AN INTRODUCTION TO:
FARMERS MARKET
NUTRITION INCENTIVE PROGRAMS
IN THE DISTRICT

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**Sign-In:** We are excited to have you on the call. Please write your name, pronouns, position, and organization in the chat box so we know who we have joining us.

**Ask Questions:** Questions will be answered at the end of the presentation. Please “raise your hand” or type questions in the chat box.

**Reduce Interference:** Please mute yourself during the presentation.
AGENDA

Introduction

DC Farmers Market Landscape

Overview of Programs

Tips for Supporting Programs

Resources

Questions and Discussion
INTRODUCTION
Audience:
- Market Staff
- Community Partners
- Healthcare Providers

Goal:
To learn about the various benefits accepted at farmers markets in the District and how to refer residents to these programs.
Interagency Farmers Market Working Group

DC Office of Planning
DC Greens
Department of Human Services
DC Health
DC FARMERS MARKET LANDSCAPE
<table>
<thead>
<tr>
<th>Rank</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>2</td>
<td>Madison, WI</td>
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<tr>
<td>3</td>
<td>Minneapolis, MN</td>
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<tr>
<td>4</td>
<td>Honolulu, HI</td>
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<tr>
<td>5</td>
<td>Arlington, VA</td>
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<tr>
<td>6</td>
<td>Richmond, VA</td>
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<tr>
<td>7</td>
<td>Boston, MA</td>
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<tr>
<td>8</td>
<td>Cleveland, OH</td>
</tr>
<tr>
<td>9</td>
<td>Anchorage, AK</td>
</tr>
<tr>
<td>10</td>
<td>Portland, OR</td>
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</tbody>
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#100FitCities
WHAT DO DC FARMERS MARKETS LOOK LIKE?
Farmers markets provide District residents with opportunities to:

- Improve diet quality
- Enhance nutritional literacy
- Eat seasonal foods
Farmers markets provide **District residents** access to:

- Purchase local and fresh food in a safe setting

Farmers markets provide **farmers & producers** access to:

- Meet potential customers and promote their products
COMMUNITY SPACE

Farmers markets provide District residents with opportunities to:

- Increase social engagement and social cohesion
- Stimulate business in surrounding neighborhood
BARRIERS TO FARMERS MARKETS

- Transportation
- Childcare
- Time
- Product Pricing
- Convenience
- Language and Cultural Barriers
- Lack of Clear/Consistent Information

NUTRITION INCENTIVE PROGRAMS
<table>
<thead>
<tr>
<th>Program</th>
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<tbody>
<tr>
<td>Special Supplemental Nutrition Program for Women, Infants &amp; Children <strong>WIC</strong> Cash-Value-Check</td>
</tr>
<tr>
<td>WIC Farmers Market Nutrition Program <strong>(WIC FMNP)</strong></td>
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<tr>
<td>Senior Farmers Market Nutrition Program <strong>(SFMNP)</strong></td>
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<tr>
<td>Produce Plus Direct <strong>(PPD)</strong></td>
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<tr>
<td>Supplemental Nutrition Assistance Program <strong>(SNAP)</strong></td>
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<tr>
<td><strong>Matching Programs / Bonus Bucks</strong></td>
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WIC CVC

**WHO?**
Pregnant women, new moms, infants & children up to 5 years who live in the District and participate in the WIC Program.

**WHAT?**
Cash-Value-Check to purchase fruits & vegetables ($9, $11, $16.50 denominations)

**WHERE?**
WIC authorized grocery stores & farmers

**WHEN?**
Year-round

**HOW?**
Mailed to participants on a monthly basis

Funded by USDA
Administered by DC Health
Implemented by 4 local agencies
ALL eligible DC WIC participants will receive $35 per month in Cash-Value-Checks (CVCs) for the months of July, August and September 2021

<table>
<thead>
<tr>
<th>(per month)</th>
<th>One (1) Regular CVC</th>
<th>Two (2) Fruit and Vegetable Bonus CVCs</th>
<th>Total Cash Value Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women:</td>
<td>$11</td>
<td>$12, $12</td>
<td>$35</td>
</tr>
<tr>
<td>Children</td>
<td>$9</td>
<td>$13, $13</td>
<td>$35</td>
</tr>
</tbody>
</table>
**WHO?**
Pregnant women, new moms, infants (6-12 months), & children up to 5 years who live in the District & participate in the WIC Program.

**WHAT?**
Six $5 checks ($30 total) to buy fresh fruits, vegetables & cut herbs

**WHERE?**
With approved farmers at farmers markets

**WHEN?**
June 1 – Oct 31

**HOW?**
Participants receive a one-time allotment of FMNP benefits by mail or on-site pick up at their WIC site.

Funded by USDA
Administered by DC Health
Implemented by 4 local agencies
WHO? Seniors (60 years & older) who live in the District and participate in the Grocery Plus Program (also known as Commodity Supplemental Food Program)

WHAT? Ten $5 checks ($50 total) to buy fresh fruits, vegetables, cut herbs, and honey

WHERE? With approved farmers at farmers markets

WHEN? June 1 – Oct 31

HOW? Participants receive a one-time allotment of Senior FMNP benefits alongside their CSFP food box.

Funded by USDA
Administered by DC Health
Implemented by 1 local agency
PRODUCE PLUS DIRECT

**WHO?**
Income eligible DC residents who participate in SNAP, WIC, TANF, Medicaid, Medicare QMB, SSI or Grocery Plus

**WHAT?**
Farmers, farmers markets and community sites provide produce through methods such as community site pick-up, home delivery and participant choice at farmers’ markets. Produce amounts to $20.00/week for 10 weeks.

**WHERE?**
Farmers markets, farm stands, and designated community sites

**WHEN?**
June 1 through Sept 30

**HOW?**
Participants must enroll before the start of the season and are assigned to a vendor and method of delivery (i.e. choice at farmers’ markets, pick-up or delivery).

Funded by District Government
Administered by DC Health
Implemented by DC Greens
SNAP

WHO?
DC low-income individuals & families who meet program eligibility requirements.

WHAT?
SNAP benefits are loaded onto a participant's Electronic Benefits Transfer (EBT) card and can be used to purchase a wide range of eligible food items including meat, cheese, bread, fruits, and vegetables.

WHERE?
EBT cards are accepted at most grocery stores, some farmers’ markets, convenience, big box stores, and some online stores.

WHEN?
SNAP benefits are automatically loaded onto a participant's EBT card monthly.

HOW?
SNAP participants can redeem benefits at participating farmers markets by swiping their EBT cards on a Point-of-Sale terminal and receiving vouchers to buy fresh fruits and vegetables.
MATCHING PROGRAMS

• Some markets match (double the value of) WIC FMNP, Senior FMNP, WIC CVC, SNAP benefits
• Matching programs differ across markets
  • Some examples include: Fresh Match, Bonus Bucks, or Matching dollars
  • Tokens or paper checks
  • Some markets match between $5-$20 per shopping trip

* Please encourage residents to go to the markets website or speak to market staff at the information tent about matching programs.

Funded by grants or independent fundraising
Administered by individual markets
HOW TO SUPPORT FARMERS MARKET INCENTIVE PROGRAMS
Customers want to know how to select, store and prepare the items they purchase at the farmers’ market.
  - *Share some tips and recipes!*

Customers may need additional support & attention when using their benefits at the market.
  - *Help them maximize their checks!*

If you see a WIC participant using their FMNP checks, remind them they can use their WIC CVC to purchase fruits & vegetables at the market too.
• Clients may not know they're eligible to participate in farmers market incentive programs.
  • *Share with them enrollment and program info so they can learn if they're eligible!*

• Clients may not know where their local markets are located.
  • *Refer them to the market guide or farmers market map.*
  • *Build relationships with markets in your area and cross-promote each other!*
• Patients may not know they're eligible to participate in farmers market incentive programs.
  • *Share with them enrollment and program info so they can learn if they're eligible!*

• Patients may not be familiar with shopping at farmers markets.
  • *Share tips for selecting, storing, and preparing produce – even some of your favorite seasonal recipes!*

• Remind patients that their local farmers markets may double the value of their benefits.
  • *Encourage them to visit the market info table to learn more!*
RESOURCES
Interactive Farmers Market Map

coronavirus.dc.gov/farmersmarkets
DC FMNP Market Guide

dchealth.dc.gov/page/wic-senior-farmers-market-nutrition-programs

HOW TO USE YOUR FARMERS MARKET CHECKS

KNOW BEFORE YOU GO

Safety First
• DC protocols may change throughout the season. Follow the Mayor's guidance.
• Keep a mask and hand sanitizer in your bag.
• Order ahead, if possible.

About your Checks
• Spend your checks before October 31.
• Checks will not be replaced if lost or stolen.
• Checks cannot be used at supermarkets.

What to Bring
• Bring your checks and market guide with you to the market. If you’re a WIC participant, bring your ID folder.
• Sign your checks before visiting the market. Or bring a pen with you and sign them at checkout.

AT THE FARMERS MARKET

Maximize your $5
• Ask farmer or market staff about using other payment types (like cash, credit card, SNAP, bonus bucks) with your farmers market checks.
• Some markets double the value of your checks!

Look for Poster
• Look for an Authorized Farmer poster.
• Authorized farmers can accept your farmers market checks.

Make your Purchase
• Show WIC ID to the farmer at time of purchase.
• Seniors not required to show ID.
• Only buy approved fruits, vegetables & cut herbs.
• For list of approved foods scan the QR code.

WARD 1

Authorized Farmers / Agricultural Producers

DCHEALTH

dchealth.dc.gov/page/wic-senior-farmers-market-nutrition-programs
**DC WIC FMNP Website**
dcwic.org/wic-farmer-s-market-program

**Produce Plus Website**
dcgreens.org/customers

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**Produce Plus Direct 2021 Participant Information**

Thank you for being a part of the 2021 Produce Plus Program! In partnership with 16 vendors and 21 community site partners, we are looking forward to distributing 4000+ season-long shares of fresh fruit and vegetables to you to enjoy over the next few months. No matter how you participate in the program this year, whether it's at a farmers market, delivered to your community site or delivered to your home, we are looking forward to an amazing Produce Plus season with you!

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2021 Produce Plus Vendor and Farmer Locations and Transportation Information

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Map showing locations of Produce Plus Direct Markets 2021.
Farmers Market Hotlines

WIC & Senior FMNP Questions:
202-299-3775

Produce Plus Questions:
202-888-4834
# Farmers Market Information Sheet

## DC Farmers Market Nutrition Incentive Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Eligibility Requirements</th>
<th>Benefits</th>
<th>Distribution</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WIC Cash-Value Check (WIC CVC)</strong></td>
<td>Pregnant women, New moms, Children up to 5 years old</td>
<td>Checks to purchase fruits and vegetables (benefit amount is determined by participant category).</td>
<td>Any WIC-approved store or farmer</td>
<td>Contact DC WIC 202-442-9397 <a href="mailto:info.wic@dcdh.gov">info.wic@dcdh.gov</a> <a href="http://www.dcwic.org">www.dcwic.org</a></td>
</tr>
<tr>
<td><strong>WIC Farmers Market Nutrition Program (WIC FMP)</strong></td>
<td>Pregnant women, New moms, Infants (6-12 months), Children up to 5 years old</td>
<td>$30 for the summer (six $5 checks) to buy fresh fruits, vegetables, and herbs from the farmers market.</td>
<td>Approved farmers at farmers markets</td>
<td>Contact DC WIC 202-442-9397 <a href="mailto:info.wic@dcdh.gov">info.wic@dcdh.gov</a> <a href="http://www.dcwic.org">www.dcwic.org</a></td>
</tr>
<tr>
<td><strong>Senior Farmers Market Nutrition Program (Senior FMNP)</strong></td>
<td>Seniors 60 years and older who participate in Grocery Plus (CSFP)</td>
<td>$50 for the summer (ten $5 checks) to buy fresh fruits, vegetables, herbs, and honey from the farmers market.</td>
<td>Approved farmers at farmers markets</td>
<td>Contact Grocery Plus 202-521-7471 No email <a href="http://www.capitalareafoodbank.com">www.capitalareafoodbank.com</a></td>
</tr>
<tr>
<td><strong>Supplemental Nutrition Assistance Program (SNAP formerly known as Food Stamps)</strong></td>
<td>Individuals and families who meet SNAP program eligibility requirements</td>
<td>If you are approved for SNAP your benefits can be used to purchase a wide range of eligible food items including meat, cheese, bread, fruits, and vegetables.</td>
<td>SNAP is accepted at most grocery stores, convenience stores, some farmers’ markets, and some online stores.</td>
<td>Contact DC SNAP (202) 807-0405 No email <a href="https://dhsoWARDS.dc.gov/snapinfo">https://dhsoWARDS.dc.gov/snapinfo</a></td>
</tr>
<tr>
<td><strong>Produce Plus</strong></td>
<td>DC residents who participate in SNAP, WIC, Medicaid, Medicare OMB, SSI, TANF, or Grocery Plus</td>
<td>Produce from assigned market (participant choice), delivery (limited) or prepacked produce box (Value of $20).</td>
<td>Assigned vendor at a farmers market OR at a community pickup site/delivery.</td>
<td>Contact Produce Plus 202-888-4834 No email Signup.dogwoods.org *Produce Plus enrollment has ended for 2021</td>
</tr>
</tbody>
</table>

Some farmers markets match program benefits! For more information go to the market’s information tent or website.
## Contact Information

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<tr>
<th>Program</th>
<th>Participant Referral</th>
<th>Program Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIC Cash-Value-Check</td>
<td><a href="http://www.dcwic.org">www.dcwic.org</a></td>
<td>Jessie Lupo <a href="mailto:jessie.lupo@dc.gov">jessie.lupo@dc.gov</a></td>
</tr>
<tr>
<td>WIC Farmers’ Market Nutrition Program</td>
<td><a href="http://www.dcwic.org">www.dcwic.org</a></td>
<td>Jessie Lupo <a href="mailto:jessie.lupo@dc.gov">jessie.lupo@dc.gov</a></td>
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</tr>
<tr>
<td>Produce Plus Direct</td>
<td><a href="http://www.dcgreens.org">www.dcgreens.org</a></td>
<td>Aliza Wasserman <a href="mailto:aliza@dcgreens.org">aliza@dcgreens.org</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Qya Ahmad <a href="mailto:qya@dcgreens.org">qya@dcgreens.org</a></td>
</tr>
<tr>
<td>Supplemental Nutrition Assistance Program</td>
<td><a href="https://dhs.dc.gov/snapinfo">https://dhs.dc.gov/snapinfo</a></td>
<td>DHS Call Center 202-727-5355</td>
</tr>
<tr>
<td>Pandemic EBT</td>
<td><a href="https://dhs.dc.gov/p-ebt">https://dhs.dc.gov/p-ebt</a></td>
<td>Pandemic EBT Call Center 877-4DC-PEBT M-F 7:30am-4:45pm</td>
</tr>
<tr>
<td>Matching Programs</td>
<td>Market Information Tent or Website</td>
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QUESTIONS & DISCUSSION
THANK YOU!