

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

INTRODUCTION



Welcome! This segment of the WIC Farmers' Market Nutrition Program Staff Orientation Course is an introduction to the basics of the program.

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.

INTRODUCTION



The Farmers' Market Program Introduction will teach you about:

The funding source of the program

The goals of the program

Responsibilities of staff at the local project

A timeline of farmers' market program activities throughout the year

Federal Program

- Child and Nutrition Act
- States Apply via State Plan to USDA Annually

The WIC Farmers' Market Nutrition Program is a federal funded program. Like WIC, the farmers' market program is authorized under the Child and Nutrition Act.

The State Office applies for funding for the Farmers' Market program through a grant, called a "State Plan". This process is administered by USDA.

Let's continue by reviewing the goals of the WIC Farmers' Market Program.

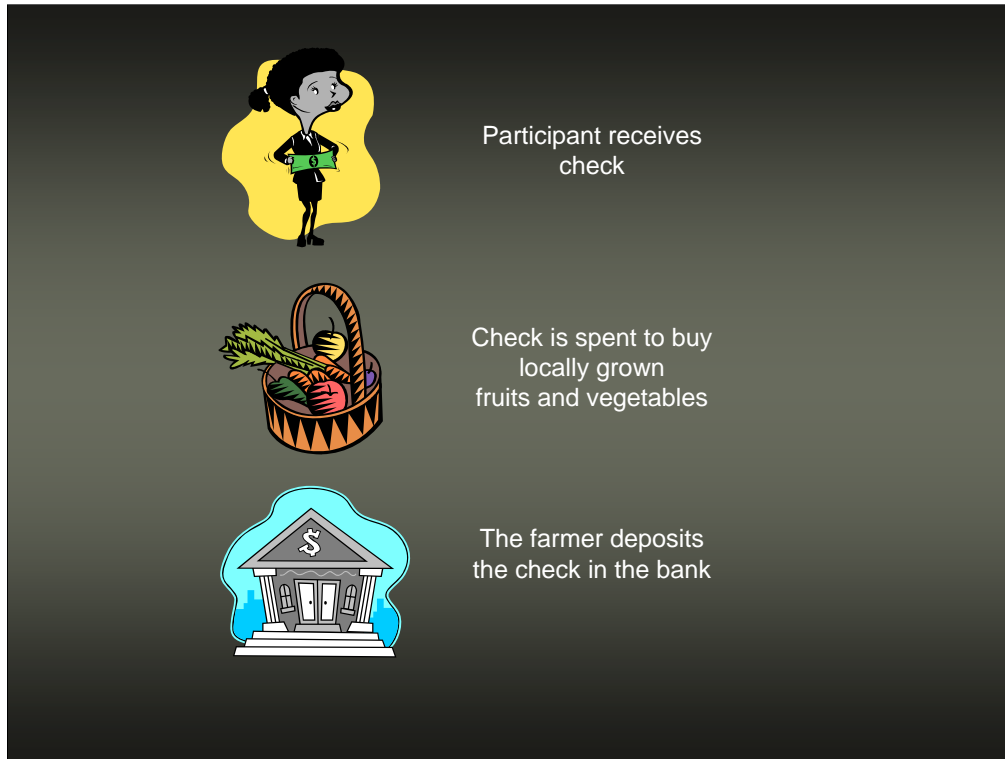


There are two goals.

The first goal is to provide fresh, nutritious, unprepared foods, such as fruits and vegetables from farmers' markets to women, infants and children who are nutritionally at risk.



The second goal is to expand awareness and use of farmers' markets and increase sales at such markets.



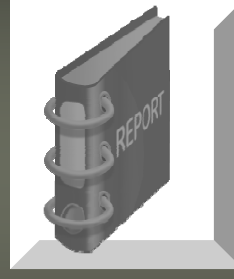
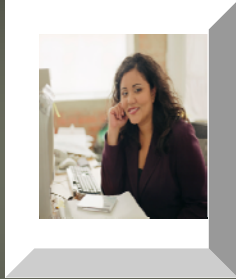
To achieve the goals, here is how the program works:

The WIC participant is offered special checks to spend at the farmers' market. The participant will receive instructions and nutrition education that will encourage the participant to use the checks.

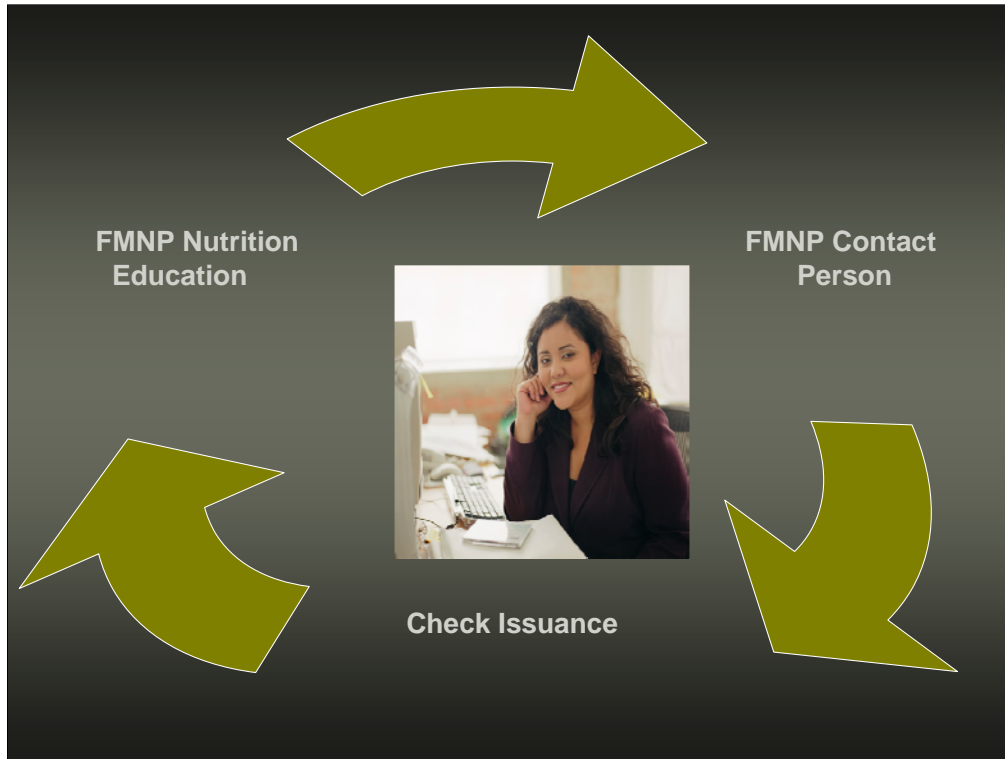
The participant will visit the farmers' market and buy locally grown fresh fruits, vegetables, and herbs using the checks. The farmer, who has been authorized by the State Office, will accept the checks.

The farmer will take the checks to their bank for payment.

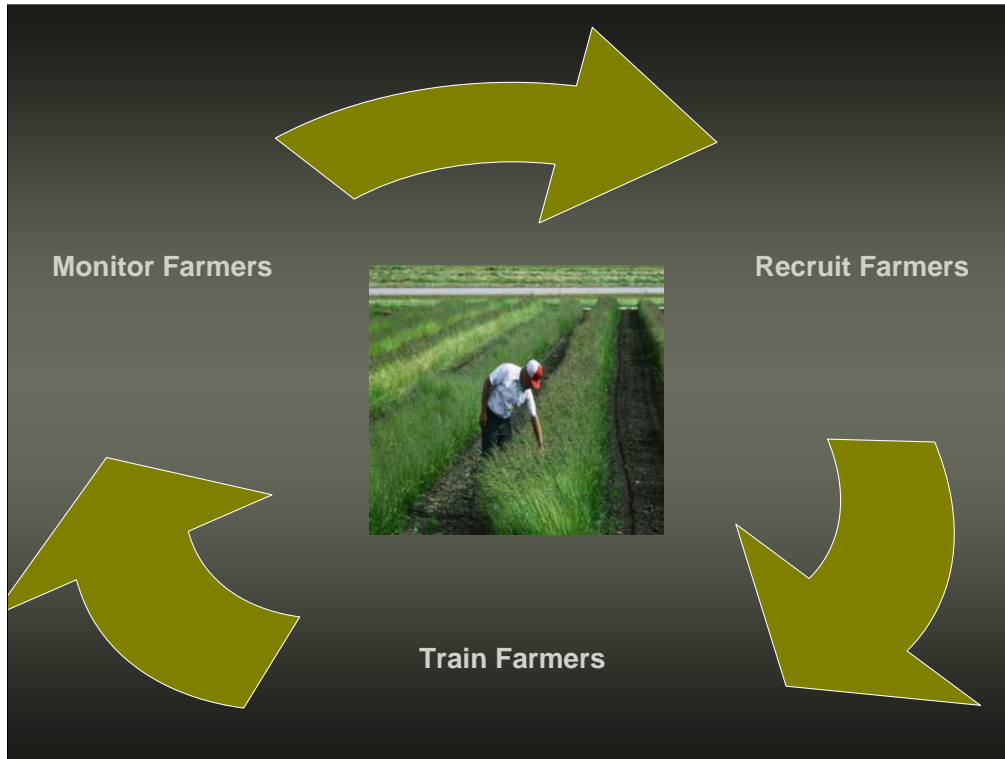
Staff Responsibilities



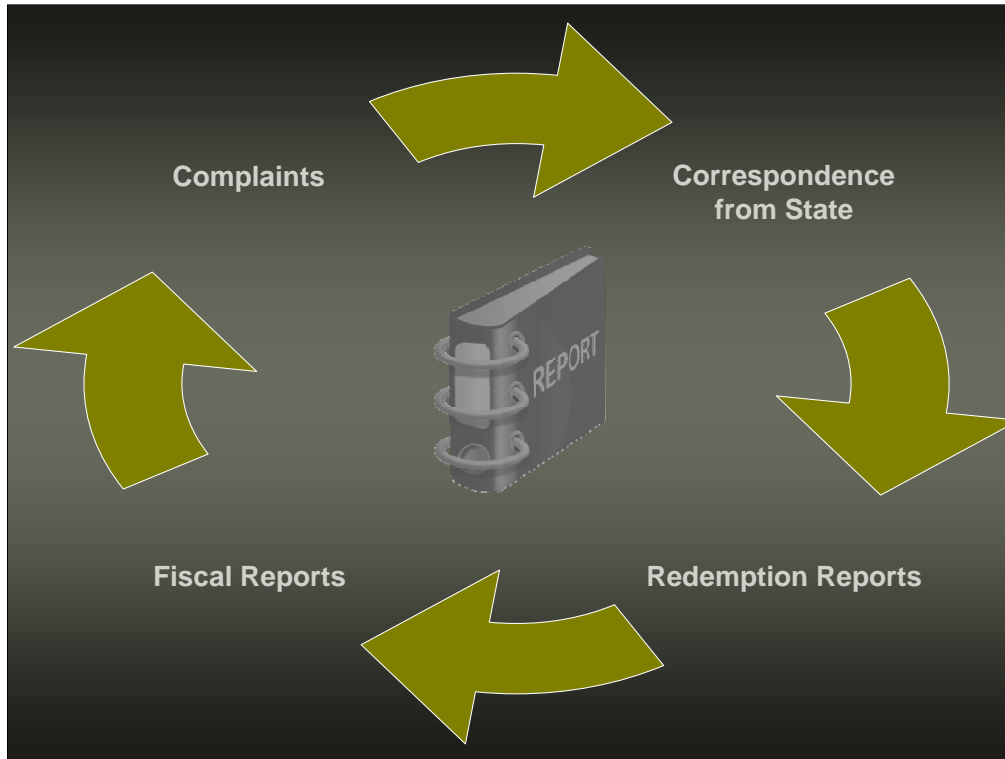
Let's review Staff Responsibilities. Your task is to manage the WIC Farmers' Market Program or parts of the program.



You may be responsible for issuing WIC Farmers' Market checks or providing farmers' market related nutrition education.



You may be working with farmers' markets and farmers by recruiting and training farmers to participate in the program or monitoring farmers ensuring that they are following program rules.



And... finally you may be managing reports and communicating information about the Farmers' Market Program.

Farmers' Market Timeline

Let's look at what needs to be done during different times of the year.



January - March

FMNP Redemption Report
ROSIE Farmer Contact

January through March is a good time to review the FMNP Redemption Rate, available in ROSIE Reports, and possibly explore the ROSIE adhoc database to further break down redemption patterns.

Also, take a minute, to check ROSIE to be sure the correct staff person is assigned as the Farmer contact.



April and May are the months for preparing for farmers' market issuance in June.

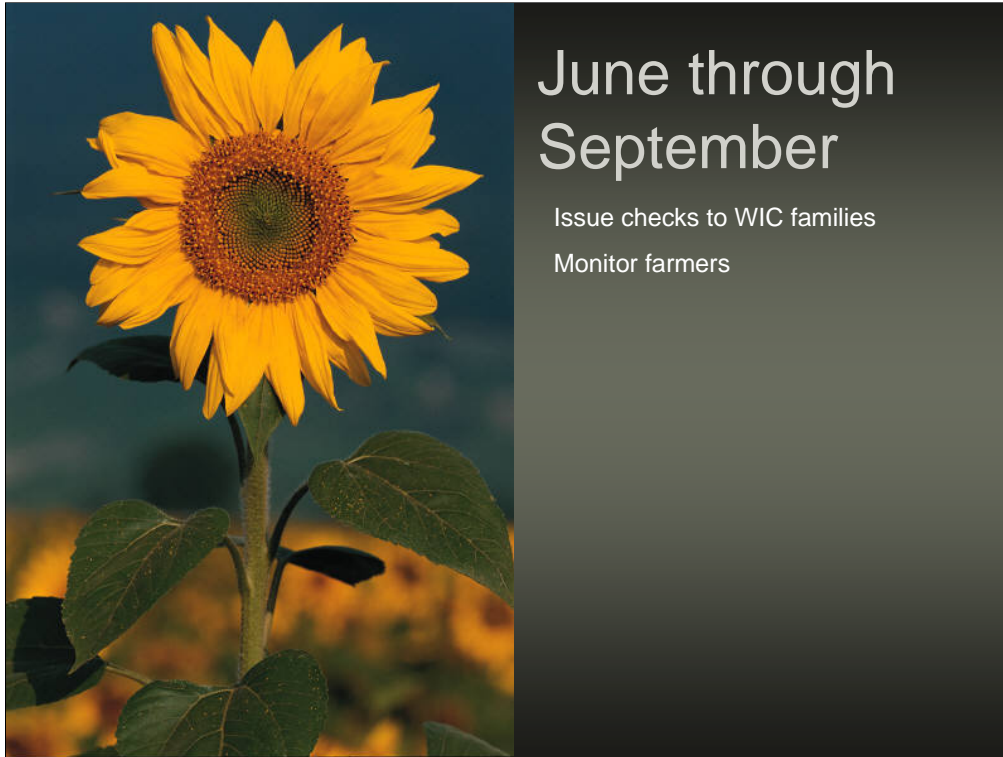
The Farmer contact will check ROSIE for farmers' market and farmstand approvals.

The Farmer contact will also be ready to train farmers by having current farmer materials on hand.

The Director will schedule a staff meeting to review the FMNP Staff Manual and to review how staff will issue the checks.

The Director will also be sure that the farmers' market Participant Brochures are ordered.

The Nutritionist will think of ideas to begin a plan for Nutrition Education/Displays.



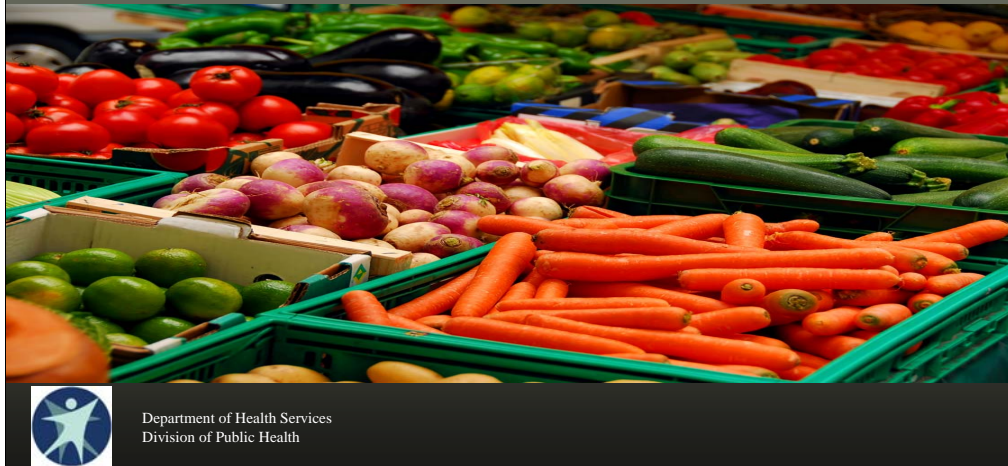
The farmers' market program is underway beginning June through September as checks are issued to WIC families.

The Farmer Contact will also monitor farmers after receiving instructions from the State Office.



October through December is time to put closure on the season's work and file farmers' market notes and records.

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This concludes the Introduction to the WIC Farmers' Market Nutrition Program.

View other modules to learn about the details of farmers' market processes such as issuing checks to participants and working with farmers.