



DC PRODUCE INCENTIVE PROGRAMS 2023



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1 - INTRODUCTION

PURPOSE

This document contains information about the Cash-Value-Benefit distributed as part of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Program, WIC Farmers' Market Nutrition Program (FMNP), Senior Farmers' Market Nutrition Program (SFMNP) and Produce Plus (PP) policies, rules, and regulations for farmers who operate at farmers' markets or roadside stands. FMNP, SFMNP and Produce Plus are seasonal programs that provide benefits to eligible participants to purchase fresh fruits, vegetables, and cut herbs with approved farmers. S/FMNP designates application to both WIC and Senior programs.

A copy of the Farmer Manual must be kept up-to-date by including all policy revisions, announcements, and inserts as they are provided by DC Health. A current copy of the Farmer Manual can also be found on the DC Health website at: <https://dchealth.dc.gov/page/wic-senior-farmers-market-nutrition-programs>

TERMS, DEFINITIONS & ACRONYMS

The following is a list of Federal, State, and local terms, acronyms and definitions used throughout the manual.

CDP—Custom Data Processing, Inc., the Contractor which provides the implementation and processing services for eWIC and eFMNP.

CFR – Code of Federal Regulations. Contains the regulations governing all federal programs.

CVB – Cash Value Benefits. A fixed-dollar amount that is issued to a WIC participant to obtain authorized fruits and vegetables monthly. The CVB can be redeemed year-round with authorized farmers.

CSFP – Commodity Supplemental Food Program administered by Capital Area Food Bank (CAFB). Income-eligible seniors over 60, who are enrolled in the program receive 30 to 40 pounds of free, healthy groceries each month. See Grocery Plus.

DC Health – DC Department of Health, the State agency responsible for overseeing federal funding expenditures of S/FMNP.

DC Produce Incentive Programs – refers to WIC CVB, S/FMNP, and PP.

Electronic Benefit Transfer (EBT) – an electronic system that allows participants to pay for food through an account debited with their benefits.

Electronic signature – Communication via email or text that includes an indication that an applicant or participant is certifying something by typing their name in addition to Bonafede electronic signing using software tools.

Eligible foods – fresh, unprocessed, locally-grown fruits, vegetables, and edible herbs.

eWIC card – EBT WIC card (eWIC card) is the electronic system that a participant receives their WIC benefits through.

Family – a group of related or nonrelated individuals who are living together as one economic unit, except that residents of a homeless facility or an institution shall not all be considered as members of a single family.

Farm stand / roadside stand – a permanent location dedicated to the sale of a farmer’s produce and goods to the public that is under the ownership of one farmer, a partnership of farmers, or a not-for-profit cooperative.

Farmer – a farmer who grows produce for purchase by the public.

Farmers’ market – a permanent location, often outdoors, where several farmers gather to sell produce and goods to the public that is under set management with rules and requirements for farmers who participate.

FMNP – WIC Farmers’ Market Nutrition Program.

FNS – Food and Nutrition Service, a division of the United States Department of Agriculture responsible for the nationwide administration of several federal nutrition programs including S/FMNP.

FY – Fiscal year, a twelve-month period used for accounting and reporting purposes. The fiscal year for S/FMNP is October 1 to September 30.

Grocery Plus – Grocery Plus is a combination of the USDA Commodity Supplemental Food Program and the Senior Farmers’ Market Nutrition Program and is administered by the Capital Area Food Bank in Washington, DC.

Household – see **Family**. Also, a single individual living alone.

Ineligible foods – food items that may not be purchased with S/FMNP checks.

LA – Local agency, a nonprofit entity or local government agency which issues S/FMNP checks and provides nutrition education and/or information on S/FMNP operational aspects to S/FMNP participants.

Locally grown – grown within Washington, D.C. or within a 500-mile radius.

Market Manager – a person who manages, in an official capacity, a Farmers’ Markets.

Mobile market – a roadside farm stand that moves from location to location throughout the season on a set schedule.

Produce Card – a card containing a unique barcode and number assigned to a participant and used to redeem Produce Plus and SFMNP benefits. It may also be referred to as Produce Plus Card or Produce Pass.

PP – Produce Plus

Proxy – an individual authorized to apply for benefits, receive benefits or make purchases for an applicant or participant.

QR code (QRC) – a type of barcode that participants and farmers will use when redeeming FMNP benefits and WIC Cash-Value-Benefits.

SFMNP – Senior Farmers’ Market Nutrition Program.

S/FMNP – designates application to both FMNP and SFMNP.

USDA – United States Department of Agriculture, the cabinet level agency responsible for federal aspects of all federal agriculture and nutrition programs.

WIC – Special Supplemental Nutrition Program for Women, Infants, and Children.

1. – PARTICIPANT ELIGIBILITY & DISTRIBUTION

FMNP

Eligible categories

- Pregnant
- Breastfeeding
- Postpartum
- Child age 1-5
- Infant over 6 months of age

Foods provided, regardless of method of issuance, are intended for the sole benefit of FMNP recipients and are not intended to be shared with other non-participating household members.

7 CFR 248.6(c)

Residency

Participant must be a resident of the District of Columbia

Income

Maximum household income must be at or below 185% of current annual poverty income guidelines.

7 CFR 248.6(a)

Benefit Value & Frequency

\$30.00 per participant, one time allotment, per season

Benefit Type:

FMNP benefits are accessible through a QR code on the participant's eWIC card or the QR code in their online portal.

Benefit Distribution

FMNP benefits are distributed alongside a WIC participant's WIC food benefits. Distribution occurs once the participant has visited their local agency between May 1 - September 30 and receives their QR code in the form of a sticker or via an online portal.

Local Agencies

There are four local agencies.

- Children's National Health System
- Community of Hope
- Mary's Center
- Unity Health Care

SENIOR FMNP (SFMNP)

Eligible categories

- 60 years of age or older

Residency

Participant must be a resident of the District of Columbia

Income

Maximum household income must be at or below 185% of current annual poverty income guidelines.

Current recipients of the following federal programs are categorically income eligible:

- Commodity Supplemental Food Program (CSFP)

7 CFR 249.6(a)

Current recipients of the following local programs are categorically income eligible:

- Produce Plus

Benefit Value & Frequency

\$50.00 per participant, one time allotment, per season. When a participant recertifies a card or receives a new card, their SFMNP funds will be remotely loaded within 24 hours.

Benefit Type:

SFMNP benefits are accessible through a card with a unique number and barcode to receive benefits electronically. Some participants will have both their Produce Plus and Senior benefits on their account/card. Please agree upon which balance to draw from with the customer when completing a transaction.

Benefit Distribution:

Participants may receive their card, replace a lost card or recertify with their existing card by attending card distribution events at specific markets and community sites.

Local Agencies:

There are two local agencies.

- FRESHFARM
- Capital Area Food Bank

WIC Cash-Value-Benefit (CVB)**Eligible categories**

- Pregnant
- Breastfeeding
- Postpartum
- Child age 1-5

Residency

Participant must be a resident of the District of Columbia

Income

Maximum household income must be at or below 185% of current annual poverty income guidelines.

Benefit Value & Frequency

Benefits are issued monthly. Eligible participants receive the following amounts:

- Pregnant/Breastfeeding/Postpartum Women: \$44.00 per month
- Pregnant Women with Multiples or Breastfeeding Women of Multiples: \$49.00
- Child Age 1-5: \$25.00

Benefit Type

WIC CVBs are accessible through a QR code on the participant's eWIC card or a QR code in their online portal.

Benefit Distribution

WIC CVBs are issued monthly alongside a WIC participant's WIC food benefits on their eWIC card and can solely be used for fruits and vegetables with approved grocery stores and farmers. Distribution occurs during a participant's in-person certification or benefit pick-up.

Local Agencies

There are four local agencies.

- Children's National Health System
- Community of Hope
- Mary's Center
- Unity Health Care

Produce Plus (PP)

Eligible categories

- Intended for District residents who are eligible for:
 - EBT/SNAP;
 - WIC and WIC Farmers' Market Nutrition Program;
 - Grocery Plus (Commodity Supplemental Food Program and Senior Farmers' Market Nutrition Program);
 - Medicaid, SSI Disability, and/or TANF.
- 16 years or older

Residency

Participant must be a resident of the District of Columbia

Income

Maximum household income must be at or below 185% of current annual poverty income guidelines.

Benefit Type

Participants will be assigned a Produce Card with a unique number and barcode to receive their benefits electronically. Some participants will have both their Produce Plus and Senior benefits on their account/card. Please agree upon which balance to draw from with the customer when completing a transaction.

Benefit Value & Frequency

Benefits of \$40 per month will be distributed from June 1st-November 1st. Benefits do not roll over from month to month. The benefit expires at the last day of the month in which it is issued. On the first of every month, new benefits are loaded onto the cards remotely. When participants initially receive recertify their card, benefits will be loaded within 24 hours.

Benefit Distribution

If a participant already has a card from previously participating in Produce Plus, benefits will be loaded after they recertify. Participants may receive their card, replace a lost card or recertify with their existing card by attending card distribution events at specific markets and community sites.

Local Agency:

There is one local agency.

- FRESHFARM

PROXIES

Applicants may designate, as a part of the application, a proxy to purchase produce on their behalf using S/FMNP benefits. Each applicant may have two (2) proxies. A single proxy may represent no more than two (2) participants. WIC CVB and PP participants may also designate alternate authorized representatives to use their benefits with approved farmers.

Exception for SFMNP

Proxies who are employees or volunteers of a local agency that provides assistance and services to seniors may represent as many seniors as is necessary to ensure accommodation for persons who are homebound and to eliminate barriers to participation in the program. The LA must have in place written policies and procedures governing the proxy process to maintain consistency and compliance.

If no proxy is designated, check the box so indicating.

3- ADMINISTRATION

Purpose and Scope

FMNP Purpose and Scope

To provide resources in the form of fresh, nutritious, unprepared foods (fruits, vegetables and cut herbs) from farmers' markets to women, infants, and children who are nutritionally at risk and who are participating in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) or are on the waiting list for the WIC Program; and

To expand the awareness, use of and sales at farmers' markets.

7 CFR 248.1

SFMNP Purpose and Scope

To provide resources in the form of fresh, nutritious, unprepared, locally grown fruits, vegetables, honey, and cut herbs from farmers' markets, roadside stands, and community supported agriculture (CSA) programs to low-income seniors;

Increase the domestic consumption of agricultural commodities by expanding or aiding in the expansion of domestic farmers' markets, roadside stands, and CSAs; and

Develop or aid in the development of new and additional farmers' markets, roadside stands, and CSAs.

7 CFR 249.1

WIC CVB Purpose and Scope

The WIC CVB is part of the WIC Program. The WIC Program aims to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

The purpose of the WIC CVB is to increase access to produce for nutritionally at-risk participants and support food retail businesses (grocery stores and farmers).

Produce Plus Purpose and Scope

Produce Plus is funded by DC Health and provides locally grown, fresh produce to DC residents with limited access to fresh, healthy food;

Food access inequities are a prevalent and persistent problem in Washington, DC, resulting in many communities with little to no access to fresh, healthy foods. DC Health's Produce Plus program aims to create long-term systemic changes and solutions to ensure that every resident has meaningful access to healthy, affordable, and culturally appropriate food; and

Produce Plus funds increase access to fresh fruits, vegetables, and cut herbs while

simultaneously generating meaningful income for local farmers, many of whom are first-generation and BIPOC farmers.

FEDERAL ADMINISTRATION of S/FMNP

Federal regulations define the requirements of the programs. Requirements include administration, eligibility, nondiscrimination, benefit levels, eligible foods, coupon and market management, financial management systems, distribution of funds, appeal procedure, monitoring and reviews, investigations, claims and penalties, procurement, records and reports, and confidentiality. The state agency may determine how to implement the programs within the regulations.

7 CFR 249 governs SFMNP. 7 CFR 248 governs FMNP.

Signed into law on July 2, 1992, Public Law 102-314 authorizes the operation of the WIC Farmers' Market Nutrition Program (FMNP) under the supervision of the United States Department of Agriculture Food and Nutrition Service (USDA-FNS).

In 2007, the SFMNP was transferred to USDA-FNS as a program under Senior Farmers' Market Nutrition Program regulations. USDA-FNS and the District of Columbia provide funding for food instruments and administration of S/FMNP.

STATE ADMINISTRATION OF DC PRODUCE INCENTIVE PROGRAMS

The District of Columbia Department of Health (DC Health), Community Health Administration, Nutrition and Physical Fitness Bureau, administers the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Program (responsible for the WIC Cash-Value-Benefit), FMNP, SFMNP and Produce Plus. DC Health partners with WIC local agencies to serve WIC CVB and FMNP participants and with the Capital Areas Food Bank and FRESHFARM to serve SFMNP and Produce Plus participants. Because the FMNP and SFMNP programs are very similar in purpose and scope, DC Health administers them under a single set of rules in a Consolidated State Plan and the WIC CVB under the WIC State Plan. To streamline programs administered through DC Health, the majority of S/FMNP rules apply to both WIC CVB and Produce Plus. WIC CVB is handled differently when it comes to monitoring and eligible foods. These four programs together are referred to as the DC Produce Incentive Programs.

DC Health is responsible to:

- Submit a plan of operation/administration to USDA by November 15 of each year.
- Provide annual training to new farmers and local agency staff.
- Manage and approve farmer applications.
- Assign identification numbers to authorized farmers.
- Provide market reports to markets, listing authorized farmers.
- Provide market and stand listings to local agencies and participants.
- Provide technical assistance to farmers, and local agencies.
- Monitor farm stands, farmers, growing locations, and local agencies to ensure program compliance.
- Determine benefit levels.
- Allocate benefits to local agencies based on available funding, local agency prior performance, and service need.
- Execute agreements with farmers.
- Ensure proper payment to authorized farmers for properly processed benefits.
- Provide information to Market Operators, farmers, and local agency staff to facilitate collaboration.
- Maintain all records pertaining to the programs for three years plus the current federal fiscal year.
- Attend market meetings upon request and as available.

- Provide local agencies with updated income guidelines annually and revised documents as applicable.
- Provide program guidance and education as needed.

LOCAL ADMINISTRATION OF DC PRODUCE INCENTIVE PROGRAMS

All Local Agencies

Each participating local agency (LA) receives an allocation of benefits based on available funding, prior year performance, and prior year redemption. Each local agency determines when, where, and how to distribute benefits and provides nutrition education.

All local agencies must follow rules and procedures in the State Plan, Manual, and as directed by DC Health.

Local agencies are responsible to:

- Provide nutrition education to Program participants that specifically targets fresh fruits and vegetables and addresses the special nutrition needs of the demographic.
- Provide instruction to Program participants on program rules.
- Provide education to Program participants on additional farmers' market food benefits (DC Produce Incentive Programs).
- Complete benefit tracking documents properly (as requested).
- Receive, verify, and allocate benefits.
- Keep benefits securely stored at all times.
- Maintain accurate and complete records of all activities related to the Program.
- Retain records and reports pertaining to Program operation for three (3) years plus the current federal fiscal year.
- Make records available for review by DC Health or USDA during normal business hours.
- Provide data, reports, and feedback to DC Health within the timeframe specified in the request.
- Maintain the confidentiality of applicants and participants.
- Attend annual training webinars for DC Produce Incentive Programs as scheduled.
- Provide DC Health with updated contact, service area, and distribution site information not less than annually prior to the beginning of a season and at any change.
- Display the "And Justice for All" poster prominently in an area that is visible to applicants, at certification and issuance sites.
- Cooperate with DC Health and/or USDA in investigation of complaints.

- Comply with all state and federal regulations as outlined in USDA Civil Rights and Non-discrimination statements.
- Adhere to USDA Income Eligibility Guidelines as revised annually by Health and Human Services.
- Allow each applicant to designate a proxy or proxies to apply for certification and shop with approved farmers and roadside stands if the Program participant is unable to perform these actions.

4 - AUTHORIZATION

To make access to fresh fruits, vegetables, honey (SFMNP only) and cut herbs easier for participants in DC Produce Incentive Programs, DC authorized farmers are to accept WIC CVB, S/FMNP and PP digital currencies at farm stands. All procedures, rules, violations, and sanctions as stated in this manual apply to all DC Produce Incentive Programs. WIC Cash-Value-Benefits are processed under WIC regulations (7 CFR 246).

FARMERS

DC Health does not restrict the number of farmers that can be authorized for the DC Produce Incentive Programs. **Farmers can sell at farmers' markets or roadside stands.**

Eligibility Requirements

To become and remain an authorized farmer, a farmer must:

- Grow produce within the District's boundaries or within a 500-mile radius of the District. This includes Maryland, Virginia, West Virginia, New Jersey, Pennsylvania, Delaware and North Carolina.
- Grow a majority (at least 50%) of the produce (fruits, vegetable, and cut herbs) offered for sale during market hours. If produce is purchased, it must be grown within a 500-mile radius of the District. The same requirements apply for honey (eligible for SFMNP benefits only).
 - When produce is purchased for resale or on consignment from another local farmer, valid records containing the following information must be presented upon request:
 - Name, address, and phone number of the producer
 - Date of purchase or consignment
 - Location of the growing site
 - Quantity of each item purchase or consigned
- Sell a minimum of 3 approved vegetables, fruits and/or cut herbs to participants.
- Have defined hours of operation June - October at a designated location and be located in areas that are accessible to Program participants.
- Have a full time attendant during hours of operation as listed on the farmer's application. The "honor system" may not be used during the days and times the farmer provided to DC Health that the stand will be open to accept benefits.
- Train all agents of the farmers' business who interact with Program participants on Program policies and procedures.

Additional Criteria for farm stands operated by nonprofit organizations:

- Farm stands can be operated by individuals hired by a nonprofit organization to sell produce at farmers' markets or roadside stands on behalf of local farmers.
 - At least 50% of the produce sold at such farm stands must be raised by the farmer(s) being represented.
 - Farm stands operated by nonprofit organizations must comply with the farmer agreement and policies and procedures in the Program manual.
 - When stands are operated by nonprofit organizations, neither the nonprofit entities nor their agents (individual persons) must realize a profit on sales at the farm stands.

Who Does Not Qualify

- A wholesale or retail farmer who does not grow his/her own produce.
- A farmer who sells only at non-approved farmers' markets, such as a flea market through Community Supported Agriculture (CSA).
- Owners and managers of grocery stores or supermarkets.
- A farmer who has been suspended or disqualified from the Program within the last 2 years by the State Agency.

MOBILE MARKET

To reduce barriers to local food access, DC Health may choose to approve a mobile farmers' market. DC Health defines a mobile market as a roadside stand that sells fresh, locally grown, unprocessed produce for one or more farmers that moves to various static locations, primarily in food deserts, at predetermined and regular intervals.

To be approved, a mobile market must:

- Be operated by an authorized farmer or a non-profit 501©3 entity engaged by the farmer or farmers to sell their produce.
- Have specific and regular days, hours, and locations of service.
- Gain endorsement by the S/FMNP LA.
- Provide a statement of benefits gained by Program participants if the mobile market is approved.

- If more than one farmer is represented, provide the method by which produce sold will be tracked by farmer and the method by which the farmer will receive reimbursement for the produce sold using benefits from DC Produce Incentive Programs.

Mobile market applications are evaluated on a case-by-case basis.

APPLICATION PROCESS

To be considered for authorization as a DC Produce Incentive Programs farmer in the District, a farmer must complete the following:

- Farmer Application (due annually; all NEW applications are strongly encouraged to be reviewed and electronically or physically signed by a county extension agent)
- Annual Training (due annually)
- Farmer Agreement (due every 3 years; needs to be electronically or physically signed by a DC Health representative)
- Farmer Manual (due every 3 years; contains policies and procedures for the Program and needs to be reviewed alongside the farmer agreement)
- CDP Merchant Agreement (due every 3 years; required for payment of eWIC and eFMNP benefits)

How to Complete the Application:

Complete the farmer application on an annual basis and agreement(s) every three years. The application and agreement are available in March of each year through the web platforms, Microsoft Forms and Seamless Docs, made available by DC Health.

DC Health encourages county extension agents to review a farmer's application prior to approval. County extension agents serve as an authority that approves a farmer's farm activity. Some county extension agents opt to conduct a site visit to ensure operations align with what is on the application. A farmer's approval to the Program is not contingent on the review by a county extension agent.

Submit your completed and signed application packet to the State Agency for approval through Microsoft Forms and Seamless Docs. If online submission is unavailable, applications can be sent to the following:

Farmers' Market Produce Incentive Programs
DC Department of Health
899 North Capitol Street, NE | 3rd Floor
Washington, DC 20002 | info.vendor@dc.gov

Renewal Applications:

Approved agreements are valid for three seasons. However, a farmer must submit an updated application on an annual basis. The updated application provides critical information on market locations, growing plans and staffing.

7 CFR 248.10

7 CFR 249.10

STATE AGENCY APPROVAL

Final approval will be given once the application and trainings are complete. The State Agency will give farmers at least one alternative date on which to attend interactive trainings. Farmers will risk termination if they do not attend or take a training as scheduled. The State Agency will notify applicants in writing regarding the outcome of their request for participation.

Denial:

If the request for authorization is denied, the State Agency will provide:

- The reasons for denial.
- Information on the farmer's right to a fair hearing.

Approval:

If the request for authorization is approved, the State Agency will provide:

- A copy of the farmer application.
- A copy of the current farmer agreement, signed by the Nutrition and Physical Fitness Bureau Chief.
- Notification of the date the farmer can begin to accept benefits.
- Materials including posters and benefit processing equipment before the start of the Program season.

Approved Farmers:

Approved farmers must:

- Ensure that at the beginning of each day locally grown fruit, vegetables, and/or cut herbs are displayed and offered for sale in the farmer's market stall or farm stand. Non-locally grown fresh fruits and vegetables cannot be displayed or offered for sale unless the eligible produce across all DC Produce Incentive Programs is clearly marked as locally grown. S/FMNP and PP benefits may only be accepted in exchange for locally grown fruits, vegetables, or cut herbs (honey for SFMNP participants only). WIC CVB may only be accepted in exchange for fruits and vegetables.

- Display the cost of produce for all customers to see.
- Be present during specified location(s) and hours. If unable to make it, notify the State Agency as soon as possible so participants can be properly informed.
- Post the DC Health-issued authorized farmer poster at the farmers' markets and farm stands to indicate to participants in DC Produce Incentive Programs that they may spend benefits at the stall.
- Display farm name to allow the DC Produce Incentive Program participants to locate approved farmers.
- Keep a copy of State Agency requested material on-site during market hours.
- DC Produce Incentive Program benefits may only be used at markets and farm stands with authorized farmers. Accepting WIC CVB and S/FMNP benefits at unauthorized locations or by unauthorized farmers is prohibited by law.

7 CFR 248.10(a)(1)

7 CFR 249.10(a)(1)

5 - FARMER TRAINING

Annual training is designed to provide information about the Programs, prevent farmer errors and noncompliance, and to improve the Programs' service. The State Agency will also schedule corrective action training for noncompliant or problematic authorized farmers on an as-needed basis and offer technical assistance to supplement formal training opportunities. The training requirement differs for farmers in their first year of authorization who are new to the Programs versus returning farmers. First-time farmers must attend and complete a 1-hour interactive, face-to-face training, online or in-person, with the State Agency.

7 CFR 248.10(a)(4)

7 CFR 249.10(a)(7)

Returning Farmers:

Farmers who have previously been authorized to participate in the programs may fulfill the annual training requirements by completing a recorded online training, reviewing the farmer manual, newsletters and announcements made available through the State Agency website, emails and other printed materials. Farmers deemed high risk from monitoring visits will need to attend an interactive, face-to-face online or in-person training.

Train-the-Trainer Model:

The State Agency employs a "train-the-trainer" model. Every authorized farmer is required to designate at least one person to serve as the designated trainer. The designated trainer shall train staff involved with transaction and program requirements across all DC Produce Incentive Programs. The farmer or their designated trainer will promptly inform employees of changes in the Programs, including changes to the Authorized Foods List and benefit utilization procedures.

Consequences for Missing a Training Session:

If it is a...	Then the State Agency will...
Mandatory annual training Or Corrective action training	Allow the farmer to attend training on an alternative date
An alternative date for Mandatory annual training	Terminate the farmer for failure to remain in compliance with the Farmer Agreement
An alternative date for Corrective action training	Terminate the farmer for failure to remain in compliance with the Farmer Agreement

6 - ACCEPTING BENEFITS

DC Produce Incentive Program benefits may be accepted only by an authorized farmer or their employee or family member for the purchase of eligible foods. See **Appendix A** and **Appendix B** for more details on the benefit acceptance process for all DC Produce Incentive Program benefits.

FMNP & WIC CVB:

- WIC participants will use their QR code after selecting the items they wish to purchase.
- Farmers will use the web-based application Farm Market Direct to process payment.
- Farmers will scan the participant's QR code and then process the payment for the selected goods using the participants FMNP and WIC CVB available funds. If the price exceeds the customer's benefit balance, a message will display in red beneath the "Price" box giving the participant's available benefit balance. The farmer and customer can reduce the amount of produce and enter a new purchase amount or enter the remaining balance and allow the participant to pay the difference with another form of payment.

SFMNP & PP:

- Participants will use their Produce Card after selecting the items they wish to purchase.
- Farmers will use the web-based application Farmers Register to process payment.
- Farmers will scan the participant's Produce Card and then process payment for the selected goods using the participants SFMNP and/or PP available funds. By scanning a participant's card, stall attendants can check and communicate balances before processing transactions. Upon tapping the shopping cart, tapping the camera icon, and scanning the card with Farmers Register, the card holders balance will appear for SFMNP and/or PP. If the produce costs exceed the participants balance, farmers may accept other currencies to cover the remaining costs.

Note:

- Participants and proxies who participate in DC Produce Incentive Programs do not need to show ID when using their benefits.
- In the past participants were required to spend the total value of their benefit at one time (i.e., a \$5.00 check). With the modernization of these Programs through electronic benefits, participants now have the flexibility to spend their benefits in any denomination and at any time during their benefit period.

- Each farmer will be issued a tablet(s) and a hotspot to process all Program benefits. The hotspot is for connecting the tablet to the internet before each market. The tablet will log into the Farmer Register application to process SFMNP and/or PP benefits and the Farm Market Direct application to process FMNP and WIC CVB.

CASH, CHANGE, AND REFUNDS

DC Produce Incentive Program benefits may not be exchanged for cash or accepted by non-authorized farmers. Change, credits, or refunds may not be given to a customer using only benefits. Participants using a combination of benefits and cash must be given change directly related to the amount of cash used. Any purchase for more than the value of benefits tendered must be paid by the participant.

Authorized farmers may not cash S/FMNP benefits, PP benefits or WIC CVBs accepted by a non-authorized farmer or exchange benefits for money.

SALES TAX

There is no sales tax on DC Produce Incentive Program purchases.

PROCESS FOR RECEIVING PAYMENT

FMNP & WIC CVB:

Farmers will be reimbursed through ACH deposit for their sales on a weekly basis by CDP, Inc. Every **Tuesday evening** the farmers will be paid for all transactions from the previous Wednesday through that same Tuesday that they will be receiving their payment.

Farmers can look at their transaction histories and run reports within the Farm Market Direct platform at any time by visiting the “Financial History” page within the portal.

SFMNP & PP:

Farmers will be reimbursed for their sales on a monthly basis by FRESHFARM. After the completion of each month, FRESHFARM will schedule payment based on that month's sales data captured on Farmers Register. Payments are expected to be issued within the first two weeks of the month for the previous month's SFMNP and PP sales.

In order to ensure farmers get their reimbursements within a net 45-day term, we ask that they register for a free account on Bill.com and link with FRESHFARM to receive electronic payments.

Each farmer will need to complete and submit a W9 to FRESHFARM in order to receive payment from FRESHFARM. FRESHFARM will send a W9 to farmers to be filled out and signed.

Farmers may access their Farmers Register sales data at any time by logging into their Farmers Register web-based portal.

CLAIMS & REVALIDATION

Farmers are responsible for initiating requests for issues with payment. Please contact:

FMNP & WIC CVB - info.vendor@dc.gov

SFMNP & PP - finance@ffm.org

AUTHORIZED FARMER SIGN

All authorized farmers must display the “Authorized Farmer” poster each day they sell at a market or farm stand. See **Appendix C**.

7 CFR 248.10(a)(5)

7 CFR 249.10(a)(8)

PRICING

Prices must be marked or posted where clearly visible in whatever way that works best for the farmer (i.e., on foods, a sign next to or in front of foods, a whiteboard, or a chalkboard). Prices must be the same for all customers.

ELIGIBLE FOODS

Only eligible foods may be purchased with DC Produce Incentive Program benefits. Items NOT eligible for purchase with DC Produce Incentive Program benefits must be physically separated from eligible foods or there must be a clear indication to the customer as to what is eligible and what is not eligible.

Eligible foods must be:

- Freshly harvested (aside from regular storage crops) and good quality;
 - An example of good quality would be no visible damage, show no signs of spoilage or over ripeness.
- Locally grown;
- Not processed or prepared beyond their natural state except for the usual harvesting and cleaning processes;
- Fruits, vegetables, or edible herbs, as listed in **Appendix D**; and
- Honey, for SFMNP benefits **only**.

Not eligible for sale:

- Non-locally grown fresh fruits, vegetables, or herbs;

- Processed fruit or vegetable products such as jams, jellies, syrups, popcorn, juices/ciders, and baked goods of any kind, including fruit pies and breads; and
 - Processing includes anything other than the normal harvesting and cleaning of produce.
- Dried beans/peas, flowers, honey (unless a participant is using their SFMNP benefits), eggs, milk, cheese, ornamental corn, miniature pumpkins, gourds, nuts, and plants.

7 – COMPLAINTS, MONITORING, COMPLIANCE

PARTICIPANT AND FARMER COMPLAINTS

Anyone (participant, Market Manager, farmer) who has a complaint regarding any aspect of the DC Produce Incentive Programs may contact DC Health program staff at 202-299-3775.

Market Managers and farmers must refer all DC Produce Incentive Program participants who have complaints about the farmers' market, farm stand, or farmer to DC Health.

7 CFR 248.10(j)

7 CFR 249.10(j)

Complaint process will include:

- An investigation that may include in-person or telephone interviews to determine appropriate action.
- A site visit, if applicable.
- The complaint will be investigated, and the appropriate action taken. The issuer of the complaint shall receive written findings and determination response within 48 hours of the completion of the investigation. For reasons of confidentiality, we may not disclose actions taken against DC Produce Incentive Program participants.

PROGRAM MONITORING

DC Health monitors a minimum of ten percent (10%) of farmers and roadside stands starting in June and completing by November 30th each year.

DC Health representatives visit local farmers' markets and farm stands unannounced to identify any problems or misunderstandings and to determine if additional guidance may be needed by farmers or participants. If noncompliance is discovered, the non-compliant authorized farmer is notified in writing by DC Health.

All reviews are documented. See **Appendix E**.

Compliance Buys

"Compliance buys," wherein a DC Health representative or volunteer purchases produce or attempts to purchase ineligible items in a covert manner, are used as a means of identifying farmers who violate Program requirements and to investigate complaints.

The undercover investigator looks for violations including but not limited to substitution of non-approved items, overcharges, charging for food not received and trafficking DC Produce Incentive Program benefits. These violations may result in disqualification.

If fresh fruits, vegetables and cut herbs are displayed and/or offered for sale in an authorized farmer's stall or farm stand and the point-of-origin is in question (whether or not it is locally grown produce), an on-site inspection of the production area may be conducted by DC Health staff. If an inspection is required, the authorized farmer is required to comply.

When produce is declared to have been grown by an authorized farmer, the farmer must provide directions to the growing site, and grant permission for DC Health and/or a county extension agent to conduct an inspection of the site.

When produce is purchased for resale or on consignment from another local farmer, valid records containing the following information must be presented upon request:

- Name, address, and phone number of the producer
- Date of purchase or consignment
- Location of the growing site
- Quantity of each item purchase or consigned

High Risk Farmers

DC Health defines a high-risk farmer as one who is in the first year of authorization or one who redeems a large number of DC Produce Incentive benefits or has a high number of Program complaints. DC Health must monitor all high-risk farmers.

7 CFR 248.10(e)

7 CFR 249.10(e)

PROGRAM VIOLATIONS

Failure to adhere to Program rules can result in non-payment, warning, suspension, or disqualification from participation in DC Produce Incentive Programs. Farmers identified and documented as having violated Program rules receive a "Corrective Action Report." See **Appendix F**.

If a violation results in suspension or disqualification, the farmer also receives a Notice of Adverse Actions (**Appendix F**).

There are three levels of violations and associated sanctions.

Class I

Class I violations result in a warning from DC Health.

- Failure to display the DC Approved Farmer sign appropriately.
- Failure to display prices of produce.
- Failure to maintain minimum selection of vegetables, fruits and cut herbs.
- Failure to train market personnel on DC Produce Incentive Program procedures.

- Refuses to honor valid DC Produce Incentive Program benefits or attempts to limit number of Program benefits redeemed.
- Failure to direct individuals to the correct contact information for complaints.
- Not present on the day or time stated on the approved application.
- Labels non-authorized foods as DC Produce Incentive Program approved.

Class II

Class II violations result in a citation of non-compliance from DC Health.

- Noncompliance with DC Produce Incentive Program rules and procedures as outlined in the Manual or Application and Agreement, which are not specifically identified as Class I or III.
- Abusive treatment of DC Produce Incentive Program participants, family, or Program staff.
- Accepting DC Produce Incentive Program benefits for non-approved foods.
- Accepting DC Produce Incentive Program benefits at non approved locations or through non approved methods.
- Not identifying non-locally produced fresh fruits, vegetables and cut herbs for sale at a DC Produce Incentive Program identified stall.
- Provides a rain check for approved foods.
- Two (2) Class I violations.

Class III

Class III violations result in suspension and possible disqualification from the Program.

- Failure to permit or comply with procedures regarding inspection of evidence when local production is in question.
- Paying cash to a non-authorized farmer for accepting DC Produce Incentive Program benefits.
- Charging DC Produce Incentive Program participants more than the posted price for any item, charging for items not received, or participating in other discriminatory practices.
- Continued participation in the DC Produce Incentive Programs during a period of suspension, including acceptance or evidence of intent to accept Program benefits.
- Abuse of participants, their families, local agency staff, or DC Produce Incentive Program representative(s).
- Failure to provide truthful information.
- Exchange DC Produce Incentive Program benefits for money, credit and non-food items.

- Disqualified from any other USDA Program(s) (example: SNAP).
- Terminates the agreement without required advanced notice to the State Agency.
- Two Class II violations.

Class IV

Class IV violations result in permanent disqualification from the Programs.

- Providing credit for non-food items, such as alcohol, alcoholic beverages, tobacco products, cash, etc.
- Firearms, ammunition, explosives, or controlled substances as defined in 21 U.S.C. 802, in exchange for food instruments.
- Buying or selling food instruments of case (trafficking); or buying or selling firearms, ammunition, explosives, or controlled substances, as defined in U.S.C. in exchange for food instruments.

Warning

A warning is a written notice of a first offense observation made during a monitoring visit so that the farmer may correct the deficiency (example: failure to display the authorized farmer sign). See **Appendix F**.

Citation

A citation is a written notice of two violations within a class in a three-year authorization period. See **Appendix F**. Farmers who receive citations, must attend a mandatory training conducted by the State Agency and submit written documentation of corrective action taken to resolve the problems which led to the citation.

Suspension

Suspensions are in force for a maximum of 15 days and are used to ensure the farmer has adequate time to appeal Class III violation notices. If the event leading to a suspension is substantiated, the farmer is automatically disqualified at the conclusion of the suspension period. If the event leading to a suspension is not substantiated, the suspension is immediately lifted. During the period of suspension, the cited farmer must refrain from participating in any of the four DC Produce Incentive Programs anywhere within the State. See **Appendix F** and **Appendix G**.

Disqualification

Disqualification follows a suspension period if a Class III violation is substantiated. The disqualified farmer is required to return their processing equipment (iPad/Hotspot) and stall sign(s) to DC Health within 15 days of receipt of the disqualification notice. See **Appendix F** and **Appendix G**.

A farmer who has been disqualified at any point in the season is disqualified from participation in the Programs for the remainder of that season and the following full season. At the conclusion of any disqualification period, the farmer may reapply for authorization, so long as they did not receive a class IV violation. Upon reauthorization, the farmer will serve in a probationary status for one full season of the Programs. Any single substantiated Class II or Class III violation obtained during the probationary period serves as grounds for automatic disqualification.

8-RIGHTS OF APPEAL AND APPEAL PROCEDURE

The Produce Incentive Programs provide vendors/farmers certain rights, which include:

- The right to voluntarily withdraw from the Programs at any time, except if it is to avoid disqualification resulting from Program violations.
- The right to file a complaint against a participant or another authorized vendor/farmer.
- The right to receive advance notice of suspension, termination, or non-approval.
- The right to request a hearing on an adverse action allowable under *CFR 246.18*.
- The right to be represented by counsel.

Submitting a Fair Hearing Request

The State Agency will provide at least 15 days advance written notice of an adverse action, its cause, and potential impact. During this time, the vendor/farmer has the right to appeal and request a fair hearing. Two opportunities for a fair hearing will be provided: one original date and one reschedule. Fair hearing requests must be submitted to the Office of Administrative Hearing within 15 days of receiving the notice of adverse action. A copy of the fair hearing request must be sent to the State Agency. Adverse actions include, but are not limited to: denial of application, disqualification, etc.

Include the following details in the fair hearing request:

- Incident which led to the request,
- Persons involved,
- Dates pertinent to the request, and
- Specific actions taken to resolve the issue.

Forward your fair hearing request to:	Send a copy of your fair hearing request:
Office of Administrative Hearing One Judiciary Square 441 Fourth St NW Suite 540 Washington, DC 20001 (202) 442-9094	DC Health – Nutrition & Physical Fitness Bureau Attn: Bureau Chief 899 North Capitol St NE, 3 rd Fl Washington, DC 20002 Or Email it to: info.vendor@dc.gov

The fair hearing shall be scheduled within 60 days of the date the request is received. A written notice of the hearing will be sent to all parties involved at least 10 days prior to the scheduled hearing date. This fair hearing notice will contain the following information:

- Date, time and location for the hearing.
- Background on the issue(s) for which the hearing is focused.
- Details on the manner in which the hearing will be conducted.
- Information on a vendor/farmer's right to be represented, to verify and present documented evidence, produce witnesses, question adverse witnesses, and to examine documents and records supporting the action under appeal.

7 CFR 248.10(k)

7 CFR 249.10(k)

Denial of a Fair Hearing Request

The State Agency may deny or dismiss a request for a fair hearing due to the following reasons:

- A request is not received within the period stated above.
- A vendor/farmer or representative fails to appear at the scheduled hearing without good cause.
- A vendor/farmer or representative withdraws the fair hearing request in writing.
- A vendor/farmer was denied participation by a previous hearing and is unable to provide evidence that circumstances relevant to participation in WIC have changed in a way that justifies a hearing.
- Reciprocal disqualification from WIC based on disqualification from SNAP.

Scheduling the Fair Hearing

The fair hearing will be held within 60 days of the date on which the hearing request was received. Two opportunities will be provided: the scheduled hearing date and rescheduled date.

Conducting the Fair Hearing

The fair hearing shall be conducted by an impartial official who does not have any personal stake in the decision, and who was not directly involved in the initial determination of the action being appealed.

If a State Agency decision is upheld against the vendor/farmer, the vendor/farmer may pursue a higher review of the decision. If further reviews are unavailable and/or have been exhausted, the vendor/farmer has the right to pursue judicial review of the decision.

9-PARTICIPANT INSTRUCTIONS

Participants are instructed on all items in this section.

Authorized farmer sign: Authorized farmers should display the “Authorized Farmer” sign each day they sell at a market or farm stand. LAs must notify the State office of any reports or complaints regarding farmers and markets. See **Appendix C**.

How to use benefits: Participants will select authorized produce items and present their selection along with their benefit to the farmer (QR code for WIC FMNP/WIC CVB purchases and/or Produce Card for SFMNP/PP purchases). The farmer will scan the benefit and allow the participant to pay with additional forms of tender if the purchase exceeds their benefit amount.

Where to find participating farmers: Provide participants with a list of authorized farmers at farmers’ markets and farm stands and refer participants to: <https://tinyurl.com/dcmarkets2022> **(2023 link coming soon)**

Not receiving change or refunds: Farmers may not give change or refunds for DC Produce Incentive Program purchases.

Tax: No tax may be charged on DC Produce Incentive Program purchases.

Eligible foods: Explain to participants what they can and cannot buy at the market or stand. See Appendix D.

Participant abuse policy: Participants of FMNP and WIC CVB are subject to the same WIC policy and sanctions as for other WIC benefits. And participants of SFMNP are subject to the same CSFP policy and sanctions as for CSFP benefits. Clinic staff may reiterate the policy at S/FMNP benefit issuance or Program certifications. LA staff will also advise participants that violating Program rules is prohibited and may result in barring from the Programs, repayment of benefits, and/or legal action.

Participant rights: Participants have the right to lodge a complaint about improper farmer/farmers’ market practices. Anyone who has a complaint regarding any aspect of the DC Produce Incentive Programs contact DC Health at 1-202-229-3775. Participants must be advised of their civil rights and the way they may file such complaint. Refer to the Civil Rights section of this manual for the USDA civil rights statement.

Nutrition education: Participants must receive S/FMNP-specific nutrition education that emphasizes the nutritional and health benefits of fresh produce. LAs have great latitude in choosing materials and methods that are most appropriate for the service area demographics. Staff should discuss the various types of produce available within the geographic location, methods to prepare and use them, and provide suggestions on how to include more fresh produce in the household’s diet. Some suggested resources for nutrition education are:

- How to preserve produce (canning and freezing)
- SNAP-Ed
- MyPlate
- EatRight.org

7 CFR 248.10(i)
7 CFR 249.10(i)
7 CFR 248.7
7 CFR 249.7

10-NONDISCRIMINATION AND CIVIL RIGHTS

Anyone involved in federally funded programs may not discriminate based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity.

FEDERAL

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a Program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: [How to File a Program Complaint](#), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632- 9992. Submit your completed form or letter to USDA by:

(1) Mail: U.S. Department of Agriculture

Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) Fax: (202) 690-7442; or

(3) Email: program.intake@usda.gov

This institution is an equal opportunity provider.

7 CFR 248.7

8 CFR 249.7

11- APPENDIX

Appendix A	FMNP and WIC CVB Redemption Process
Appendix B	SFMNP and Produce Plus Redemption Process
Appendix C	Authorized Farmer Poster
Appendix D	Approved Food List
Appendix E	Farmer Compliance Report
Appendix F	Corrective Action Report
Appendix G	Notice of Adverse Action
Appendix H	Complaint Form
Appendix I	DC Produce Incentive Programs Comparison Chart

Appendix A

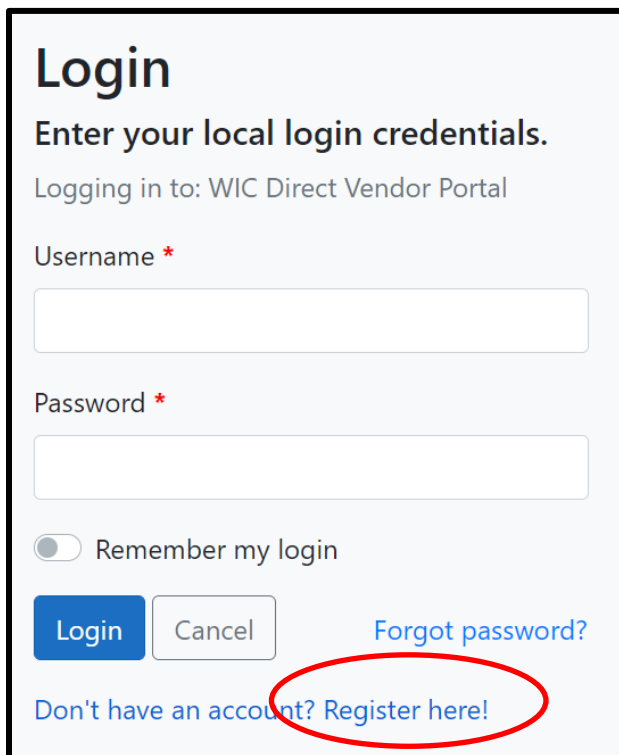
This appendix is for farmers who have already been approved by the State Agency to accept DC Produce Incentive Program benefits. Each of the below steps have already been met:

- Farmer Application
- **Farmer** Training # 1 and #2 with the DC State Agency and FRESHFARM
- Signed Farmer Agreement
- CDP Merchant Agreement

The portal that is used for FMNP and CVB redemptions is called Farm Market Direct. Once a farmer has been approved to accept DC Produce Incentive Program benefits, they will need to register in the Farm Market Direct farmer portal.

Register for Farm Market Direct:

Step 1: Navigate to “Register here!” (circled in red below).



Login

Enter your local login credentials.

Logging in to: WIC Direct Vendor Portal

Username *

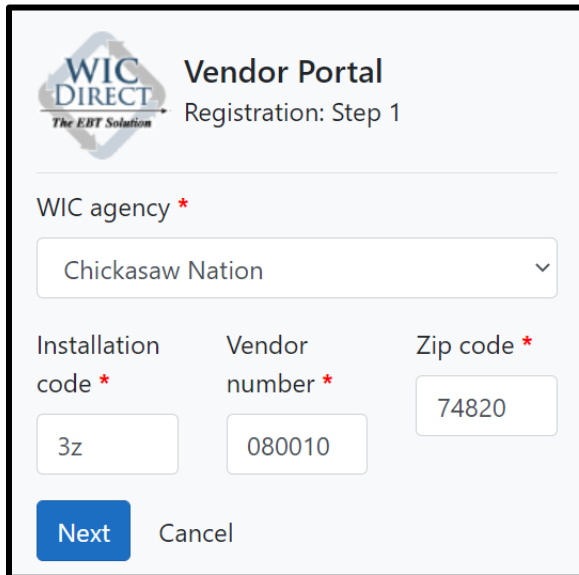
Password *

Remember my login

[Login](#) [Cancel](#) [Forgot password?](#)

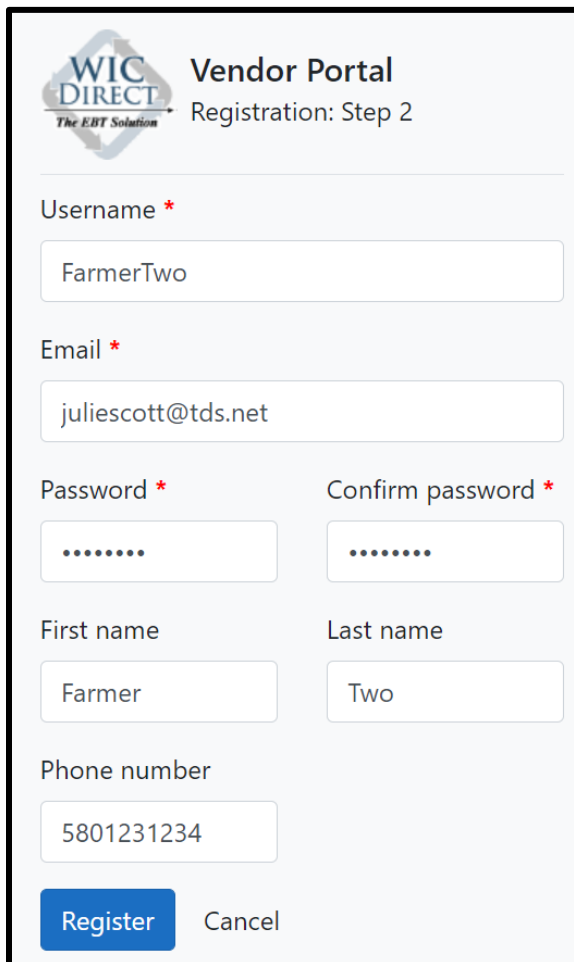
[Don't have an account? Register here!](#)

Step 2: Fill in the information included in your Farmer Agreement and select “Next” at the bottom of the page.



The screenshot shows the 'Vendor Portal' registration page for Step 1. At the top left is the WIC DIRECT logo with the tagline 'The EBT Solution'. The page title is 'Vendor Portal' and the subtitle is 'Registration: Step 1'. Below this is a dropdown menu for 'WIC agency *' with 'Chickasaw Nation' selected. There are three input fields: 'Installation code *' with '3z', 'Vendor number *' with '080010', and 'Zip code *' with '74820'. At the bottom are two buttons: a blue 'Next' button and a 'Cancel' link.

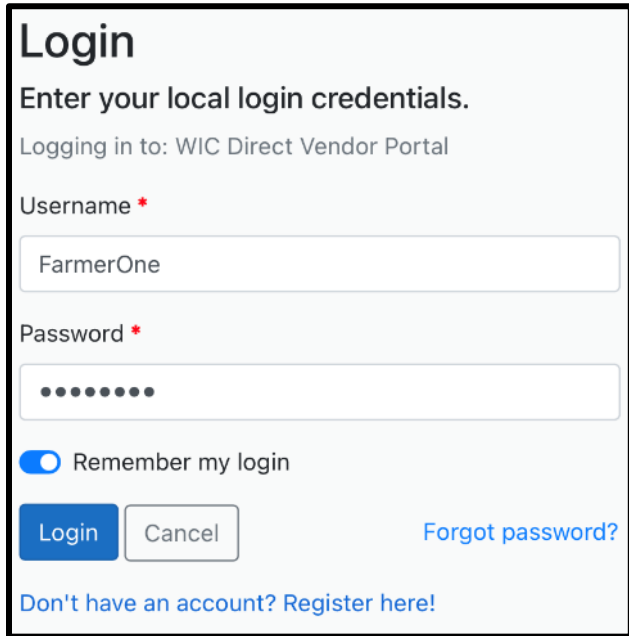
Step 3: Fill in the required blanks and click “Register.”



The screenshot shows the 'Vendor Portal' registration page for Step 2. At the top left is the WIC DIRECT logo with the tagline 'The EBT Solution'. The page title is 'Vendor Portal' and the subtitle is 'Registration: Step 2'. Below this are several input fields: 'Username *' with 'FarmerTwo', 'Email *' with 'juliescott@tds.net', 'Password *' (masked with dots), 'Confirm password *' (masked with dots), 'First name' with 'Farmer', 'Last name' with 'Two', and 'Phone number' with '5801231234'. At the bottom are two buttons: a blue 'Register' button and a 'Cancel' link.

Complete a FMNP or CVB Purchase through Farm Market Direct:

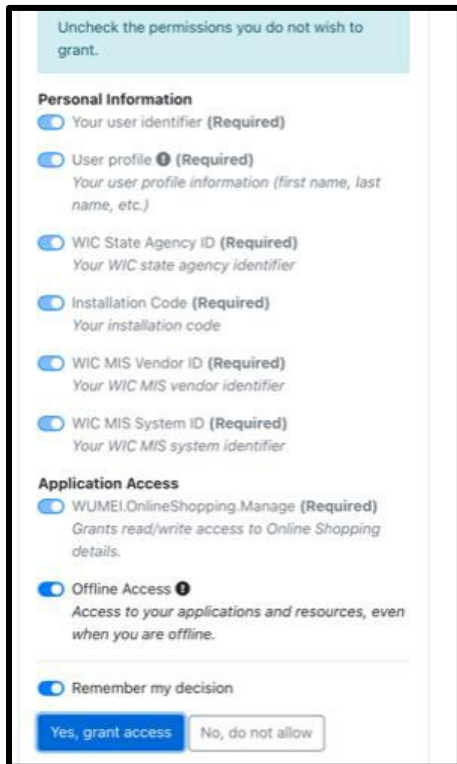
Step 1: Log into your Farm Market Direct portal



The screenshot shows a login form with the following elements:

- Login** header
- Instruction: **Enter your local login credentials.**
- Text: **Logging in to: WIC Direct Vendor Portal**
- Username *** field with the text **FarmerOne**
- Password *** field with masked characters (dots)
- Remember my login**
- Login** button, **Cancel** button, and [Forgot password?](#) link
- [Don't have an account? Register here!](#) link

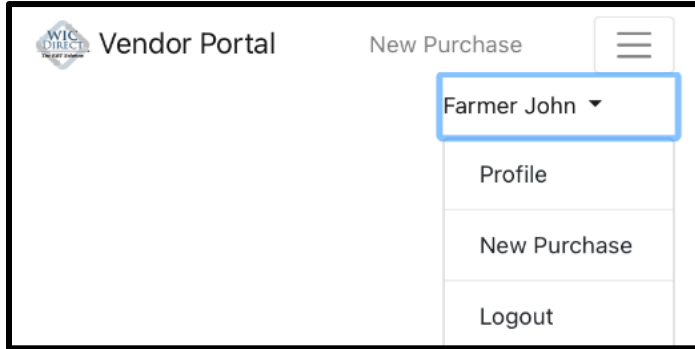
Step 2: If this is the first time you are using the application, you will have to select “Yes, grant access” to allow the portal to use the camera on your device.



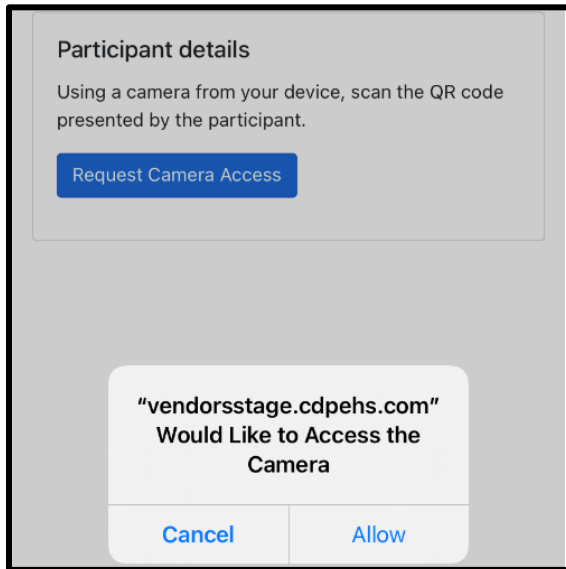
The screenshot shows a permissions screen with the following elements:

- Header: **Uncheck the permissions you do not wish to grant.**
- Personal Information** section with the following items, all checked:
 - Your user identifier (Required)**
 - User profile ⓘ (Required)**
Your user profile information (first name, last name, etc.)
 - WIC State Agency ID (Required)**
Your WIC state agency identifier
 - Installation Code (Required)**
Your installation code
 - WIC MIS Vendor ID (Required)**
Your WIC MIS vendor identifier
 - WIC MIS System ID (Required)**
Your WIC MIS system identifier
- Application Access** section with the following items, all checked:
 - WJMEI.OnlineShopping.Manage (Required)**
Grants read/write access to Online Shopping details.
 - Offline Access ⓘ**
Access to your applications and resources, even when you are offline.
- Remember my decision**
- Yes, grant access** button and **No, do not allow** button

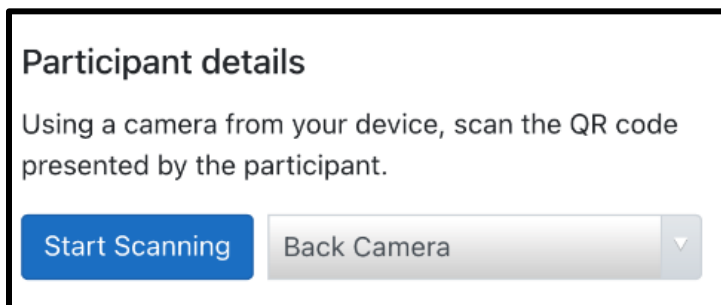
Step 3: Click on the button with the three lines in the top right-hand corner. Select the account name (your name, farm name, principal farmer name) and then click “New Purchase.”



Step 4: A pop up will come up asking for camera access, click “Allow” or “Yes” depending on the device.



Step 5: Make sure the “Back Camera” is displayed in the drop-down menu and then select “Start Scanning.”



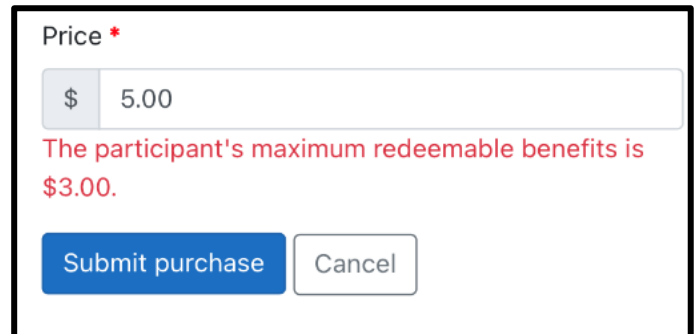
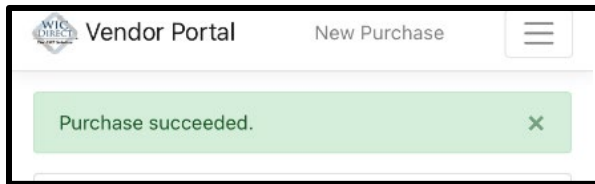
Step 6: Ask the customer to provide you with their personalized QR code (through a personal device or a sticker on their eWIC card). Use the camera on your device to scan the QR code.



Step 7: Enter the amount of the purchase in the “Price” box, allow the participant to enter their PIN number (or Date of Birth if their PIN hasn’t been set up yet), and click “Submit Purchase” in blue.

A screenshot of a 'Purchase details' form. The form title is 'Purchase details' and the instruction is 'Use the below form to complete the purchase for this participant.' The form contains three input fields: 'Card number *' with a value of '*****9973', 'Date of birth *' which is empty, and 'Price *' with a value of '\$ 0.00'. At the bottom of the form are two buttons: a blue 'Submit purchase' button and a white 'Cancel' button.

Step 8: If successful, a green “Purchase Succeeded” message will display (left image). If the price exceeds the participant’s benefit balance, a message will be displayed in red giving the remaining benefit balance (right image).



Step 9: (This step is only applicable if the participant’s benefits balance is below the price of the produce they wish to purchase.) The farmer and participant can either:

- Reduce the amount of produce and enter the new amount in the “Price” box.
- Allow the participant to split up the purchase and pay for part with their CVBs and FMNP benefits and the remaining amount with a difference form of payment.
- Cancel the transaction by selecting the “Cancel” button (in white, to the right of the “Submit Purchase” button).

Voiding Transactions:

If a participant wishes for the transaction to be voided in the moment or if the participant was charged the incorrect amount, the purchase can be voided.

Step 1: Tap the menu (three bars in the upper right-hand corner) and tap your name (or the name of the farm/farmer) and select “Financial History.”

Step 2: Find the transaction (make sure the date and transaction are correct, voiding a transaction cannot be undone).

Step 3: Click “Void” in red under the “Actions” column.

The image shows two screenshots of the Vendor Portal Financial History interface. The top screenshot shows a transaction with a 'Void' button. The bottom screenshot shows the same interface after the transaction has been voided, with a new 'Purchase Void' entry and a confirmation message.

Vendor Portal Financial History Rhonda Lewis

Settled: 11/15/2022

Settlement is not yet complete for Nov 15, 2022. Settlement total will be available soon.

Number	Type	Settled	Paid (\$)	Actions
8573299	Purchase Request	Nov 15, 2022	+12.00	Void

Vendor Portal Financial History Rhonda Lewis

Transaction voided.

Settled: 11/15/2022

Settlement is not yet complete for Nov 15, 2022. Settlement total will be available soon.

Number	Type	Settled	Paid (\$)	Actions
8573318	Purchase Void	Nov 15, 2022	-12.00	
8573299	Purchase Request	Nov 15, 2022	+12.00	Void

Appendix B

This appendix is for farmers who have already been approved by the State Agency to accept DC Produce Incentive Program benefits. Each of the below steps have already been met:

- Farmer Application
- Farmer Training #1 and #2 with the DC State Agency and FRESHFARM
- Signed Farmer Agreement

The software used for S/FMNP and Produce Plus is Farmers Register. Once a farmer has been approved to accept DC Produce Incentive Program benefits, they must attend training with FRESHFARM on accepting these benefits using Farmers Register. Farmers will be issued login credentials to operate the register, process transactions and track their related sales.

If you have any questions specific to the operations of Senior FMNP and Produce Plus, you may contact the FRESHFARM Team at the email address: foodaccess@fm.org

Authorized Produce Card for PP & S/FMNP benefits:

Front of Cards:



or



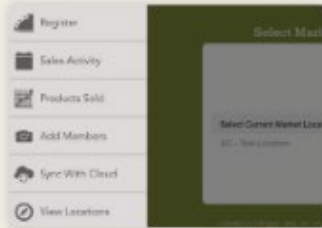
Back of Cards:



Farmers Register: Register Operations

FARMERS REGISTER PRODUCE PLUS BASIC REGISTER OPERATIONS

FARMERS REGISTER MENU



KEY SCREENS

- *Register* – this screen is where you log in to access the point-of-sale
- *Sales Activity Report* – provides the individual transaction logs from register activity over the past seven days
- *Sync w/Cloud* – the critical area where data is pulled and pushed to the back-end
- *Settings* – where you go to activate the loyalty program for running Produce Plus

SYNCING THE REGISTER – CRITICAL

AT THE START OF EVERY MARKET DAY



1. From the menu, go to **Sync with Cloud**
2. Click the **Download Inventory** button

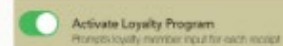
AT THE END OF EVERY MARKET DAY



1. From the menu, go to **Sync with Cloud**
2. Click the **Upload Transactions** button

REGISTER OPERATIONS

Reminder – please go to the **Settings** screen and toggle on **Activate Loyalty Program** before you ring up and Produce Plus customers



START A REGISTER SESSION



1. Go to the **register** screen
2. Select **market**
3. Enter your **cashier PIN**

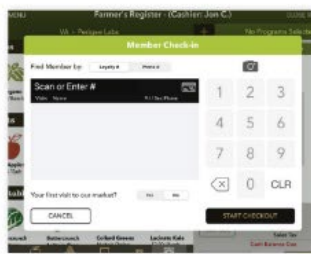


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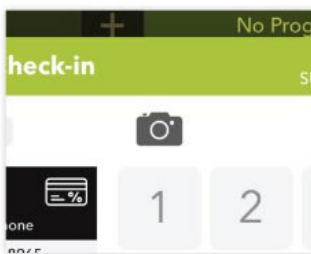
PRODUCE PLUS CUSTOMER CHECK-IN



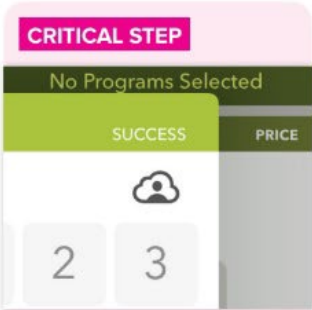
1. Once you're logged into the register, tap the shopping cart icon...



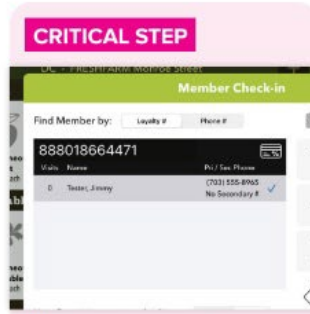
2. ...to open the customer check-in screen



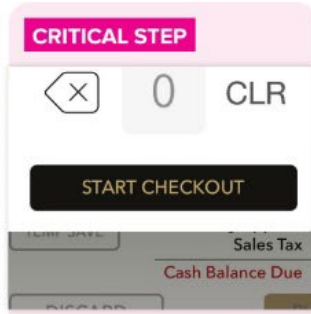
3. Tap the camera icon to scan the customer's card



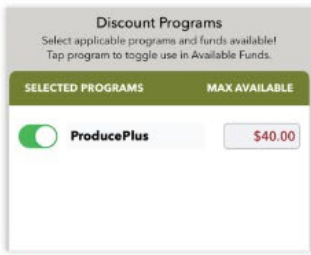
4. When the cloud icon appears, tap it bring up the customer's name



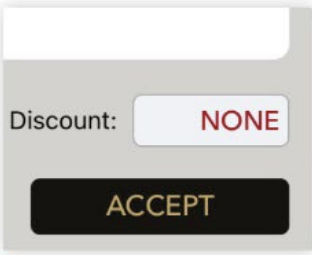
5. Tap the customer's name...



6. ...and hit the Start Checkout button



7. At this point you will see the customer's Produce Plus balance



8. Hit Accept to proceed with the transaction



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REGISTER OPERATIONS, CONTINUED

PRODUCE PLUS CUSTOMER CHECK-IN



1. Once you're logged into the register, tap the **shopping cart** icon...
2. ...to open the **customer check-in** screen
3. Tap the **camera** icon to scan the customer's card
4. When the **cloud** icon appears, tap it bring up the customer's name

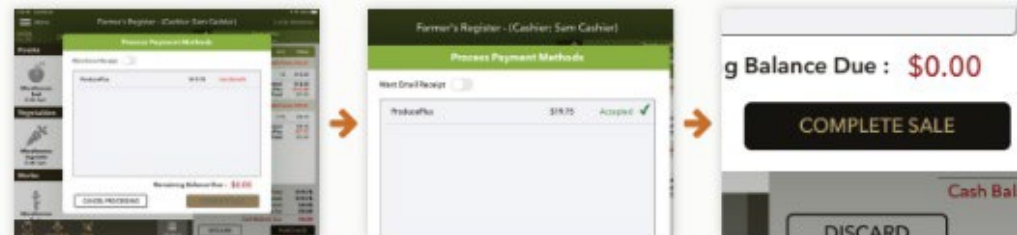


5. Tap the customer's **name**...
6. ...and hit the **Start Checkout** button
7. At this point you will see the customer's **Produce Plus** balance
8. Hit **Accept** to proceed with the transaction

RUNNING A TRANSACTION



1. Tap the product(s) and enter the appropriate dollar value
2. When all the items are rung up...
3. ...tap the **Purchase** button



4. This brings up the **Process Payment** window
5. Tap **Produce Plus** so it says "Accepted"
6. To finish the transaction, tap the **Complete Sale** button



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Farmers Register Basic Register Operations

Farmers Register Menu

Key Screens:

- Register – This screen is where you log in to access the point-of-sale.
- Sales Activity Report – Provides the individual transaction logs from register activity over the past seven days.
- Sync with Cloud – The critical area where data is pulled and pushed to the back end.
- Settings – This is where you go to activate the loyalty program for running Produce Plus.

Syncing the register – CRITICAL

At the start of every market day:

1. From the menu, go to Sync with Cloud.
2. Click the Download Inventory button.
3. At the end of every market day:
4. From the menu, go to Sync with Cloud.
5. Click the Upload Transactions button.

Register Operations

Reminder – Please go to the Settings screen and toggle on Activate Loyalty Program before you ring up any Produce Plus customers.

Start a register session:

6. Go to the register screen.
7. Select Market.
8. Enter your cashier PIN.

Produce Plus Customer Check-in – CRITICAL

9. Once you're logged into the register, tap the shopping cart icon to open the customer check-in screen.
10. Tap the camera icon over the number one on the keypad to scan the customer's card.
11. When the cloud icon appears over the number three on the keypad, tap it bring up the customer's name.
12. Tap the customer's name and hit the Start Checkout button.
13. At this point you will see the customer's Produce Plus balance. Hit Accept to proceed with the transaction.

Running a transaction

14. Tap the product(s) and enter the appropriate dollar value.
15. When all the items are rung up tap the Purchase button.
16. This brings up the Process Payment window. Tap Produce Plus so it says "Accepted".
17. To finish the transaction, tap the Complete Sale button.

Operaciones básicas de registro de Farmers Register

Menú de Registro de Agricultores

Pantallas Clave:

- Registro - en esta pantalla se inicia la sesión para acceder al punto de venta
- Informe de actividad de ventas - proporciona los registros de transacciones individuales de la actividad de la caja registradora durante los últimos siete días
- Sincronización con la nube: el área crítica en la que se extraen los datos y se envían al back-end
- Configuración - donde se activa el programa de fidelización para ejecutar Produce Plus

Sincronización del registro - CRÍTICO

Al comienzo de cada día de mercado:

1. Desde el menú, vaya a Sincronizar con la nube
2. Haga clic en el botón Descargar inventario
3. Al final de cada día de mercado
4. Desde el menú, vaya a Sincronizar con la nube
5. Haga clic en el botón Cargar Transacciones

Registrar las operaciones

Recordatorio - por favor, vaya a la pantalla de Configuración y active el Programa de Loyalty antes de asistir a cualquier cliente de Produce Plus.

Inicie una sesión de registro:

6. Vaya a la pantalla de registro
7. Seleccione el mercado
8. Introduzca su PIN de cajero

Registro de clientes de Produce Plus - CRÍTICO

9. Una vez que haya iniciado la sesión en la caja registradora, toque el icono de la cesta de la compra para abrir la pantalla de registro de clientes
10. Pulse el icono de la cámara sobre el número uno del teclado para escanear la tarjeta del cliente
11. Cuando el icono de la nube aparezca sobre el número tres del teclado, tócalo para que aparezca el nombre del cliente
12. Toque el nombre del cliente y pulse el botón de Iniciar Pedido
13. En este momento verá el saldo de Produce Plus del cliente. Pulse Aceptar para proceder a la transacción.

Ejecutar una transacción

14. Toque el producto(s) e introduzca el valor en dólares correspondiente
15. Cuando todos los artículos se hayan cargado, pulse el botón Comprar
16. Esto hace que aparezca la ventana de Procesar Pago. Toque Produce Plus para que diga "Aceptado"
17. Para finalizar la transacción, pulse el botón Completar venta

Appendix C

AUTHORIZED FARMER
Agricultor Autorizado

WIC and Senior Farmers Market
NUTRITION PROGRAMS
Programa de Nutrición del Mercado de Agricultores de WIC y Mayores

COMING SOON

ACCEPTED ACEPTADO

- Farmers Market Checks
- Senior Farmers Market Checks
- WIC Fruit & Vegetable Cash-Value-Checks
- Cheques del Mercado de Agricultores de WIC
- Cheques del Mercado de Agricultores de Mayores
- Cheques para Frutas y Verduras de WIC

For market locations & approved foods, scan here!



¡Para ubicaciones de mercado y alimentos aprobados, escanee aquí!

This institution is an equal opportunity provider.
Esta institución es un proveedor que ofrece igualdad de oportunidades.

DC HEALTH GOVERNMENT OF THE DISTRICT OF COLUMBIA MURIEL BOWSER, MAYOR

Appendix D

Eligible Produce List 2023	
FMNP/SFMNP/Produce Plus	
Fruits	Apples, Apricots, Berries, Cherries, Figs, Grapes, Nectarines, Paw Paw, Peaches, Pears, Plums Quince
Vegetables	Artichokes, Asparagus, Beans (fresh), Beets, Bok Choy, Broccoli, Brussels Sprouts, Cabbage, Carrots, Cassava Leaves, Cauliflower, Celeriac, Collard Greens, Corn, Cucumbers, Eggplants, Fennell, Ginger, Edible Gourds, Greens, Jute Leaf, Jamma Jamma, Kohlrabi, Leeks, Lettuce, Melons, Microgreens, Mushrooms, Okra, Onions (Including Ramps and Shallots), Parsnips, Peas, Peppers, Potatoes, Purslane, Radishes, Rhubarb, Rutabagas, Spinach, Squash (including Pumpkins), Sunchokes, Swiss Chard, Tomatillos, Tomatoes, Turnip Roots and Greens
Herbs	Basil, Bay Laurel, Borage, Caraway, Catnip, Chervil, Chives, Cilantro, Dill, Garlic, Lemon Verbena, Lavender, Lemongrass, Lemon Balm, Lovage, Sweet Marjoram, Mint, Nasturtium, Oregano, Parsley, Rosemary, Sage, Salad Burnet, Savory, Sorrel, Tarragon, Thyme
Honey	For SFMNP Participants only
WIC CVB	
Fruits	Any plain fruit--whole, cut, loose, bagged or in plastic
Vegetables	Any plain vegetable, including potatoes--whole, cut, loose, bagged or in plastic
Herbs	Not allowed
Honey	Not allowed

Appendix E



DC Produce Incentive Programs: Farmer Compliance Report

Date/Time:		Name of Farm:	
Name of Reviewer:		Name of Farm Employee:	
Name of Market:		Farmer ID Number:	

Type:	Farmer at Market <input type="radio"/>	Review:	First Year <input type="radio"/>	Market Traffic:	Low <input type="radio"/>
	Farmer at Roadside Stand <input type="radio"/>		Returning <input type="radio"/>		Medium <input type="radio"/>
			Complaint <input type="radio"/>		High <input type="radio"/>
			Random <input type="radio"/>		
			Follow-Up <input type="radio"/>		

	Yes	No	Not Observed/Comments:
Site Requirements:			
1. Visible Authorized Farmer poster	<input type="checkbox"/>	<input type="checkbox"/>	
2. Visible Farm name	<input type="checkbox"/>	<input type="checkbox"/>	
3. Visible cost of produce	<input type="checkbox"/>	<input type="checkbox"/>	
4. At least three approved food items for sale	<input type="checkbox"/>	<input type="checkbox"/>	
5. 50% of produce offered for sale is from the farmer's farm	<input type="checkbox"/>	<input type="checkbox"/>	
6. Purchased produce is grown within a 500-mile radius of the District	<input type="checkbox"/>	<input type="checkbox"/>	
7. Farmstand staff understand complaint process (Refer to farmers market hotline or use QR code on poster)	<input type="checkbox"/>	<input type="checkbox"/>	
Benefit Redemption: Live or facilitated?			
8. Accepts benefits only for eligible foods	<input type="checkbox"/>	<input type="checkbox"/>	
9. Voids purchase when requested by participant	<input type="checkbox"/>	<input type="checkbox"/>	
10. Adjusts purchase price if balance insufficient	<input type="checkbox"/>	<input type="checkbox"/>	
11. Allows participant to pay additional balance with another tender type	<input type="checkbox"/>	<input type="checkbox"/>	
12. Allows customer to use card, picture of card, QR code, or online portal for benefit redemption	<input type="checkbox"/>	<input type="checkbox"/>	
Equitable Treatment:			
20. Does not discriminate based on race, color, national origin, sex, age, or disability	<input type="checkbox"/>	<input type="checkbox"/>	
21. Eligible foods for participants are the same quality and cost as that sold to other customers	<input type="checkbox"/>	<input type="checkbox"/>	
22. Participant is treated with the same courtesy as others	<input type="checkbox"/>	<input type="checkbox"/>	
Compliance:			

Revised: 3/22/2023

Appendix E, cont.



DC Produce Incentive Programs: Farmer Compliance Report

23. The vendor appears to be in compliance with the DC Produce Incentive Program.	<input type="checkbox"/>	<input type="checkbox"/>	
Notes:			

Revised: 3/22/2023

Appendix F



DC Produce Incentive Programs: Farmer Corrective Action Report

Date/Time:		Name of Farm:	
Name of Reviewer:		Name of Farm Employee:	
Name of Market:		Farmer ID Number:	

Type:	Farmer at Market	<input type="checkbox"/>	Review:	First Year	<input type="checkbox"/>	Market Traffic:	Low	<input type="checkbox"/>
	Farmer at Roadside Stand	<input type="checkbox"/>		Returning	<input type="checkbox"/>		Medium	<input type="checkbox"/>
				Complaint	<input type="checkbox"/>		High	<input type="checkbox"/>
				Random	<input type="checkbox"/>			
			Follow-Up	<input type="checkbox"/>				

Type of Notice:		
Warning	<input type="checkbox"/>	
Citation	<input type="checkbox"/>	
Suspension (15 days)	<input type="checkbox"/>	See enclosed Notice of Suspension
Disqualification	<input type="checkbox"/>	See enclosed Notice of Disqualification or Non-approval

Compliance Summary:	Class	1	2	3	4
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Outcome:	Yes	No
The farmer will be allowed to continue to participate in the DC Produce Incentive Program.	<input type="checkbox"/>	<input type="checkbox"/>
The farmer will be sanctioned.	<input type="checkbox"/>	<input type="checkbox"/>

Activity Timeline	Completion Date:
Sent report and notice of deficiency to farmer.	
Corrective action to be taken:	Requested:
	Achieved:

Revised: 3/22/2023

Appendix G



DC Produce Incentive Programs: Notice of Adverse Action

Date/Time:		Name of Farm:	
Name of Reviewer:		Name of Farm Employee:	
Name of Market:		Farmer ID Number:	

Type:	Farmer at Market	<input type="checkbox"/>	Review:	First Year	<input type="checkbox"/>	Market Traffic:	Low	<input type="checkbox"/>
	Farmer at Roadside Stand	<input type="checkbox"/>		Returning	<input type="checkbox"/>		Medium	<input type="checkbox"/>
				Complaint	<input type="checkbox"/>		High	<input type="checkbox"/>
				Random	<input type="checkbox"/>			
				Follow-Up	<input type="checkbox"/>			

Type of Notice:		
Warning	<input type="checkbox"/>	
Citation	<input type="checkbox"/>	
Suspension (15 days)	<input type="checkbox"/>	See enclosed Notice of Suspension
Disqualification	<input type="checkbox"/>	Vendor must return posters and benefit processing equipment within 15 days. Mail to: FMNP Coordinator, DC Health, 899 North Capitol Street, Floor 3, Washington, DC, 20002.

Non-Approval Reasons:	
<input type="checkbox"/>	Resides outside the geographic area defined for "locally grown".
<input type="checkbox"/>	Does not grow at least 50% of the produce sold.
<input type="checkbox"/>	Has not read and agreed to follow the guidelines of the S/FMNP Manual.
<input type="checkbox"/>	Does not list any approved markets or farm stands as selling locations.
<input type="checkbox"/>	Other:

Violation Summary:	Level	3	4
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>

Revised: 3/22/2023

DC | HEALTH

DC Produce Incentive Programs: Notice of Adverse Action

DEFINITIONS:

Suspension is in force for a maximum of 15 days to ensure the farmer has adequate time to appeal. During the suspension period, the cited farmer will refrain from participating in the S/FMNP.

Disqualification for the remainder of the current season and the following full season shall follow the suspension period if a Class III violation is substantiated. A Class IV violation results in permanent disqualification.

RIGHTS AND APPEAL PROCEDURE:

DC Produce Incentive Program provides farmers certain rights, which include:

1. The right to voluntarily withdraw from the Program at any time except if it is to avoid disqualification resulting from violations of the Sanction Schedule.
2. The right to file a complaint against a program participant or another authorized farmer.
3. The right to receive advance notice of a suspension, disqualification, or non-approval.
4. The right to request a hearing on a State Agency decision allowable under CFR 246.18.
5. The right to be represented by counsel.

A written request for appeal must be sent to the WIC Director, DC Health, WIC State Agency, 899 North Capitol Street, NE, Third Floor, Washington, DC, 20002 within 15 days of the date of a notice of disqualification, suspension, or non-approval.

CIVIL RIGHTS:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: [How to File a Program Complaint](#), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) Fax: (202) 690-7442; or
- (3) Email: program.intake@usda.gov.

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Appendix H

**DEPARTMENT OF HEALTH
Nutrition and Physical Fitness Bureau
Government of the District of Columbia**

COMPLAINT FORM

Instruction: Complete this form in blue or black ink. Mail, fax or email to: WIC & Senior FMNP Coordinator; WIC Program; 899 North Capitol Street NE, 3rd Floor, Washington, DC 20002; Fax: (202) 535-1710; Email: info.wic@dc.gov

Date of Incident: _____ Date Incident was filed: _____

PERSON FILING COMPLAINT:

Name (optional): _____

Tell us about yourself: (WIC Participant) (Senior Participant) (Market Manager) (Farmer/Vendor) (Farm Stand Employee) (WIC Staff) (Other) _____

Contact: (Phone) _____ (Email) _____

LOCATION OF INCIDENT:

Location of Incident: (Farmers' Market) (WIC Local Agency Site) (Senior Site) (Other) _____

Address: _____

Individual Involved: (Market Staff) (Farm Stand Staff) (WIC Staff) (Grocery Plus Staff) (Other) _____

Name of Individual(s) Involved: _____

DETAILS OF COMPLAINT:

Please list specific information: _____

STATE AGENCY FOLLOW-UP:

Staff Name: _____ Date & time: _____

Defendant's perception of problem: _____

Corrective Action Taken: _____

Date Status Report is given to person filing complaint: _____

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Appendix I

	WIC FMNP	WIC Cash-Value-Benefits	Senior FMNP	PP Benefits
What are the values of the benefits?	\$30.00 per market season	Children ~ \$25.00 per month Women ~ \$44.00 per month Women Pregnant or Breastfeeding Multiples ~ \$49.00 month	\$50.00 per market season	\$40.00 per month
Can the participant pay cash/credit if the purchase price exceeds the value of the benefit?	Yes	Yes	Yes	Yes
Can the participant purchase non-locally grown produce?	No	Yes	Yes	No
Can the participant buy herbs and any variety of white potatoes?	Yes	No to herbs	Yes	Yes
Can the participant buy honey?	No	No	Yes	No
How long does the benefit season last?	May - November	Year Round	June - November	June - November
Does the participant need to show an identification card during the transaction?	No	No	No	No
What is the POS system for the benefit?	Farm Market Direct	Farm Market Direct	Farmer's Register	Farmer's Register
What is the benefit type?	QR Code (online portal or sticker on eWIC card)	QR Code (online portal or sticker on eWIC card)	Produce Pass card	Produce Pass card
How can the participant redeem their benefits?	Scan QR Code through Smart Device (Phone/Tablet)	Scan QR Code through Smart Device (Phone/Tablet)	Present card, picture of card or card numbers	Present card, picture of card or card numbers
When are farmers paid?	Every Tuesday evening (paid for previous Wednesday – current Tuesday)	Every Tuesday evening (paid for previous Wednesday – current Tuesday)		
How are farmers reimbursed?	Automatic deposit through ACH	Automatic deposit through ACH		