

Kentucky Senior's Farmers' Market Nutrition Program 2018

Market Coordinator & Farmer Training





Housekeeping

- Roll Call/Sign In
- Information Packets
 - PowerPoint
 - Q & A's





Senior Farmer's Market Nutrition Program

- 2018 USDA Grant \$ 281,821
- 2017 Redemption Rate 80.97%
- Seniors may receive a \$28.00 booklet containing (7) \$4.00 vouchers.
- Seniors may receive only one booklet per person per season. If lost or stolen, booklets will not be replaced.

Reviews

- USDA mandates 10% of markets, 10% of farmers, and 50% of distribution agencies are reviewed every year.
- Each market and distribution agency will be reviewed at least once every two years.

Market Site Visits

- Review of Market
- Review of Farmers
- Anonymous compliance buys

• Agency will be reviewed on:

- Check management
- Filing (KDA issuance log complete with signatures that match all applications/commodities list on file. Paperwork must be kept on file for 4 years-2015, 2016, 2017, 2018 will be reviewed during 2018-anything before this time can be destroyed/discarded appropriately.
- Nutrition education efforts







Kentucky Department of Agriculture Senior Farmers' Market Nutrition Program Farmers' Market/Farmer Review **Observations:**

1.	Are the market hours of operation posted? Yes No				
2.	Are farmers adhering to the hours of operation? Yes No	No			
3.	Are the SFMNP signs posted? Yes No				
4.	Is the vendor number displayed on the SFMNP sign? Yes No				
5.	Are produce prices displayed? Yes No				
6.	List products being sold:				
1.	Are there any produce packaged in \$4 increments? Yes No No				
2.	How is the produce displayed?				
3.	Is the farmer appropriately dressed? Yes No				
4.	Did you take pictures of the market? Yes No				
5.	Rate the appearance of fresh produce on the following: (Rate 1-3; 3 being excellent, 1 being poor)				
	Freshness: Quality: Appearance:	1			
	Questions:				
1.	Name of Vendor:				
2.	Did vendor receive training on how to accept SFMNP checks? Yes No				
3.	How many acres foes vendor farm?				
4.	How often does vendor deposit checks?				
5.	Are there ever any problems when depositing? Yes No Why?				
6.	Does vendor ever give back change or charge sales tax? Yes No Why?				
7.	Are seniors signing checks at the time of redemption? Yes No Why?				
8	Does vendor have any questions or complaints?				



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Minor violations and Penalties

- Minor Violations

- Failure to post signage at the market
- Failure to open during published times and days

- Penalties for Minor offenses

- First violation verbal or written reprimand
- Second violation Move to "at-risk" classification and written warning
- Third violation Suspension of right to redeem checks for the remainder of the season



Major violations and Penalties

-Major Violations

- Selling at off-market site
- Selling non-eligible products
- Buying Checks
- Accepting checks when on suspension
- Providing falsified information on farmer or market application

-Penalties for Major Violations

- Suspension of right to redeem checks for 30 days during SFMNP season.
- Farmer/Market becomes ineligible for the program.



State Agency has the right to carry over major/minor violations from year to year. If there is less than 30 days remaining in the season when violation is committed, days remaining will continue in the following FMNP season.

A farmer shall:

•Be a member of a state authorized farmers' market for the Senior Farmers' Market Nutrition Program (SFMNP). •Sell only at an authorized SFMNP farmers' markets.

Provide information to the Kentucky Department of Agriculture (KDA) pertaining to the Kentucky SFMNP as required for periodic reports to United States Department of Agriculture (USDA) - Food & Nutrition Service (FNS).
Assure that SFMNP checks are redeemed only for eligible foods. See eligible foods list.

•Deposit checks within fourteen (14) days of transaction date and no later than November 15, 2018.

•Offer for sale only locally grown fruits, vegetables, honey, and herbs (eligible food) for human consumption. Locally grown means grown within fifty miles of Kentucky's borders.

•Provide eligible foods at or less than the price charged to other customers.

•Post the price of each eligible food item.

•Post SFMNP sign provided by KDA with individual identifier number clearly indicated.

•As provided by the KDA, stamp each check with an individual SFMNP identifier and have check signed and dated by the senior participant or their proxy.

•Receive training on SFMNP procedures annually and train employees on SFMNP procedures.

•Agree to be monitored for compliance with SFMNP requirements.

•Be responsible for actions of employees.

•Reimburse the KDA for checks redeemed in violation of this agreement.

•Offer SFMNP recipients the same courtesies as other market customers.

•Comply with the nondiscrimination provisions of USDA and KDA regulations.

A farmer shall not:

- Sell, exclusively, foods grown by someone else, such as a wholesale distributor.
- Accept checks after October 31, 2018.
- Deposit checks after November 15, 2018.
- Collect sales tax on SFMNP purchases.
- Seek restitution from SFMNP recipients for checks not reimbursed.
- Issue cash/change for purchases.
- Sell at offsite location unless approved by both market coordinator and KDA ahead of time
- Accept SFMNP vouchers at markets that are not approved SFMNP markets.
- Handwrite your stamp number on the application; the application must be stamped to be processed.

SFMNP checks are valid only at authorized SFMNP markets Not all Kentucky farmers' markets are SFMNP certified. Your farm is not an SFMNP authorized location. Roadside stands are not an SFMNP authorized location. You may sell at markets that aren't SFMNP certified but you cannot accept SFMNP checks while at that market.

- Eligible Foods:
 - SFMNP: Checks are good for fresh locally grown produce and honey. Locally grown produce is defined as produce grown in <u>Kentucky or</u> <u>within 50 miles from Kentucky border</u>.
- Non-eligible Foods:
 - "Non-locally" grown products may **not** be purchased with SFMNP checks. Examples include citrus products such as oranges, mangoes, lemons, and limes; bananas, and pineapples. Meats, eggs and cheeses are not eligible foods. Potted plants such as herbs and flowers are not eligible including mums. Medicinal Herbs and others such as aloe, lamb's ear, catnip, rue, white sage, lavender, Echinacea, bee balm, chamomile, St Johnswort are **not** eligible for purchase with checks.

Eligible Kentucky Foods

Apples				
Asparagus				
Beans (green)				
Beets				
Blackberries (thorn less & thorny)				
Blueberries				
Broccoli				
Brussels Sprouts				
Cabbage (red, green, savoy, chinese)				
Carrots				
Cauliflower				
Cherries				
Corn (sweet)				
Cucumber				
Edamame Soybeans				
Eggplant				
Grapes				
Greens (collards, kale, mustard, spinach,				
swiss chard, turnip)				
Green Onions				
Kohlrabi				
Lettuce				
Melons (muskmelon, honeydew,				
cantaloupe)				

Mushrooms Okra Onions Parsnips Pawpaws Peaches Pears Peas (snow peas, sugar snap) Peppers Plums Potatoes **Pumpkins** Radishes Raspberries Rhubarb Strawberries Summer squash (yellow, zucchini, patty pan) Sweet potatoes Turnips Tomatoes Watermelons Winter Squash (acorn, butternut, spaghetti, kabocha)

Honey

Eligible Cooking Herbs (must be fresh cut, not dried or in the pot growing) including but not limited to:

Basil	Epazote	Oregano	Shiso
Borage	Fennel	Parsley	Sorrel
Chives	Garlic	Rosemary	Tarragon
Cilantro	Marjoram	Sage	Thyme
Dill	Mint	Savory	

Farmer's Requirements cont'd

Display sign showing you accept SFMNP checks. This is to help participants find you to utilize their checks.



Redeeming Vouchers

•WIC FMNP

-A farmer must have a WIC stamp for each market he/she works in.

Senior FMNP

-A farmer has only one stamp for SFMNP, regardless the number of markets he/she works in.



Senior FMNP Stamp

WIC FMNP stamp

VI 700261

700100



Redeeming Vouchers

- KDA sends an allotted amount of booklets to distribution agents in each SFMNP county.
- The distribution agency then distributes the vouchers on or after June 1st to those seniors that are eligible on a first come, first serve basis. (If all booklets are issued, distributing agency can request more booklets from KDA.)
- Distribution agents educate participants on how and where to use their vouchers.
- The senior may use the vouchers on items only on the eligible foods list, all at once or throughout the season.
- Once a farmer receives the vouchers **signed and dated** by senior or proxy, they deposit them at their bank. (Seniors can assign up to two proxies to use the vouchers at the market if they cannot make it there themselves.)
- The vouchers must be **deposited by the farmer within 14 days of check date.***
- <u>All checks must be deposited by November 15th.</u>
- If you find that your stamp is lost during the season please notify KDA immediately so that a new one can be issued to you to ensure checks are deposited within 14 days.

SFMNP 2018 Check



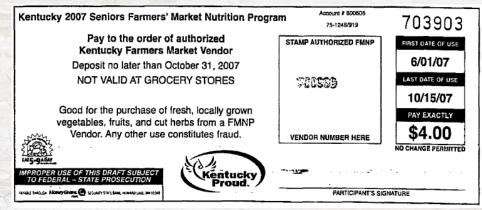


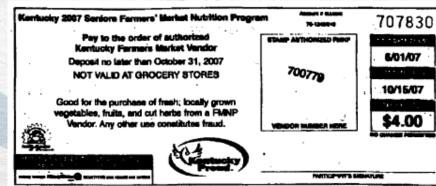


- Have participants sign check and date the check.
- Stamp check with the farmer identifier. If stamp is unclear, stamp it again. (If stamp is illegible, the check will not be processed. If you need a stamp replaced please contact KDA immediately to be reassigned a new stamp.)
- Endorse check on back side
 - You only have 14 days from the transaction date to cash the check. Checks will not be accepted after this time period.
 - This allows our redemption rates be more accurate from month-to-month and ensure that there is funding to cover the check.

Vendors can only use their stamp when depositing.

What's wrong with these checks?





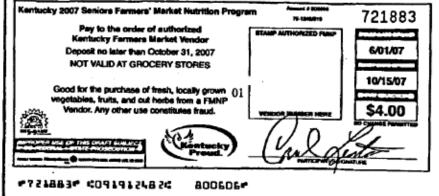




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What's wrong with these checks?









- Make sure when you deposit your checks you make sure they meet all criteria and that it is legible:
 - Signature from senior on front
 - Dated by senior above signature line
 - Stamp of vendor in box on front
 - Signature from vendor on back
 - Deposit within 14 days of check date.



Market Coordinators

- Market coordinators are responsible for being KDA's point of contact for farmers/vendors.
- If market hours/locations change, market coordinators must contact the appropriate parties in a timely manner. This would include KDA, farmers, and distribution agents.
- Market coordinators conduct training for farmers and have them complete annual paperwork. Market coordinators sign farmers applications after successful completion to certify that they are SFMNP approved. Market coordinator then sends them to KDA.
- If there is a change in market coordinator or any other concern that KDA should be aware of during the season, please let us know immediately.



Distribution Agencies

- In charge of issuing checks to seniors.
- Provides check redemption instructions and nutrition education to seniors upon distribution of checks.
- An updated contact sheet will be emailed to all market coordinators and distribution agents by county to promote communication.
- Please be in contact with your distribution agent frequently. (i.e. if market dates/times/locations change please make this information available to distribution agents ahead of time so that they can let seniors know-if seniors don't know where to use their checks-both parties suffer)
- Many counties have implemented one extra market day a month at a more convenient location for seniors (at distribution sites, within senior communities, senior citizens centers, etc.) who may struggle with transportation issues. This has proven to work well in most situations providing seniors opportunities to use their checks and farmers to receive more profit. KDA must be notified of such events ahead of time.



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Paperwork Checklist

SFMNP Application

For Farmers

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- For Market Coordinators
 - 2018 Market/KDA Agreement
 - 2018 Market hours of operation
 - KDA Attendance
 Sheet signed by all farmers
 - Market Coordinator Contact Sheet





Deadlines

•May 1, 2018 *Last day to send in all paperwork for SFMNP to KDA

•May 1, 2018 *Last day for farmers to apply for SFMNP

•July 31, 2018 *Last day for distributing agents to send issuance logs and extra vouchers to KDA

•August 1, 2018 *KDA will begin mailing extra vouchers to counties who have issued all of theirs.

•September 30, 2018

•October 31, 2018

*Last day for new farmers' markets to apply for 2019

*Last day to accept checks from seniors



•November 15, 2018 *Final day to deposit checks for SFMNP

For More Information



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Senior FMNP

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• Sarah Tandy, <u>SarahH.Tandy@ky.gov</u> 502-564-3827 ext. 4333 Farmers' Market Development

- Sharon Spencer, <u>Sharon.Spencer@ky.gov</u> 502-782-4127
- Nancy Monroe, <u>NancyG.Monroe@ky.gov</u> 502-782-4133



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Q&A's



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