MARKET MANAGERS**

This form must be completed in order to participate in the WIC and Senior FMNP. If a separate sheet of paper is needed, please attach it to this form. Submit the information to: Division of Public Health, FMNP, 1 West Wilson Street, PO Box 2850, Madison, Wisconsin 53701-2850.

If your market has been approved by the FMNP in the past, we have preprinted some of the information previously provided. Make any corrections to the preprinted information in the same space or on the reverse side. Fill in responses where there is no preprinted response. Please be sure all information is complete to ensure quick processing of this application.

**SECTION 1 – Market Location and Information** 1

Name of Market \_\_\_\_\_

Street Address of Market \_\_\_\_\_ City \_\_\_\_\_ County \_\_\_\_\_

Location information (i.e., next to city park, bank parking lot) \_\_\_\_\_

**SECTION 2 – Market Manager Information** 2

Name of Market Manager \_\_\_\_\_ Street Address of Market Manager \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Area Code/Telephone Number \_\_\_\_\_

E-mail Address of Market Manager \_\_\_\_\_ 3 May we share your contact information with organizations that promote farmers' markets?  Yes  No

**SECTION 3 – Market Details**

Specify dates when locally-grown fruits and vegetables are available, and when at least three produce farmers will be present at the market (i.e., June 15 – October 31)

4 Specify the days and hours your market will be open (i.e., Saturdays, 7 a.m. to 5 p.m.) \_\_\_\_\_

5 Specify dates, times and locations of temporary market site relocations and/or additional dates due to festivals, construction, etc. \_\_\_\_\_

6 Provide an estimate of the number of all farmers participating in your market each month, beginning with June and ending with October (i.e., July-20 farmers, etc.)

|  | June | July | August | September | October |
|--|------|------|--------|-----------|---------|
|  |      |      |        |           |         |

Check **one** box that is most true to the best of your knowledge. The FMNP will work with farmers to authorize them to accept checks if needed.

The market has FMNP farmers who accept FMNP checks.  Other, explain: \_\_\_\_\_

I am not sure if there are FMNP farmers who accept FMNP checks.

What is the main product sold at the farmers' market?

Wisconsin-grown fruits and vegetables  Plants  Crafts  Other, specify: \_\_\_\_\_

Does your market allow selling of produce grown outside of Wisconsin?

Yes  No

Since the FMNP primarily allows Wisconsin-grown produce to be purchased with FMNP checks, will there be enough produce available to justify approving \_\_\_\_\_

FOR OFFICE USE ONLY

Let's look at the Farmers' Market Application a little closer.

Number one shows where the location of the market is written on the application

Number two is the contact information of the market manager. The State Office will contact the market manager each year to obtain current information about the market.

Three. Organizations sometimes contact the State Office to request market manager contact information for things such as a farm atlas or other type of farmers' market directories. We like to have permission from the market manager to share their contact information.

Number four is where the dates of the market and the days and hours will be noted.

Sometimes road construction or festivals interrupt normal market hours. Number 5 is where we can learn about those type of events.

Number 6 is asking for an estimate of the number of farmers at the market. Sometimes the manager thinks we want exact numbers, but we are really only trying to get an idea about the size of the market. We also need to be sure the market has at least three farmers present. An estimate of the number of farmers is fine.

Specify dates, times and locations of temporary market site relocations and/or additional dates due to festivals, construction, etc.

| Provide an estimate of the number of all farmers participating in your market each month, beginning with June and ending with October (i.e., July-20 farmers, etc.) | June | July | August | September | October |
|---|------|------|--------|-----------|---------|
|   |      |      |        |           |         |

Check one box that is most true to the best of your knowledge. The FMNP will work with farmers to authorize them to accept checks if needed.

The market has FMNP farmers who accept FMNP checks.  Other, explain: \_\_\_\_\_

I am not sure if there are FMNP farmers who accept FMNP checks.

2 What is the main product sold at the farmers' market?

Wisconsin-grown fruits and vegetables  Plants  Crafts  Other, specify: \_\_\_\_\_

3 Does your market allow selling of produce grown outside of Wisconsin?

Yes  No

4 Since the FMNP primarily allows Wisconsin-grown produce to be purchased with FMNP checks, will there be enough produce available to justify approving your market to accept FMNP checks?

Yes  No

5 If there is an annual meeting, can FMNP be present to train farmers on FMNP rules? If yes, please list the annual meeting date, time and location.

6 Does your market accept SNAP/FoodShare purchases? SNAP/FoodShare was previously named the Food Stamp program.

Yes  No

7 Include a copy of your market rules and a map of your market. If your market was approved last season, and your map and rules have not changed since the previous year, you do not need to send the map and rules.

This institution is an equal opportunity provider.

8 *5/24/12 per phone conversation with Mary Peakale, Market Manager - Jalie Plain Dane County WIC*

Let's review the rest of the market application

Number one will tell the State Office if there is a need for the project to recruit farmers at this market. Projects will be alerted if farmers need to be recruited. Projects should wait to add markets on their list of approved markets that the participant receives until the project is confident that authorized farmers are present.

Number two tells us if the majority of items at the market are eligible or not eligible.

Three. The market may sell non-WI produce; this is really "fyi" or "for your information" type of information for us.

Number four must be answered yes! The market must have enough eligible produce available to justify approving the market.

Sometimes markets have an annual meeting. This is a great opportunity to recruit farmers or meet with farmers about the program. The State Office will email the information in number 5 to the project.

Number 6 is asking if farmers at the market accept SNAP. This is "fyi" for us.

Number 7 instructs the market manager to include a copy of their market rules and a map of their market. This information is helpful, but not required for approval.

# Farmers

- Over 1,000 farmers participate
- All participating farmers sign a legal agreement that is valid for 3 years
- 1/3 of agreements will expire at the end of the year
- All farmers receive a packet each year by April 30 with instructions

AGREEMENT BETWEEN  
STATE OF WISCONSIN  
Department of Health Services  
WIC and Senior Farmers' Market Nutrition Program (FSNFP)  
FD-1000 (Rev. 2010), Madison, Wisconsin 53701-2619

and

Print or Type First Name and Last Name \_\_\_\_\_  
Print or Type Street Address \_\_\_\_\_  
Print or Type City, State and Zip Code \_\_\_\_\_  
Print or Type Phone Number \_\_\_\_\_ Print or Type E-mail Address \_\_\_\_\_

This agreement is entered into between the Wisconsin Department of Health Services (DHS), administering the WIC Farmers' Market Nutrition Program and the Senior Farmers' Market Nutrition Program, and the above-named individual, hereinafter referred to as "vendor". Hereinafter, "State Agency" refers to the Department of Health Services. **This agreement is for the period beginning April 1, 2010, and will expire on December 31, 2012.**

I. **The VENDOR Agrees To Answer the Following Questions Accurately and Completely:**

A. If you are an employee of a farmer or if you are an individual hired by a nonprofit organization to sell produce at farmers' markets on behalf of local farmers, provide the organization name and address that you represent: \_\_\_\_\_

B. How many acres of land do you, or the organization that you represent, own or rent for growing fruits, vegetables, and/or herbs? \_\_\_\_\_

C. Where is the land located where you, or the organization that you represent, grow fruits, vegetables, and/or herbs? Check one box.  
 Wisconsin  
 Not in Wisconsin, but at a farm that is within 50 miles of the Wisconsin border  
 Other (specify) \_\_\_\_\_

D. List all of the farmers' markets in which you participate (attach a separate piece of paper if needed).  
County (Name: Wisconsin only) \_\_\_\_\_ Market Name (Wisconsin only) \_\_\_\_\_  
\_\_\_\_\_

E. Do you grow the majority or all of the produce that you sell?  Yes  No

F. Have you previously participated in the WIC or Senior FSNFP?  Yes  No

G. If Yes, what is your Vendor ID number? \_\_\_\_\_

H. How many vendor signs are needed for posting? \_\_\_\_\_

There are over 1,000 farmers statewide who participate in our program!

The State Office will manage farmer authorizations.

All farmers who accept farmers' market checks will enter in a legal agreement with the State Office to participate in the program. This includes farmers who sell at a farmers' market and farmers who sell at a stand-alone farmstand, also known as a roadside stand.

The agreements are in effect for three years. Not all farmers agreements expire at the same time. Over the years, the State Office managed certifications so about a third of the farmers will need to reapply each year.

All farmers will receive a packet of information from the State Office each year. The packet will contain instructions for the farmer. Most farmers will not have to return any paperwork to participate during the season. But, about a third of the farmers will need to return an agreement that the State Office will process.

# Farmstands



A farmstand is where one, single, farmer sells produce at a particular place.

Farmstands are commonly called “roadside stands” because they are often located along the road. Some farmstands are located at the farmer’s farm and home.

# Farmstand Approval

A farmstand application is mailed to the State Office

## Criteria...

- Farmer must be certified to accept FMNP checks; an agreement is needed
- FMNP Trained Seller Present
- Established sites
- Established days and hours

The form is titled 'FARMERS' MARKET NUTRITION PROGRAM (FMNP) APPLICATION FOR FARMSTANDS'. It is issued by the 'DEPARTMENT OF HEALTH SERVICES' and the 'OFFICE OF NUTRITION'. The form includes several sections: 'INSTRUCTIONS' with numbered points, 'APPLICANT INFORMATION' with fields for Name of Applicant, Telephone Number, and Email Address; 'FARMSTAND INFORMATION' with fields for Farm Name, Location, and Hours; and 'CERTIFICATION' with checkboxes for 'I am a certified FMNP seller', 'I have a trained FMNP seller present', and 'I have a valid FMNP checkbook'. There are also checkboxes for 'I have a valid FMNP checkbook' and 'I have a valid FMNP checkbook'.

Similar to farmers' markets, the State Office will manage farmstand approvals; we will mail the application to farmstand farmers each year and we will enter the approvals in the ROSIE system.

Of particular note... The farmstand farmer must be certified to accept farmers' market checks before the farmstand will be approved. To be certified, the farmer will need to complete an agreement.

Some farmstands operate on an honor system. Meaning a box is left on a table with the produce being sold where customers leave their money. These stands do not meet farmstand criteria. However, if the project feels that approving the stand is imperative for their participants, the State may consider approval.

Similar to farmers' markets, farmstands must have an established site and established days and hours

## Project Role: Farmstands

- Answer Questions from Farmers
- Follow-Up for Annual Approval
- See ROSIE for Approval Status
- Update Approved Market & Stand Listing

Examples of farmstand situations that the project may be involved with are:

A farmer might contact you letting you know that they are setting up a farmstand.

You may be training a new farmer who has a farmstand. You will have the farmstand application ready along with other materials for the farmer.

In addition, if the farmer does not return their farmstand application to renew their approval, the project may need to contact the farmer for further follow-up. Check ROSIE to see if the farmer is authorized. If the farmer is authorized, meaning the farmer has completed an agreement, the project can complete the farmstand application and submit the application to the State Office on the farmer's behalf. The project should note on the application that the information is via the farmer.

The project will refer to ROSIE to check for approvals and update the information on the listing given to WIC families.

**FARMERS' MARKET NUTRITION PROGRAM (FMNP)  
APPLICATION FOR FARMSTANDS**

**INSTRUCTIONS**

- Farmstand operators who wish to accept WIC and Senior FMNP checks at a farmstand site must complete this form.
- If the farmstand has been approved in the past, some of the previously provided information is preprinted on the form.
- If any preprinted information is incorrect, please correct it. Complete any areas that do not have preprinted information.
- All requested information must be provided. The review process will be delayed if all of the information is not provided.
- If additional space is needed to provide the requested information, an additional sheet of paper may be attached.
- Submit the completed form to: Division of Public Health, FMNP, PO Box 2659, Madison, Wisconsin 53701-2659.
- The applicant will be notified if WIC and Senior FMNP checks may be accepted at the farmstand site.

This institution is an equal opportunity provider.

|          |   |                          |  |
|----------|---|--------------------------|--|
| <b>1</b> | <b>SECTION 1 – Vendor Information</b>   |                          |  |
|          | Name of Applicant   |                          | Street Address of Applicant  |
|          | City, State, Zip Code   |                          | Telephone Number of Applicant (Include Area Code)  |
|          | Email Address of Applicant (optional)   |                          | May we share your contact information with organizations that promote farmstands/markets? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| <b>2</b> | <b>SECTION 2 - Farmstand Information</b>  |                          |  |
|          | Name of Farmstand/Business  |                          | Location Information (For example, Capitol Square Park)  |
|          | Street Address of Farmstand   | City, State (Must be WI) | County   |
| <b>3</b> | Type of Produce Sold  |                          |  |
| <b>4</b> | The FMNP requires a trained seller to be present. Will a FMNP trained seller be present during open hours?<br><input type="checkbox"/> Yes <input type="checkbox"/> No  |                          |  |
|          | What is the main product sold at the site?<br><input type="checkbox"/> Wisconsin-grown fruits and vegetables <input type="checkbox"/> Plants <input type="checkbox"/> Crafts <input type="checkbox"/> Other, specify: _____                             |                          |  |
|          | Is produce not grown in Wisconsin available at the site?<br><input type="checkbox"/> Yes <input type="checkbox"/> No  |                          |  |
|          | Since the FMNP primarily allows Wisconsin-grown produce to be purchased with FMNP checks, will there be enough produce available to justify approving your farmstand to accept FMNP checks?<br><input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |
|          |   |                          |  |

FORM FINANCE USE  
County: \_\_\_\_\_ Vendor ID: \_\_\_\_\_  
Approval Date: \_\_\_\_\_

Let's look at the Farmstand Application a little closer.

Number one shows where the farmer's contact information will be written on the application.

Number two is the location of the farmstand.

Three. Since only one farmer will sell at a farmstand, we like to know what type of produce the farmer will bring. Participants need to know what to expect. Will the farmer sell mainly sweet corn or will the farmer have a large variety of items.

Number four should be answered "yes". If it is answered no, it will likely mean that the farmer is operating on an honor system. The project will need to provide a justification to the State Office if they wish to have an honor system stand approved. Lack of places where participants can spend their checks may be a reason to approve an honor system stand. The farmer can only sell eligible FMNP produce at an honor system stand. Items such as flowers cannot be at the stand.

See the next slide to continue learning about the farmstand application.

|   |   |  |         |
|---|---|--|---------|
|   |   | promote farmstands/markets? <input type="checkbox"/> Yes <input type="checkbox"/> No |         |
| <b>SECTION 2 - Farmstand Information</b>  |   |  |         |
| Name of Farmstand/Business  |   | Location Information (For example, Capitol Square Park)                              |         |
| Street Address of Farmstand   |   | City, State (Must be WI)   | County  |
| Type of Produce Sold  |   |  |         |
| The FMNP requires a trained seller to be present. Will a FMNP trained seller be present during open hours?<br><input type="checkbox"/> Yes <input type="checkbox"/> No                      |   |  |         |
| What is the main product sold at the site?  |   |  |         |
| 1   | <input type="checkbox"/> Wisconsin-grown fruits and vegetables <input type="checkbox"/> Plants <input type="checkbox"/> Crafts <input type="checkbox"/> Other, specify: _____ |  |         |
| Is produce not grown in Wisconsin available at the site?  |   |  |         |
| 2   | <input type="checkbox"/> Yes <input type="checkbox"/> No  |  |         |
| Since the FMNP primarily allows Wisconsin-grown produce to be purchased with FMNP checks, will there be enough produce available to justify approving your farmstand to accept FMNP checks? |   |  |         |
| 3   | <input type="checkbox"/> Yes <input type="checkbox"/> No  |  |         |
| Does your market accept SNAP/FoodShare purchases? SNAP/FoodShare was previously named the Food Stamp program.   |   |  |         |
| 4   | <input type="checkbox"/> Yes <input type="checkbox"/> No  |  |         |
| Dates open when FMNP produce is available. (Example: "August 1 through October 31". Provide specific dates.)  |   |  |         |
| 5   | _____   |  |         |
| Farmstand Hours (Example: 1:00 PM – 5:00 PM)  |   |  |         |
| 6   | Sunday  | Monday   | Tuesday |
|   | _____   | _____  | _____   |
|   | Wednesday   | Thursday   | Friday  |
|   | _____   | _____  | _____   |
|   | Saturday  | _____  |         |
| 7   | <i>5/24/12 per phone conversation with Sue Green, Farmer - Julie Plum Dane County WIC</i>   |  |         |

Let's review the rest of the farmstand application

Number one tells us if the majority of items at the stand are eligible or not eligible.

Number two. The stand may sell non-WI produce; this is really "fyi" type of information for us.

Number three must be answered yes! The stand must have enough eligible produce available to justify approving the stand.

Number 4 is asking if farmers at the stand accept SNAP. This is "fyi" for us.

At number 5, the farmer will tell us when the stand will be open. Sometimes the farmer does not know when the stand will be open because the farmer cannot predict when crops will be available; it's all dependent on the weather each year. We ask the farmer to estimate the best that they can.

The farmer will specify the hours the stand is open at number 6. The farmer should avoid terms such as "dusk" or "sell out". Hours such as 1pm to 5pm is most helpful.

It is very important if someone other than the farmer completes the application that it be noted as shown in number 7. If the farmer does not respond to the State Office's annual mailing, project staff may decide to call the farmer to get information about the stand so it can be added on their list of approved markets and stands for participants. The farmstand application is not a formal agreement; just a form to provide information about the stand. Project staff can complete the form and then fax the form to the State Office for quick approval.

## Farmstand Confusion

- A farmstand is NOT the stall that the farmer is assigned at a farmers' market.

A farmstand is NOT the stall that the farmer is assigned at a farmers' market.

Sometimes people think a farmstand is the stall that the farmer sells at in a large farmers' market. That is not correct!

Do not use the farmstand application to provide information about a farmers' market.

# How New Farmer's Apply



I am interested in accepting checks from WIC



Do you grow your own fruits & vegetables?

Where do you sell your produce?

Let's talk about how to sign up new farmers to accept farmers' market checks. Usually, the farmer will call the project to ask about the program. Ask the farmer two questions:

Number one: Do you grown your own fruits and vegetables?

Number two: Where do you sell your produce?

## Farmer Eligibility

- The farmer **MUST** be a farmer!
- The farmer **MUST** sell at an approved site or at a site that will potentially be approved

To be eligible to participate in the farmers' market program, the farmer **MUST** be a farmer! That is, the farmer must grow food.

Second: The farmer must sell at an approved site. If you are new, you may not be sure if a market is approved; chances are, if you are familiar with the market, we have it on our program. If the farmer sells at their farm or at a farmstand, confirm that there will be someone present to accept the checks. If in doubt, feel free to tell the farmer you need to check further before going on with the application process.

# Border State Farmers



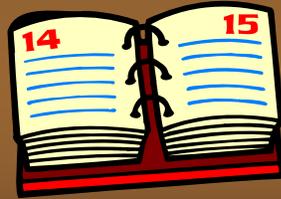
Farmers who farm in states that border Wisconsin can apply to participate in our program. This is allowed in counties that border other states.

For example, La Crosse County borders Minnesota. Minnesota farmers can participate if they sell at a La Crosse farmers' market.

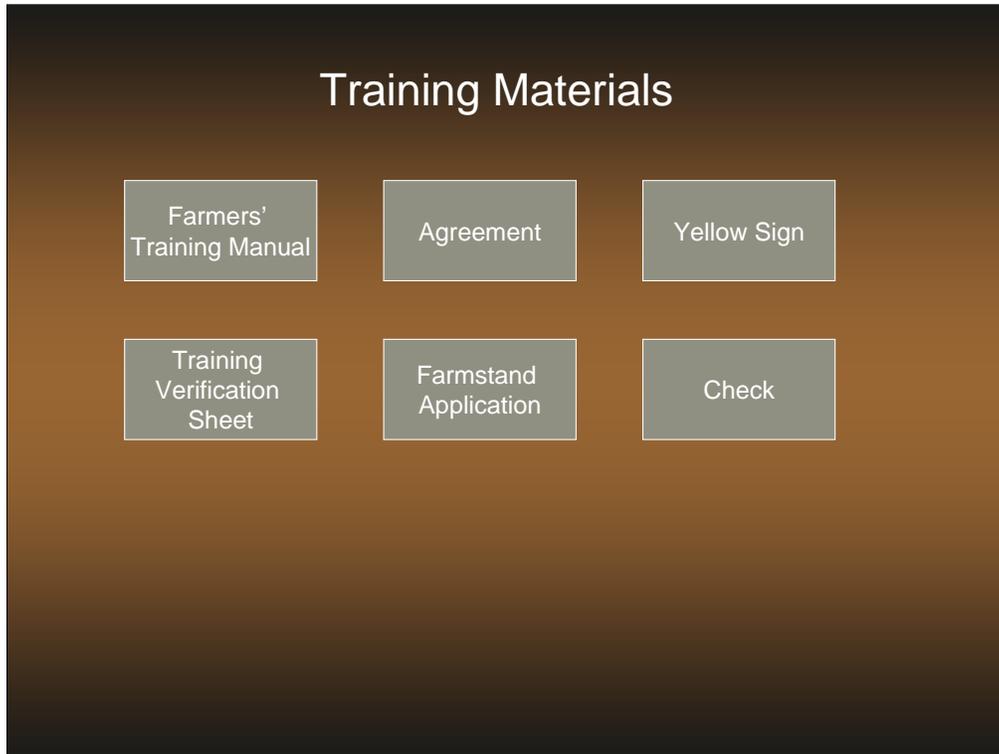
The farmer's farm must be within 50 miles of Wisconsin. See the Farmers' Training Manual for more information.

# Training Farmers

- Schedule a time for training



If the farmer is eligible, schedule a time to meet with the farmer for training. Tell the farmer it is a requirement to meet face-to face for the first year only. The training is about 20 minutes.



The following documents should be on hand when meeting with the farmer:

The Farmers' Training Manual

The Training Verification Sheet

The Agreement

The Farmstand Application

And, also for visual aids, it is helpful to have the yellow sign and a check sample to show the farmer.

Let's review the purpose of each of these documents.

# Farmers' Training Manual

Available in Hmong & Spanish

Review Entire Manual with special emphasis on the following:

- FMNP Farmer Requirements
- FMNP Approved Foods
- Rejected Checks
- FMNP Rules



You and the farmer should have a copy of the Farmers' Training Manual during the training.

The manual is available in Hmong and Spanish.

Call the State Coordinator for copies if needed.

The ENTIRE manual needs to be reviewed during training since there are federal requirements for training. It is not necessary to review word-by-word; paraphrasing is fine. Take time to read the manual before training a farmer for the first time. Put special emphasis on the following sections listed in the manual:

FMNP Farmer Requirements

FMNP Approved Foods

Rejected Checks

FMNP Rules

## Non-English Speaking Farmers

- Use an Interpreter
- Hmong & Spanish Farmers' Training Manuals

When training farmers who do not speak English, be sure to use a professional interpreter such as interpreters who assist non-English speaking participants.

It is not recommended to use the farmer's spouse or other friend or family member to act as an interpreter.

# Agreement

AGREEMENT BETWEEN  
STATE OF WISCONSIN  
Department of Health Services  
WIC and Senior Farmers' Market Nutrition Program (FMNP)  
PO Box 2639, Madison Wisconsin 53701-2639

Name of Type Your Name and Last Name \_\_\_\_\_  
Name of Type Your Address \_\_\_\_\_  
Phone or Fax (City, State and Zip Code) \_\_\_\_\_  
Home (City and State) \_\_\_\_\_

This agreement is entered into between the Wisconsin Department of Health Services (DHS), administering the WIC Farmers' Market Nutrition Program and the Senior Farmers' Market Nutrition Program, and the above named individual, hereinafter referred to as "vendor." Hereinafter, "State Agency" refers to the Department of Health Services. This agreement is for the period beginning April 1, 2011, and will expire on December 31, 2013.

I, the VENDOR, Agree To Answer the Following Questions Accurately and Completely:

A. If you are an employee of a farmer or if you are an individual hired by a nonprofit organization to sell produce at farmers' markets on behalf of local farmers, provide the organization name and address that you represent: \_\_\_\_\_

B. How many acres of land do you, or the organization that you represent, own or rent for growing fruits, vegetables, and/or herbs? \_\_\_\_\_

C. Where is the land located where you, or the organization that you represent, grow fruits, vegetables, and/or herbs? Check all that apply:  
 Wisconsin  
 Not in Wisconsin, but at a farm that is within 50 miles of the Wisconsin border  
 Other (specify) \_\_\_\_\_

D. List all of the farmers' markets in which you participate (attach a separate piece of paper if needed):  
(Check Year (Platinum only) \_\_\_\_\_) (Check Year (Platinum only) \_\_\_\_\_)

E. Do you grow the majority or all of the produce that you sell?  Yes  No

F. Have you previously participated in the WIC or Senior FMNP?  Yes  No

G. If Yes, what is your Vendor ID number? \_\_\_\_\_

H. How many vendor signs are needed for the program? \_\_\_\_\_

Remember to sign and date the last page of the agreement. Return all pages of the agreement to WIC FMNP, PO Box 2639, Madison, WI 53701-2639

page 1 of 6

First Page

VIII. General Conditions

A. Whether the State Agency nor the vendor has an obligation to renew the agreement.

B. If the agreement is renewed, it shall be subject to the following conditions:

**The farmer will sign and date the agreement**

This agreement, rules and regulations referenced in it, contain all terms and conditions agreed upon by the parties.

The vendor has read, understood, and agrees to comply with all of the terms in this agreement. If the undersigned is representing an employee or non-profit organization, the undersigned has authority to sign this agreement on behalf of the organization.

(Print) Name of Vendor \_\_\_\_\_ Signature of Vendor \_\_\_\_\_  
Date \_\_\_\_\_

The undersigned represents the WIC Farmers' Market Nutrition Program and Senior Farmers' Market Nutrition Program and has authority to sign this agreement on behalf of said agency.

For the Division of Public Health \_\_\_\_\_ Date \_\_\_\_\_

**The State Office will sign here**

page 6 of 6

Last Page

The agreement is a legal document between the State of Wisconsin and the farmer.

After reviewing the training manual with the farmer, the farmer will complete the first page and last page of the agreement.

All pages will be sent to the State Office.

The project will not sign the agreement; the farmer and State Office will sign the agreement. Assure the farmer that they will receive a copy of the agreement from the State Office, and that information in the agreement is covered during the training.

**AGREEMENT BETWEEN  
 STATE OF WISCONSIN**  
 Department of Health Services  
 WIC and Senior Farmers' Market Nutrition Program (FMNP)  
 PO Box 2659, Madison Wisconsin 53701-2659  
 and

\_\_\_\_\_  
 Print or Type First Name and Last Name  
 \_\_\_\_\_  
 Print or Type Street Address  
 \_\_\_\_\_  
 Print or Type City, State and Zip Code  
 \_\_\_\_\_  
 Area Code and Phone Number      \_\_\_\_\_  
 Email Address

This agreement is entered into between the Wisconsin Department of Health Services (DHS), administering the WIC Farmers' Market Nutrition Program and the Senior Farmers' Market Nutrition Program, and the above-named individual, hereinafter referred to as "vendor". Hereinafter, "State Agency" refers to the Department of Health Services. This agreement is for the period beginning April 1, 2011, and will expire on December 31, 2013.

**I. The VENDOR Agrees To Answer the Following Questions Accurately and Completely:**

**A.** If you are an employee of a farmer or if you are an individual hired by a nonprofit organization to sell produce at farmers' markets on behalf of local farmers, provide the organization name and address that you represent. \_\_\_\_\_

**B.** How many acres of land do you, or the organization that you represent, own or rent for growing fruits, vegetables, and/or herbs? \_\_\_\_\_

**C.** Where is the land located where you, or the organization that you represent, grow fruits, vegetables, and/or herbs? Check one box.  
 Wisconsin  
 Not in Wisconsin, but at a farm that is within 50 miles of the Wisconsin border  
 Other (explain) \_\_\_\_\_

**D.** List all of the farmers' markets in which you participate (attach a separate piece of paper if needed).

| County Name (Wisconsin only) | Market Name (Wisconsin only) |
|------------------------------|------------------------------|
| _____                        | _____                        |
| _____                        | _____                        |
| _____                        | _____                        |

Let's take a closer look at the agreement.

At the top, the farmer will fill in their name and contact information.

Letter A will be filled in if the person applying is not the farmer, but an employee of the farmer or an individual hired by a nonprofit organization. This question is almost always left blank because it does not apply to most farmers.

Letter B. The farmer must note how many acres of land is owned or rented for growing eligible farmers' market program produce. Some farmers use plots at community gardens that may be less than an acre. Sometimes the farmer will write 1/3 of an acre. That is acceptable.

B. How many acres of land do you, or the organization that you represent, own or rent for growing fruits, vegetables, and/or herbs? \_\_\_\_\_

C. Where is the land located where you, or the organization that you represent, grow fruits, vegetables, and/or herbs? Check one box.

Wisconsin

Not in Wisconsin, but at a farm that is within 50 miles of the Wisconsin border

Other (explain) \_\_\_\_\_

D. List all of the farmers' markets in which you participate (attach a separate piece of paper if needed).

| County Name (Wisconsin only) | Market Name (Wisconsin only) |
|------------------------------|------------------------------|
| _____                        | _____                        |
| _____                        | _____                        |
| _____                        | _____                        |

E. Do you grow the majority or all of the produce that you sell?  Yes  No

F. Have you previously participated in the WIC or Senior FMNP?  Yes  No

G. If Yes, what is your Vendor ID number? \_\_\_\_\_

H. How many vendor signs are needed for posting? \_\_\_\_\_

*Remember to sign and date the last page of the agreement. Return all pages of the agreement to WIC FMNP, PO Box 2659, Madison, WI 53701-2659.*

page 1 of 6

Letter C must be answered. The farmer must tell us where the land that is owned or rented is located.

Letter D. The farmer will list farmers' markets where they sell. Some farmers may only sell at their individual farmstand; therefore, this section would be left blank and the farmer will complete a Farmstand Application.

If Letter E is answered no; the farmer does not grow the majority of produce that is sold. Ask the farmer what they sell at the market and how much of the produce sold is their own. Explain that federal regulations allow only farmers to participate in the program. If the farmer chooses to apply, include information about what the farmer is selling with the application materials.

In Letter F, the farmer will answer yes or no letting us know if they are new or reapplying with the program.

The Vendor ID number will be provided in Letter G if the farmer already has a vendor ID assigned.

Letter H. The farmer will tell us how many yellow vendor signs they need. New farmers will receive at least one yellow sign.

# Expiration Date

**AGREEMENT BETWEEN  
STATE OF WISCONSIN  
Department of Health Services  
WIC and Senior Farmers' Market Nutrition Program (FMNP)  
PO Box 2659, Madison Wisconsin 53701-2659**

and

\_\_\_\_\_

Print or Type First Name and Last Name

\_\_\_\_\_

Print or Type Street Address

\_\_\_\_\_

Print or Type City, State and Zip Code

\_\_\_\_\_

Area Code and Phone Number                      Email Address

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B. How many acres of land do you, or the organization that you represent, own or rent for growing fruits, vegetables, and/or herbs? \_\_\_\_\_

Tell the farmer that the agreement is for three years. Show the farmer the expiration date on the front page of the agreement.

Explain that the State Office will send a new agreement to the farmer to participate when the agreement expires.

It is important to talk about this because when the farmer's agreement expires, the farmer is no longer authorized to accept checks. A violation letter is sent to farmers who accept checks after their agreement expires.

Tell the farmer that each year they will receive a packet with instructions.



## Farmstand Application

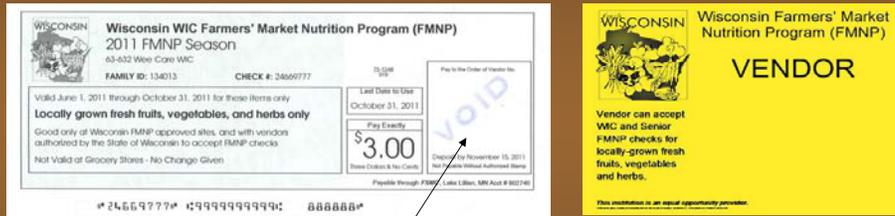
- Good idea to have a Farmstand Application on hand during the training

You might not need the farmstand application, but it is good to have on hand.

When you train the farmer using the manual, you will come across a section about Farmstands. This is a good time to ask the farmer if they manage their own farmstand (at their farm or another roadside location). If yes and the farmstand meets criteria as stated in the farmers' training manual, you will have the farmstand application available to be completed at the end of the training.

# Check & Sign

- Visual Aids to show farmer



Farmer will stamp check here

The check and sign are mentioned throughout the training manual. A visual aid is nice to have.

Be sure to show the farmer the box on the check where they will stamp their farmer ID number.

Also, do not give the farmer the yellow sign. The State Office will do that when the farmer is certified.

## Why are some foods not allowed?

- Federal Rules allow only fruits, vegetables, & herbs
- SFMNP allows honey, but not in Wisconsin (we want to be consistent with the WIC Farmers' Market Program)
- Note that herbs are only eligible if they are cut (no plants).



I'm glad meat is not allowed!

Farmers often ask why the program only allows fruits and vegetables and not other healthy foods seen at the farmers' market.

The decision was made at the federal level to allow only fruits and vegetables and non processed foods. The exclusion of foods such as meat is consistent with their generally high cost relative to the limited annual benefit of the FMNP.

The Senior program does allow honey, but since honey is not eligible with the WIC Farmers' Market Program, Wisconsin has not allowed it.

Also, herbs are only eligible if they are cut. Plants are not allowed.

## Before the Farmer Leaves...

- Review the agreement to be sure all questions are answered
- Be sure last page of the agreement is signed
- Did the farmer fill out the Training Verification sheet?

Before the farmer leaves, review the agreement and training verification sheet to be sure all information is complete.

Tell the farmer it typically takes 2 weeks to receive their certification materials. It can take a bit longer in the early season when the State Office is processing farmer reapplications. The State Office makes all efforts to be sure all applications are processed before June 1, the first day of the season.

## Farmer Authorization Notification

The farmer will receive:

- A letter stating that the farmer is certified
- A stamp with the farmer's identification number
- A yellow sign
- A copy of the agreement
- A listing of approved markets
- A letter to take to the bank that explains the programs

Once the farmer is certified, the State Office will send the following materials to the farmer:

A letter stating that the farmer is certified

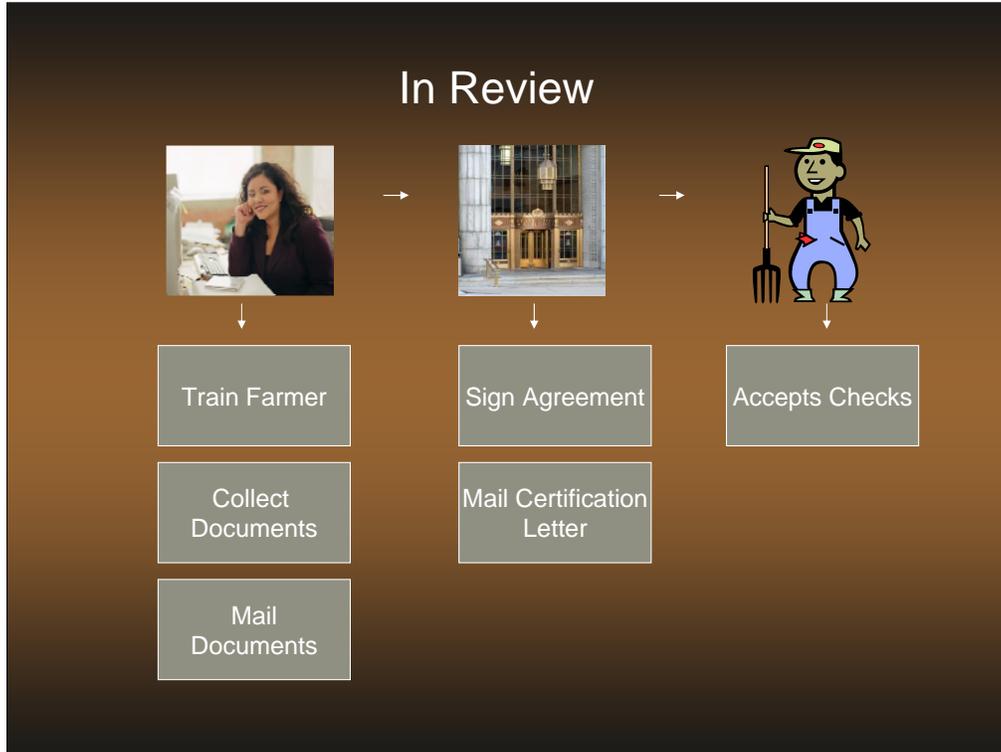
A stamp with the farmer's identification number

A yellow sign

A copy of the agreement

A listing of approved markets. Once authorized, the farmer can post the yellow sign at any of the approved markets on the statewide listing.

A letter to take to the bank that explains the WIC and Senior Farmers' Market Programs



In review, the local agency will meet with the farmer, and mail materials to the State Office. The State Office will notify the farmer of authorization.

A special note: do not fax the materials for new farmers to the State Office. The State Office cannot process faxed farmer agreements.

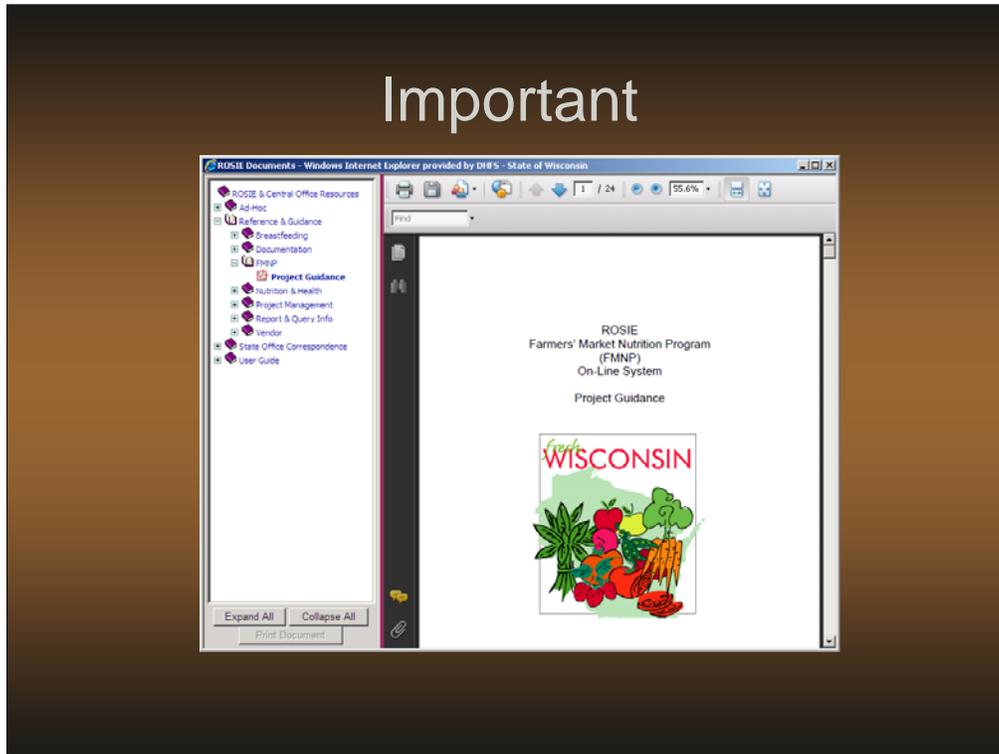


Do projects train all farmers every year?

Nope, the only farmers to train are farmers who call to say they are new and want to participate.

Or, sometimes farmers leave the program and are terminated. Then they decide they want to come back. Those farmers will need to be trained too.

# Important



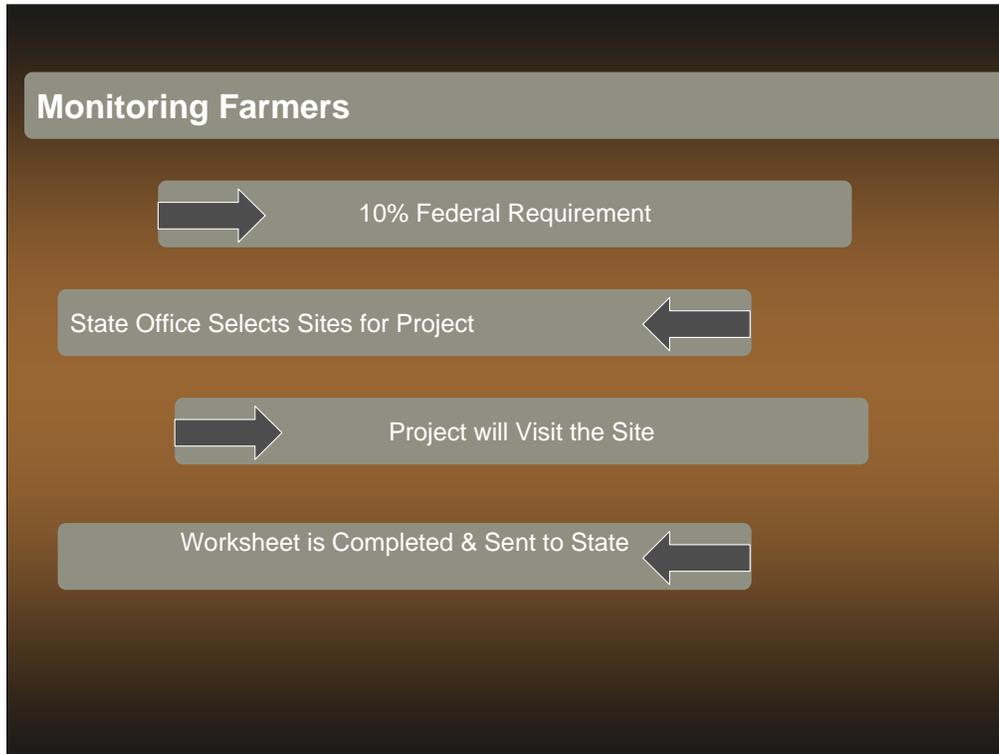
To complete your training on farmer authorization, it is important to review the ROSIE FMNP On-Line System Project Guidance that is available through ROSIE Reference and Guidance.

Log on to ROSIE and follow the instructions in the guidance step by step. It is time well-spent!



## Monitoring Farmers

Let's discuss how to monitor farmers.



The federal requirement is that 10% of farmers, 10% of farmers' markets, and 10% of farmstands must be monitored each year.

To ensure the requirements are met, the State Coordinator will select the market or stand that project staff will monitor.

The State Coordinator will provide the information to projects in July, and typically projects have until September 30 to do their monitoring.

Unless directed otherwise, the project is expected to monitor one site.

The monitoring visit can be as simple as walking through the farmers' market noting the numbers written on the yellow signs.

Projects are encouraged, however, to take time to talk to farmers and get feedback how the program is working for them.

The project will complete the "Site Observation Worksheet" form and send it the State Office.

If there is a complaint or report of violation, the State Office may ask the project to do a compliance buy.

**WIC Farmers' Market  
Nutrition Program  
Staff Orientation Course**

**FARMERS**



Department of Health Services  
Division of Public Health

After listening to the information in this course, are you ready to meet with a new farmer for training?

Visit this course as often as needed to review the procedures. Thank you for taking this course!