

# DC PRODUCE INCENTIVE PROGRAMS: 2024 Farmer Manual



# FRESHFARM



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## **1 - INTRODUCTION**

### **PURPOSE**

This document contains information about the Cash-Value-Benefit (CVB) 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 approved District of Columbia 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, cut herbs, and honey (SFMNP only) with approved farmers.

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 and local funding expenditures of PP.

**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 as well as honey (SFMNP only).

**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 residents of a homeless facility or an institution shall not all be considered as members of a single family.

**Farm / 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 business or organization that 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 (USDA) 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 benefits.

**LA** – Local Agency, a nonprofit entity or local government agency which issues S/FMNP benefits 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’ market.

**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 provides locally grown, fresh fruits and vegetables to District residents with limited access to fresh, healthy food while also increasing income for local farmers.

**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 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**

\$50.00 per participant per season, one time allotment

#### **Benefit Type**

FMNP benefits are accessible through a QR code on the participant's eWIC card or digitally through a mobile device.

#### **Benefit Distribution**

FMNP benefits are distributed alongside a WIC participant's WIC food benefits. Distribution occurs between May 1 – September 30 once the participant has visited their Local Agency. The participant will receive their QR code in the form of a sticker or a digital copy on their mobile device.

#### **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 per season, one time allotment.

### **Benefit Type**

SFMNP benefits are accessible through a Produce Card with a unique number and barcode to receive benefits electronically. Some participants will have both their Produce Plus and Senior FMNP benefits on their account/card. Please agree upon which balance to draw from with the customer when completing a transaction. To replace a lost card, participants should visit a card distribution event at specific markets and community sites.

### **Benefit Distribution**

SFMNP benefits are distributed alongside the CSFP or Grocery Plus box beginning in May through September. During this time, participants receive a Produce Card or activate a card from a previous season.

## Local Agencies

There are two local agencies.

- FRESHFARM
- Capital Area Food Bank

## WIC Cash-Value-Benefit (CVB)

**Note:** WIC CVB for DC WIC participants are not available to be spent at farmers' markets, farm stands, roadside stands, or mobile markets at this time. CVB will be available at approved DC Produce Incentive Program farmers in FY26 (2025 season) or FY27 (2026 season).

## 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.

*7 CFR 248.6(a)*

## Benefit Value & Frequency

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

- Pregnant/Breastfeeding/Postpartum Women: \$47.00 per month
- Pregnant Women with Multiples or Breastfeeding Women of Multiples: \$52.00
- Child age 1-5: \$26.00

## Benefit Type

WIC CVBs are currently accessible through a participant's eWIC card at WIC-authorized grocery stores, corner stores, pharmacies, and commissary.

### **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, corner stores, pharmacies, and commissary. 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, Social Security Disability Insurance (SSDI), Supplemental Security Income (SSI), and/or
  - Temporary Assistance for Needy Families (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**

Produce Plus benefits are accessible through a Produce Card with a unique number and barcode to receive benefits electronically. Some participants will have both their Produce Plus and Senior FMNP benefits on their account/card. Please agree upon which balance to draw from with the customer when completing a transaction. To replace a lost card, participants should visit a card distribution event at specific markets and community sites.

**Benefit Value & Frequency**

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

**Benefit Distribution**

All approved program participants must recertify at the beginning of each season. If a participant already has a card from previously participating in Produce Plus, benefits will be loaded after they recertify. If they are new to the program or have misplaced their card, they will receive a new card during the recertification process.

**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 up to 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.

### **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 nutritionally at-risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care; and
- 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, benefit 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, with the Capital Areas Food Bank and FRESHFARM to serve SFMNP participants, and with FRESHFARM to serve 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 are collectively 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. With oversight from the State Agency, each LA determines when, where, and how to distribute benefits as well as provides nutrition education.

All LAs 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 participants and 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 up to two (2) 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 and/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, vegetables, 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; and
    - Quantity of each item purchased or consigned.
- Sell a minimum of 3 approved vegetables, fruits, and/or cut herbs to participants.
- Have defined hours of operation June - November 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 in the Market Guide. 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.
    - Nonprofits will be asked to submit a standard operating procedure on how they plan to track produce sold by participating farmers and ensure proper payment is provided to all parties. Farmers must receive a one-to-one reimbursement. It is strongly encouraged that nonprofits have a separate agreement in place with farmers outlining reimbursement of benefits.
  - If a nonprofit organization also operates a farm of their own, the nonprofit can profit from the produce sold from their own land and will be held to the same eligibility requirements as farmers.

**Who Does Not Qualify**

- A wholesale or retail farmer who does not grow their 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 apartheid areas, at predetermined and regular intervals.

To be approved, a mobile market must:

- Be operated by an authorized farmer or a non-profit 501(c)(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 the Farmer and 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)
- W-9 (due for all NEW applications; as required if farmer information needs updated)

### **How to Complete the Application:**

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

DC Health encourages county extension agents to review a Farmer 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**  
**2201 Shannon Pl SE | 5th Floor**  
**Washington, DC 20020 | [info.vendor@dc.gov](mailto:info.vendor@dc.gov)**

### **Renewal Applications:**

Approved agreements are valid for three seasons. However, a farmer must submit an updated Farmer 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.
- A copy of the current year's Farmer Manual.
- 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 farmers' 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, cut herbs, or honey (SFMNP participants only).
- WIC CVB may only be accepted in exchange for fruits and vegetables. WIC CVB can be spent on non-locally grown fruits, vegetables, and cut herbs.
- 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 Program participants 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 DC Produce Incentive Program participants. The farmer or their designated trainer will promptly inform employees of changes in the Programs, including changes to the Authorized Foods List and benefit redemption procedures.

### **Consequences for Missing a Training Session:**

<b>If it is a...</b>	<b>Then the State Agency will...</b>
Mandatory Annual Training or Corrective Action Training	Allow the farmer to attend training on an alternative date
An alternative date for mandatory Annual Training Or 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. See **Appendix D** for more details on eligible foods.

### **FMNP:**

- 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 available FMNP and WIC CVB 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 Pass card after selecting the items they wish to purchase.
- Farmers will use the web-based application Farmer's Register to process payment.
- Farmers will scan the participant's Produce Pass card barcode and then process payment for the selected goods using the participants available SFMNP and/or PP funds. By scanning a participant's card, stall attendants can check and communicate balances before processing transactions. 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) data-enabled tablet(s) and/or (a) tablet(s) alongside (a)

hotspot(s) 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's Register application to process SFMNP and/or PP transactions and the Farm Market Direct application to process FMNP and WIC CVB transactions.

## **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:**

Farmers will be reimbursed through ACH deposit for their sales on a weekly basis by CDP, Inc. Every **Tuesday evening** the farmer settlement will be processed for all transactions from the previous Wednesday through that same Tuesday (prior to 8:00 PM EST) based on the data captured within the Farm Market Direct portal. Payment should appear within the account on file within the next 3-5 business days, depending on the bank's processing speed.

Farmers can look at their transaction histories and run reports within the Farm Market Direct portal at any time by visiting the "Transaction History" and "Settlement History" pages within the portal.

### **SFMNP & PP:**

Farmers will be reimbursed for their sales on a monthly basis by FRESHFARM. FRESHFARM will schedule payment based on the previous month's sales data captured within Farmer's Register. Payments are expected to be issued within the first two weeks of the month (July – December) for the previous month's SFMNP and PP sales (June – November).

In order to ensure farmers receive 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. Otherwise, reimbursement is issued through a paper check and sent via postal mail.

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

#### **W-9:**

Each farmer will need to complete and submit a W-9 to FRESHFARM and DC Health to receive payment. W-9s will be sent out at the start of each season to new farmers or returning farmers that need to update their business information (i.e., mailing address or business identification number—EIN or SSN).

## **CLAIMS & REVALIDATION**

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

**FMNP & WIC CVB** - [info.vendor@dc.gov](mailto:info.vendor@dc.gov)

**SFMNP & PP** - [finance@ffm.org](mailto:finance@ffm.org)

## **AUTHORIZED FARMER SIGN**

All authorized farmers must display the "Authorized Farmer" poster each time the farmer sells 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;
  - An example of a non-locally grown fresh fruit would be a banana.
- 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:

- DC Health Farmers' Market Hotline: 202-299-3775;
- DC Health online complaint form: [WIC & Senior Farmers' Market Nutrition Programs](#) or see **Appendix H**.
- Email: [info.vendor@dc.gov](mailto:info.vendor@dc.gov)

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.
- Please note, 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 throughout the DC Produce Incentive Programs season 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; and
- Quantity of each item purchased 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 G**).

There are three levels of violations and associated sanctions.

### **Class I**

Class I violations result in a warning from DC Health. These violations include:

- 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.
- Refusal to honor valid DC Produce Incentive Program benefits or attempt 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. These violations include:

- 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.
- Acceptance of DC Produce Incentive Program benefits for non-approved foods.
- Acceptance of DC Produce Incentive Program benefits at non-approved locations or through non-approved methods.
- Lack of identification of 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. These violations include:

- 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.
- Abusive treatment 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, or non-food items.
- Disqualified from any other USDA Program(s) (example: SNAP).
- Termination of the agreement without required advanced notice to the State Agency.
- Two (2) Class II violations.

#### **Class IV**

Class IV violations result in permanent disqualification from the Programs. These violations include:

- 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.

#### **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 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 Program signage 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 on 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 rescheduled date. 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.

<b>Send your fair hearing request to:</b>	<b>Forward a copy of your fair hearing request:</b>
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 2201 Shannon Pl SE, 5 <sup>th</sup> Fl Washington, DC 20020 <b>Or</b> Email it to: <a href="mailto:info.vendor@dc.gov">info.vendor@dc.gov</a>

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; and
- 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 the DC Produce Incentive Programs have changed in a way that justifies a hearing.
- Reciprocal disqualification from the DC Produce Incentive Programs is 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 one 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 an authorized market or farm stand. LAs must notify the State Agency of any reports or complaints regarding farmers and markets. See **Appendix C** and **Appendix H**.

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 the [2024 DC Produce Incentive Program approved locations](#).

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. Participants of SFMNP are subject to the same CSFP policy and sanctions as for CSFP benefits. Local Agency staff may reiterate the policy at S/FMNP benefit issuance or program (re-)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 may contact DC Health at (202) 229-3775. Participants must be advised of their civil rights and the way they may file such complaints. Refer to the Civil Rights section of this manual for the USDA Civil Rights statement and **Appendix H** for the complaint form.

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 Education (SNAP-Ed) curriculums
- 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, employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted 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: (833) 256-1665 or (202) 690-7442; or

(3) Email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

This institution is an equal opportunity provider.

7 CFR 248.7

7 CFR 249.7

## **11- APPENDIX**

Appendix A	FMNP Redemption Process (English and Español)
Appendix B	SFMNP and Produce Plus Redemption Process (English and Español)
Appendix C	Authorized Farmer Poster
Appendix D	Approved Food List
Appendix E	Farmer Monitoring Form
Appendix F	Corrective Action Report
Appendix G	Notice of Adverse Action
Appendix H	Complaint Form
Appendix I	DC Produce Incentive Programs: Comparison Resource

## Appendix A

### ENGLISH

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:

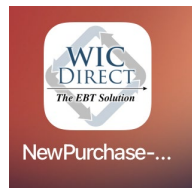
- Farmer Application
- Farmer Training
- Signed Farmer Agreement

The portal that is used for FMNP is called Farm Market Direct (FMD).

If you have any questions specific to the operations of WIC FMNP, you may contact the DC Health team at [info@wic.org](mailto:info@wic.org) or call the farmer hotline at (202) 734-3855.

### **Farm Market Direct (WIC FMNP): Register Operations**

**Step 1:** Open the Farm Market Direct portal on your device. The portal app will look like one of the following:



**Step 2:** Log into your Farm Market Direct portal with your username and password. If you aren't sure of your login credentials, please contact the farmer hotline at (202) 734-3855.

### Login

Enter your local login credentials.

Logging in to: WIC Direct Vendor Portal

Username \*

Password \*

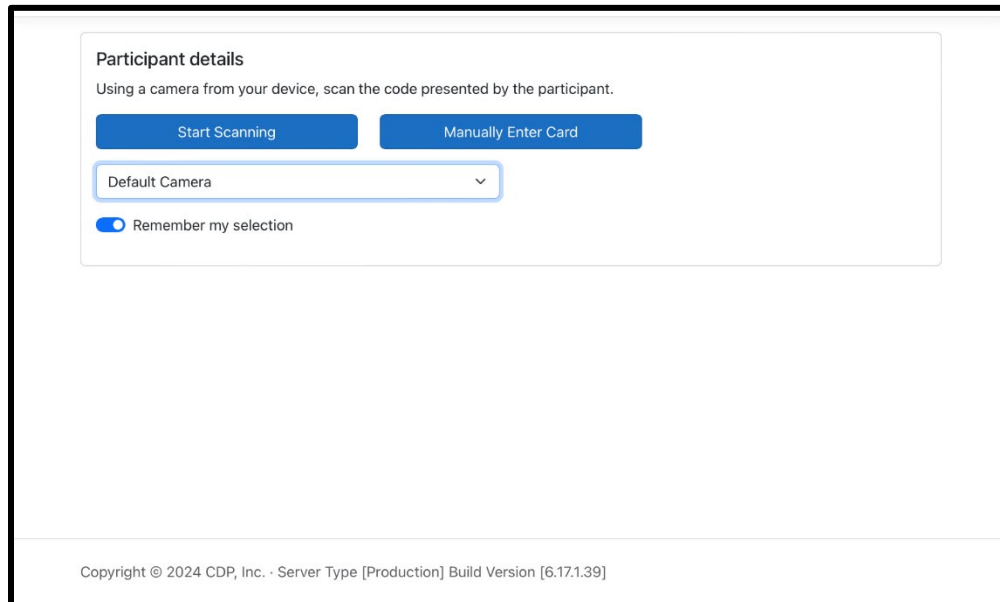
☒ Remember my login

[Forgot password?](#)

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

**Step 3:** Ask the customer if they will be using their QR code or WIC farmers' market card number.

- If the customer wants to use their QR code, select “Request Camera Access” or “Start Scanning” on the left side of the screen.
- If the customer wants to use their WIC farmers' market card number, select “Manually Enter Card” on the right side of the screen.



The screenshot shows the 'Participant details' screen in the Participant Portal app. At the top, it says 'Participant details' and 'Using a camera from your device, scan the code presented by the participant.' Below this are two blue buttons: 'Start Scanning' and 'Manually Enter Card'. Under the 'Start Scanning' button is a dropdown menu labeled 'Default Camera' with a downward arrow. Below the dropdown is a toggle switch labeled 'Remember my selection' which is currently turned on. At the bottom of the screen, there is a footer that reads 'Copyright © 2024 CDP, Inc. · Server Type [Production] Build Version [6.17.1.39]'.

**Step 4:** To process the customer's WIC farmers' market benefits:

1. Use the camera on your device to scan the customers QR code, accessed through a sticker on their eWIC card, a printout, or a digital version on their mobile device.



**OR**

2. Enter the customer's WIC farmers' market card number found on their QR code sticker or mobile device.

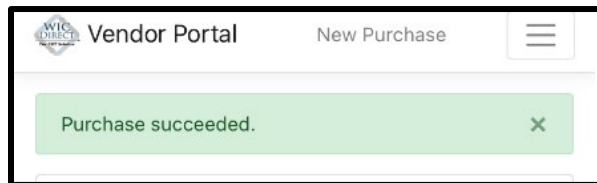
The screenshot shows a form titled "Card details" with the instruction "Use the below form to manually enter the card details." It contains two input fields: "Program" with a dropdown menu showing "District of Columbia, \", and "Card Number" which is empty. Below these fields are "Continue" and "Cancel" buttons. At the bottom, a copyright notice reads: "Copyright © 2024 CDP, Inc. - Server Type [Production] Build Version [6.17.1.39]"

**Step 5:** To complete the transaction:

1. Select the market you are attending through the Location dropdown.
2. Allow the customer to enter their Date of Birth (MMYY) or PIN.
3. Enter the Price.
4. Select "Submit Purchase" in blue.

The screenshot shows a form titled "Purchase details" with the instruction "Use the below form to complete the purchase for this participant." It contains four numbered steps: 1. "Location" dropdown menu with "None" selected. 2. "Card number" input field with "\*\*\*\*\*1878" entered. 3. "Date of birth (MMYY)" input field which is empty. 4. "Price" input field with "\$ 0" entered. Below these fields are "Submit purchase" and "Cancel" buttons. At the bottom, a copyright notice reads: "Copyright © 2024 CDP, Inc. - Server Type [Production] Build Version [6.17.1.39]"

**Step 6:** If successful, a green “Purchase Succeeded” message will display (left image). If the price exceeds the customer’s balance, a message will display in red giving the remaining benefit balance (right image).



Price \*

\$ 5.00

The participant's maximum redeemable benefits is \$3.00.

Submit purchase Cancel

**Step 7:** If the participant’s balance is less than the price of the produce they wish to purchase, further action will be needed. The farmer should ask the participant how they would like to proceed:

- Reduce the amount of produce and enter the new amount in the “Price” box.
- Split up the purchase and pay for part with their farmers’ market benefit and the remaining amount with another tender type.
- 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 or if there are any issues with the transaction, please follow the steps below:

**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. Check the top of the screen for the “Transaction voided” notification in green.

The image displays two screenshots of the Vendor Portal Financial History interface. The top screenshot shows a table with columns: Number, Type, Settled, Paid (\$), and Actions. A transaction with Number 8573299, Type Purchase Request, Settled Nov 15, 2022, and Paid (\$)+12.00 is shown. The 'Void' button in the Actions column is circled in red. Below the table, a green notification bar states 'Transaction voided.' and is also circled in red. The bottom screenshot shows the same table, but the transaction is now listed as 'Purchase Void' with a Paid (\$)-12.00. The 'Void' button is still present and circled in red.

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

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

## **ESPAÑOL**

Este apéndice es para agricultores que ya han sido aprobados por la Agencia Estatal para aceptar los beneficios del Programa de Incentivos de Producción de DC (DC Produce Incentive Programs). Los siguientes pasos ya se ha cumplido:

- Solicitud de Granjero
- Entrenamiento de Agricultores
- Acuerdo de Agricultores, firmado

El portal que se utiliza para aceptar FMNP se llama Farm Market Direct (FMD).

Si tiene alguna pregunta específica sobre las operaciones de WIC FMNP, puede comunicarse con el equipo de DC Health en [info@wic.org](mailto:info@wic.org) o llama la línea para agricultores al (202) 734-3855.

### **Farm Market Direct (WIC FMNP): operaciones de registro**

**Paso 1:** Abra el portal Farm Market Direct en su dispositivo. La aplicación del portal se verá como una de las siguientes:



**Paso 2:** Inicie sesión en su portal Farm Market Direct con sus credenciales, nombre de usuario y contraseña. Si no sabes sus credenciales de inicio de sesión, comuníquese con la línea para agricultores al (202) 734-3855.

### Login

Enter your local login credentials.

Logging in to: WIC Direct Vendor Portal

Username \*

Password \*

☒ Remember my login

[Forgot password?](#)

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

**Paso 3:** Pregunte al cliente si utilizará su código QR o el número de tarjeta del mercado de agricultores de WIC.

- Si el cliente desea utilizar su código QR, seleccione "Request Camera Access" o "Start Scanning" en el lado izquierdo de la pantalla.
- Si el cliente desea utilizar su número de tarjeta del mercado de agricultores de WIC, seleccione "Manually Enter Card" en el lado derecho de la pantalla.

Participant details

Using a camera from your device, scan the code presented by the participant.

[Start Scanning](#) [Manually Enter Card](#)

Default Camera

☒ Remember my selection

Copyright © 2024 CDP, Inc. - Server Type [Production] Build Version [6.17.1.39]

**Paso 4:** Para procesar los beneficios del mercado de agricultores de WIC del cliente:

1. Utilice la cámara de su dispositivo para escanear el código QR del cliente, al que se accede a través de una pegatina en la tarjeta eWIC, una copia impresa o una versión digital en su dispositivo móvil.



Q

2. Ingrese el número de tarjeta del mercado de agricultores de WIC del cliente—encuentra en su etiqueta de código QR o en su dispositivo móvil.

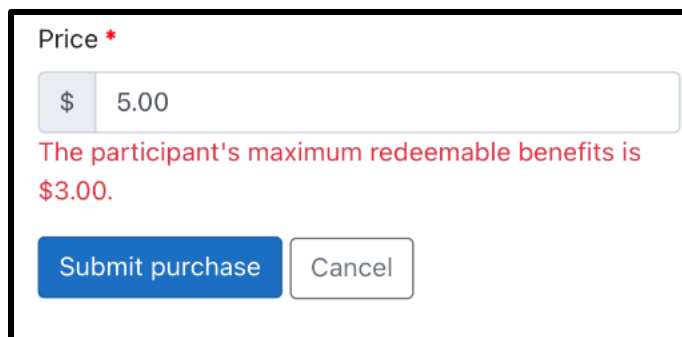
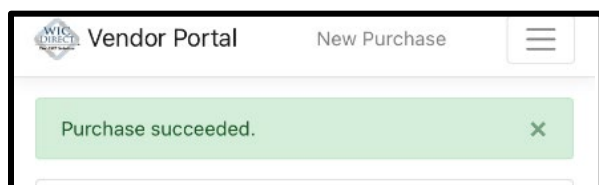
The screenshot shows a form titled "Card details" with the instruction "Use the below form to manually enter the card details." It contains two fields: "Program" with a dropdown menu showing "District of Columbia, V" and "Card Number" with an empty text box. Below these fields are "Continue" and "Cancel" buttons. At the bottom, there is a copyright notice: "Copyright © 2024 CDP, Inc. - Server Type [Production] Build Version [6.17.1.39]"

**Paso 5:** Para completar la transacción:

1. Seleccione el mercado a través del menú desplegable "Location".
2. Permita que el cliente ingrese su fecha de nacimiento (MMAA) o PIN.
3. Ingrese el precio en "Price".
4. Seleccione "Submit Purchase" en azul.

The screenshot shows a form titled "Purchase details" with the instruction "Use the below form to complete the purchase for this participant." It contains four fields with red numbers 1 through 4 indicating the steps: 1. "Location" dropdown menu with "None" selected. 2. "Card number" text box containing "\*\*\*\*\*1878". 3. "Date of birth (MMYY)" text box. 4. "Price" text box containing "\$ 0". Below these fields are "Submit purchase" and "Cancel" buttons. At the bottom, there is a copyright notice: "Copyright © 2024 CDP, Inc. - Server Type [Production] Build Version [6.17.1.39]"

**Paso 6:** Si tiene éxito, aparecerá un mensaje verde que dice "Purchase succeeded" (imagen de la izquierda). Si el precio excede el saldo del cliente, se mostrará un mensaje en rojo indicando el saldo restante del beneficio (imagen derecha).

A screenshot of a "Price" input field. The field contains "\$ 5.00". Below the field, a red error message reads: "The participant's maximum redeemable benefits is \$3.00." At the bottom, there are two buttons: "Submit purchase" (blue) and "Cancel" (white).

**Paso 7:** Si el saldo del participante es menor que el precio del producto que desea comprar será necesario tomar más medidas. El agricultor debe preguntar al participante cómo le gustaría proceder:

- Reduzca la cantidad de productos e ingrese la nueva cantidad en "Price."
- Divida la compra y pague parte con el beneficio del mercado de agricultores y el resto con otro tipo de licitación.
- Cancele la transacción por el botón "Cancel" (en blanco, a la derecha del botón "Submit purchase").

### **Anulación de Transacciones:**

Si un participante desea que se anule la transacción o si hay algún problema con la transacción, siga los siguientes pasos:

**Paso 1:** Seleccione el menú (tres barras en la esquina superior derecha), toque su nombre (o el nombre de la granja/agricultor) y seleccione "Financial History."

**Paso 2:** Busque la transacción (asegúrese de que la fecha y la transacción sean correctas; la anulación de una transacción no se puede deshacer).

**Paso 3:** Haga clic en "Void" en rojo debajo de la columna "Actions.". Consulte la parte superior de la pantalla para ver "Transaction voided" notificación en verde.

The image displays two screenshots of the Vendor Portal Financial History page. The top screenshot shows a table with the following data:

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

The 'Void' button in the Actions column is circled in red. Below the table, a green notification bar states "Transaction voided." and is also circled in red. The bottom screenshot shows the same page after the transaction has been voided. The table now includes a new entry:

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

## Appendix B

### ENGLISH

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
- Signed Farmer Agreement

The software used for Senior FMNP (SFMNP) and Produce Plus (PP) is Farmer's Register.

If you have any questions specific to the operations of Senior FMNP and/or Produce Plus, you may contact the FRESHFARM Team at [foodaccess@ffm.org](mailto:foodaccess@ffm.org) or call the farmer hotline at (202) 734-3855.

### Authorized Produce Card for Produce Plus and Senior FMNP benefits:

Front of Cards:



or



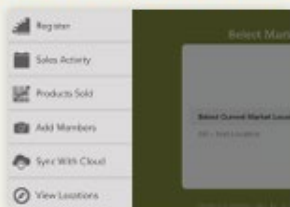
Back of Cards:



## Farmer's Register: Basic Register Operations

### 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 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



##### AT THE END OF EVERY MARKET DAY



#### REGISTER OPERATIONS

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



##### START A REGISTER SESSION



This document is confidential and its usage is limited to active holders of a FARMERS REGISTER software license

## REGISTER OPERATIONS, CONTINUED

### CUSTOMER CHECK-IN – LOYALTY CARD



1. Choose **Scan Loyalty Card...**



2. ...which will open the camera, allowing you to scan the card



3. Once a card has been scanned OR a member name has been tapped, a customer confirmation window will appear with the customers' **name**, **loyalty number**, **phone number**, and **program balances**.

Confirm these details with the customer and press **Accept** to start running a transaction.

### CUSTOMER CHECK-IN – MANUAL ENTRY



1. Choose **Find Member...**



2. ...which brings up the **Member Check-In** window. Enter either the phone OR loyalty number, matching customer names will appear after six digits are typed. Tap the appropriate member name to proceed.



### RUNNING A TRANSACTION



1. Tap the product(s) and enter the appropriate dollar value



2. When all the items are rung up...



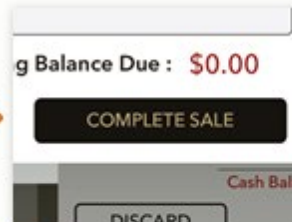
3. ...tap the **Purchase** button



4. This brings up the **Process Payment** window



5. Tap the appropriate listed programs so it says "Accepted"



6. To finish the transaction, tap the **Complete Sale** button

## **Farmer's Register Menu**

### **Key Screens:**

- **Register** – This screen is where you log in to access the point-of-sale.
- **Sales Activity** – 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 for reimbursement.
- **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 > Sync With Cloud.
2. Click the Download Inventory button.

#### **At the end of every market day:**

1. From the Menu > Sync with Cloud.
  - Note: You must first Close the Register (upper right-hand corner).
2. Click the Upload Transactions button.

## **ESPAÑOL**

Este apéndice es para agricultores que ya han sido aprobados por la Agencia Estatal para aceptar los beneficios del Programa de Incentivos de Producción de DC (DC Produce Incentive Programs). Los siguientes pasos ya se ha cumplido:

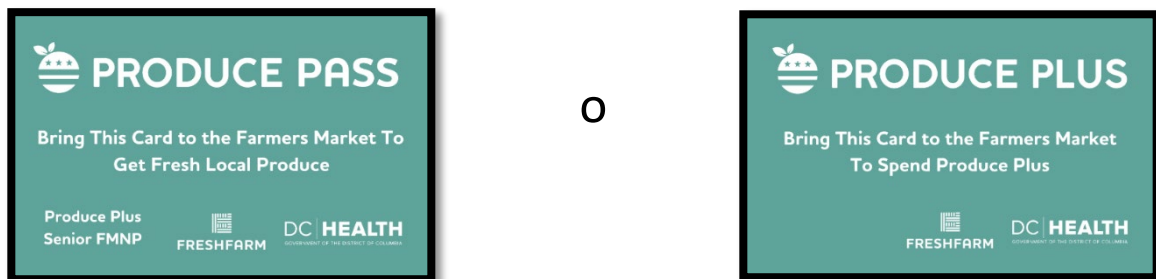
- Solicitud de Granjero
- Entrenamiento de Agricultores
- Acuerdo de Agricultores, firmado

El portal que se utiliza para aceptar Produce Plus (PP) y Senior FMNP (SFMNP) se llama Farmer's Register.

Si tiene alguna pregunta específica sobre las operaciones de Senior FMNP o Produce Plus, puede comunicarse con el equipo de FRESHFARM en [foodaccess@ffm.org](mailto:foodaccess@ffm.org) o llama la línea para agricultores al (202) 734-3855.

### **Tarjeta de Producto Autorizada para beneficios de Produce Plus y Senior FMNP:**

Frente de Tarjetas:



Reverso de Tarjetas:



## **Operaciones básicas de registro de Farmer's Register (español)**

### **Menú de Registro de Agricultores**

#### **Pantallas Clave:**

- **Register** – en esta pantalla se inicia la sesión para acceder al punto de venta.
- **Sales Activity** – proporciona los registros de transacciones individuales de la actividad de la caja registradora durante los últimos siete días.
- **Sync with Cloud** – el área crítica en la que se extraen los datos y se envían al back-end para reembolso.
- **Settings** – 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 (Menu) > “Sync With Cloud”.
2. Haga clic en el botón “Download Inventory”.

#### **Al final de cada día de mercado:**

3. Desde el menú (Menu) > “Sync With Cloud”.
4. Haga clic en el botón “Upload Transactions”.

### **Registrar las operaciones**

**Recordatorio - por favor, vaya a la pantalla de Configuración y active el “Loyalty Program” antes de asistir a cualquier cliente de Produce Plus o SFMNP.**

Inicie una sesión de registro:

1. Vaya a la pantalla de registro
2. Seleccione el mercado
3. Introduzca su PIN de cajero (1234).

### **Registro de clientes de Produce Plus - CRÍTICO**

1. Una vez que haya iniciado la sesión en la caja registradora, toque botón “Scan Loyalty Card” para escanear la tarjeta del cliente.
2. En este momento verá el saldo de Produce Plus y/o SFMNP del cliente. Pulse “Accept” para proceder a la transacción.

### **Ejecutar una transacción**

1. Toque el producto(s) e introduzca el valor en dólares correspondiente.
2. Cuando todos los artículos se hayan cargado, pulse el botón "Purchase".
3. Esto hace que aparezca la ventana de procesar pago. Toque Produce Plus y/o SFMNP para que diga "Accepted".
4. Para finalizar la transacción, pulse el botón "Complete Sale".

## Appendix C

DC Produce Incentive Programs

# Authorized Farmer

## PRODUCE PLUS

## WIC FARMERS MARKET NUTRITION PROGRAM

## SENIOR FARMERS MARKET NUTRITION PROGRAM

BUY	COMPRA	买	ግዛ
<ul style="list-style-type: none"> <li>• Fruits</li> <li>• Vegetables</li> <li>• Cut Herbs</li> <li>• Honey</li> </ul>	<ul style="list-style-type: none"> <li>• Frutas</li> <li>• Verduras</li> <li>• Hierbas cortadas</li> <li>• Miel</li> </ul>	<ul style="list-style-type: none"> <li>• 水果</li> <li>• 蔬菜</li> <li>• 切香草</li> <li>• 蜂蜜</li> </ul>	<ul style="list-style-type: none"> <li>• ፍራፍሬዎች</li> <li>• አትክልቶች</li> <li>• ዕፅዋትን ይቋረጡ</li> <li>• ማር</li> </ul>
(SFMNP Only)	(Solo SFMNP)	(仅限 SFMNP)	(ለ SFMNP)

**For market locations and more, scan here!**

**Para ubicaciones de mercados y más, ¡escanee aquí!**

**有关市场位置等信息，请扫描此处**

**ለገበያ ቦታዎች እና ሌሎችም፣ እዚህ ይቃኙ!**



**(202) 299-3775**

**(202) 888-4834**

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## Appendix D

# DC Produce Incentive Programs

## 2024 APPROVED FOOD LIST

### FRUITS

Apples, Apricots, Berries, Cherries, Figs, Grapes, Melons, 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, 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

### OTHERS

Honey (only approved for Senior FMNP participants)

DC | **HEALTH**

## Appendix E

### DC Produce Incentive Programs: Monitoring Form



Scan the QR code to  
vote or go to  
[https://forms.office.co  
m/g/cVizKassuT](https://forms.office.com/g/cVizKassuT)

## 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:	
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: 5/2023

## 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, 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](mailto:program.intake@usda.gov).

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Revised: 3/22/2023

## DC Produce Incentive Programs: 2024 Complaint Form



## Appendix I

	WIC FMNP	Senior FMNP	Produce Plus	WIC Cash-Value-Benefits (WIC CVBs)
What are the values of the benefits?	\$50.00 per market season		\$40.00 per month (maximum of \$240.00 per market season)	<i>Not available for use at farmers' markets during the 2024 DC Produce Incentive Program season (June 1, 2024 – November 30, 2024).</i>
Can the participant pay cash/credit if the purchase price exceeds the value of the benefit?	Yes			
Can the participant purchase non-locally grown produce?	No			
Can the participant buy herbs and any variety of white potatoes?	Yes			
Can the participant buy honey?	No	Yes	No	
How long does the benefit season last?	June 1 - November 30			
Does the participant need to show an identification card during the transaction?	No			
What is the POS system for the benefit?	Farm Market Direct	Farmer's Register		
What is the benefit type?	QR Code	Produce Pass or Produce Pass card		
How can the participant redeem their benefits?	Digital QR code, printed QR code, or card number	Barcode on physical card, picture of card barcode, or card number (FR191-XXXXXXXXXXXX)		
When are farmers paid?	Every Tuesday evening (paid for previous Wednesday – current Tuesday)	Within the first two weeks of the month for previous month's sales		
How are farmers reimbursed?	Automatic deposit through ACH	Electronic payment through Bill.com or paper check via mail		