



District of Columbia

Farmer's Guide Book



Farmers' Market Nutrition Program

Senior Farmers' Market Nutrition Program

Special Supplemental Nutrition Program for Women, Infants and Children

Cash Value Check

Dear Grower,

There are three United States Department of Agriculture (USDA) programs available to you that will increase your sales and increase the availability of fresh produce for women, infants and children in your community. These programs are:

1. The Farmers' Market Nutrition Program (FMNP) and
2. The Senior Farmers' Market Nutrition Program (SFMNP) and
2. The Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

The FMNP provides checks for WIC participants to purchase fresh, unprepared, locally grown fruits and vegetables from June through November. This program also expands the awareness and use of farmers' markets. In addition to the FMNP checks, the WIC Program provides Cash Value Checks (CVCs) to participants to purchase fruits and vegetables at farmers' markets and grocery stores throughout the year.

Maryland WIC participants that receive the Fruit and Vegetable Check receive similar tender amounts as District residents that receive the Fruit and Vegetable Cash-Value Checks. Farmers are encouraged to join the Maryland WIC FMNP and Senior FMNP. Farmers are also able to redeem Maryland WIC and Senior FMNP benefits at the DC based markets.

This Farmers' Guidebook will provide you with instructions on what participants can buy under each program and how to accept and process both the S/FMNP check and the WIC CVC.

We welcome any new ideas you may have to help make this season our best ever, please share them with us.

Sincerely,

Nutrition & Physical Fitness Bureau
Community Health Administration
Department of Health





USDA is an equal opportunity provider.

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Overview of WIC

WIC



SENIORS



The WIC Farmers’ Market Nutrition Program Act (Public Law 102-314) was established on July 2, 1992. The Senior Farmers’ Market Nutrition Program (SFMNP) began as a grant program in 2001 and was established as a permanent program in 2007 (Public Law 107-171). The purpose of the WIC Farmers’ Market Nutrition Program (FMNP) and the Senior Farmers’ Market Nutrition Program (SFMNP) is to provide fresh fruits and vegetables to women, infants 6-12 months, children and low-income seniors who are nutritionally at risk and to expand the awareness and use of farmers’ markets.

The WIC Cash Value Check

Starting October 1, 2016 the Cash Value check dollar amount increased for all participants. Children receive \$9.00, pregnant, breastfeeding and post-partum women up to six months receive \$11.00 and women breast-feeding multiples receive \$15.00 once a month as a part of the food package.

Funding

WIC FMNP

The Food and Nutrition Service (FNS), part of the United States Department of Agriculture, and the District of Columbia have provided funds for the operation of the FMNP. The FMNP operates on a matching grant basis. Usually, 70% of the funding comes from the Federal Government and 30% from local funding. Of the total budget, 83% of the money is used for food benefits with no more than 17% used for administrative costs. This means 83% of the funding is distributed to eligible women and children participating in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

Senior FMNP

Senior FMNP is funded through USDA, with over 90% of funds spent for food benefits and the remainder for administrative costs.

WIC Cash Value Check (CVC)

WIC Cash Value check is funded through USDA. The Cash Value Check is a part of the regular WIC food package. The checks are issued monthly to each eligible participant.



In the District, the FMNP and SFMNP are branded as **Get Fresh**. Infants between 6-12 months, pregnant, breastfeeding and postpartum woman and children (1 year to 5 years of age) participating in WIC, are eligible to receive \$30.00 worth of Get Fresh checks to purchase fresh fruits and vegetables from approved farmers. Seniors who qualify for the program are eligible to receive \$40.00 worth of Get Fresh checks. Farmers who sell their produce in the District of Columbia may be eligible to become an approved Get Fresh farmer.

WHO QUALIFIES FOR THE PROGRAM

Farmers selling at farmers’ markets or stands can be approved to participate in the FMNP by providing locally-grown produce that’s grown within the District’s boundaries, or in close proximity (in this case, in Maryland, Virginia, West Virginia, New Jersey, Pennsylvania, Delaware and North Carolina). Preference will be given to non-profit entities that have experience in promoting the sale of locally grown produce at urban farm stands and with the Get Fresh program.

WHO DOES NOT QUALIFY

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

AUTHORIZATION PROCESS

In the District, farmers must follow the prescribed authorization process and complete the application for participation in order to be approved to accept program benefits. Note: The District of Columbia Get Fresh program does not authorize farmers’ markets, only farmers.

Application Contents:

- ✓ Farmer Application (all applications must be signed by a county extension agent)
- ✓ Banking Information Sheet
- ✓ Get Fresh Vendor Agreement & Authorization Criteria
- ✓ Get Fresh Season Timeline
- ✓ Authorized Food List
- ✓ Community Request for Farmers

How to Apply:

- 1. Complete an Application Packet. The packet includes the Get Fresh vendor agreement, farmer application, authorization criteria and authorization process/time line. The application packet is available in February of each year.
- 2. All applications must be signed by your designated county extension agent in order to become valid.
- 3. Submit your completed and signed application packet to the State Agency for approval by postal or electronic mail to the following address:

WIC State Agency | Get Fresh
DC Department of Health
899 North Capitol Street, NE | 3rd Floor, Washington, DC 20002
info.wic@dc.gov

State Agency Process:

- 1. The State Agency will schedule a site visit as part of the authorization process.
- 2. The State Agency will provide details of all required trainings.
- 3. Final approval will be given once the application and trainings are completed.

Authorized farmers will receive program materials including posters and check stamps before the start of the program season.

TRAINING

The training requirement differs for farmers in the first year of application who are new to the program versus returning farmers.

First-time Farmers must attend and complete a 2-hour interactive face to face training with the State Agency.

Returning Farmers

Farmers’ who have previously been authorized to participate in the program may fulfill the annual training requirements by completing an online training, reviewing the guidebook, 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 the next face-to-face training.

PRODUCE REQUIREMENT

- 50% of produce offered for sale shall be from a farmers’ farm
- Must have a minimum of 3 approved vegetables and or fruits for sale at markets




Schedule for 2019


2019 Season	District of Columbia WIC FMNP	District of Columbia Senior FMNP
Key Program Dates		
FMNP Application/Agreement Deadline	5-15-2019	5-15-2019
State Agency Notification to Applicants	After 5-15-2019	After 5-15-2019
Stamps and Posters Issued	May – June	May – June
First Date to Use Checks - Participants	6-1-2019	6-1-2019
Last Date to Use Checks - Participants	10-31-2019	10-31-2019
Last Date to Deposit Checks	11-15-2019 or next business day	11-15-2019 or next business day
2019 Training Dates		
Training Dates	3-7-2019 3-20-2019 4-10-2019 4-24-2019	3-7-2019 3-20-2019 4-10-2019 4-24-2019
* Contact the FMNP Coordinator for training details		
Program Monitoring Visits	July, August, September	July, August, September

Get Fresh Check Redemption

CHECK PROCESSING STEPS for FMNP

- Customer presents WIC ID and check(s) along with produce
- No ID required for Seniors
- Customer signs check(s)
- Farmer verifies signature
- Assist customer with maximizing value
- No exchange of money

<h1>WIC FARMERS' MARKET</h1> <h2>NUTRITION PROGRAM</h2> <h3>NOT REDEEMABLE IN GROCERY STORES</h3> <p>Good for the purchase of fresh, locally grown fruits, vegetables and herbs from an authorized farmer.</p> <p>PAY TO THE ORDER OF ANY FMNP VENDOR ONLY:</p> <h3>Five Dollars</h3> <p>NO CHANGE GIVEN</p> <p>You are also eligible for Produce Plus benefits.</p> <p>For more information and market locations go to/call: www.dcggetfresh.com / (202) 442-9397</p>	 United Community Bank.	64-1968 611	<h1>81245001</h1>
	STAMP AUTHORIZED FARMER NUMBER HERE		FIRST DATE OF USE <h2>June 1, 2019</h2>
	LAST DATE OF USE <h2>October 31, 2019</h2>		AMOUNT OF SALE <h2>5.00</h2>
	X _____ SIGNATURE OF PARTICIPANT OR AUTHORIZED PROXY		

<h1>SENIOR FARMERS' MARKET NUTRITION PROGRAM</h1> <h2>NOT REDEEMABLE IN GROCERY STORES</h2> <p>Good for the purchase of fresh, locally grown fruits, vegetables, herbs and honey from an authorized farmer.</p> <p>PAY TO THE ORDER OF ANY FMNP VENDOR ONLY:</p> <p>Five Dollars</p> <p>NO CHANGE GIVEN</p> <p>You are also eligible for Produce Plus benefits.</p> <p>For more information and market locations go to/call: www.dcgetfresh.com / (202) 442-9397</p> <p>DC HEALTH <small>GOVERNMENT OF THE DISTRICT OF COLUMBIA</small></p>		64-1968 611	90630000
	STAMP AUTHORIZED FARMER NUMBER HERE		FIRST DATE OF USE June 1, 2019
			LAST DATE OF USE October 31, 2019
			AMOUNT OF SALE 5.00
X _____ SIGNATURE OF PARTICIPANT OR AUTHORIZED PROXY			

Proper Signage

AUTHORIZED FARMER

DC Get Fresh

WIC and Senior Farmers' Market NUTRITION PROGRAMS



- Produce Payment Program
- WIC Fruit and Vegetable Cash-Value Checks
- WIC Farmers' Market Nutrition Program
- Senior Farmers' Market Nutrition Program

ALL PROGRAM CHECKS ACCEPTED

APPROVED FOOD LIST

VEGETABLES

Artichokes • Asparagus • Beans - Fresh • Beets • Bok Choy • Broccoli • Brussels Sprouts • Cabbage • Carrots • Cassava • Leafy Greens • Celeries • Corn • Cucumbers • Edible Gourds • Eggplants • Fennel • Ginger • Greens • Jute Leaf • Jamnia Jamnia • Kohlrabi • Lettuce • Microgreens • Mushrooms • Okra • Onions • Parsnips • Peas • Peppers • Purplane • Radishes • Rhubarb • Rutabagas • Squash • Sunchoke • Tomatillo • Tomatoes • Turnip Roots • Greens

FRUITS

Apples • Apricots • Berries • Cherries • Currants • Figs • Grapes • Melons • Nectarines • Paw Paw • Peaches • Pears • Plums • Quince

HERBS

Basil • Bay Laurel • Borage • Garlic • Catnip • Chervil • Chives • Cilantro • Dill • Garlic • Lemon Verbena • Lavender • Lemongrass • Lemon Balm • Lovage • Sweet Majoram • Mint • Nasturtium • Oregano • Parsley • Rosemary • Sage • Salad Burnet • Savory • Sorrel • Tarragon • Thyme

NON DISCRIMINATION STATEMENT

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, religious creed, disability, age, political beliefs, or marital or marital status 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-302) found online at www.assc.usda.gov/complaint_filing_cust.html and, as any USDA office, or write a letter addressed to USDA and provide the following information requested in the form. To request a copy of the complaint form, call (800) 859-3962. 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) 690-7444; or (3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

How to Accept Get Fresh Checks

Each qualified Get Fresh participant will receive a one time allotment of benefits. WIC participants will receive 6 \$5.00 checks and senior participants will receive 8 \$5.00 checks. These checks will be valid for the period of June 1st through September 30th. The WIC checks for 2019 are green and the Senior FMNP checks are blue. Only locally sourced fresh vegetables and fruits can be purchased using Get Fresh benefits. **Get Fresh customers are encouraged to spend the entire \$5.00 amount as no change will be given.**

A list of approved vendors will be provided to the WIC and CSFP locations so that customers using **Get Fresh** checks will know where they may purchase fruits and vegetables. The customers will present their checks to you, along with their WIC I.D. folder, when making their purchases. They will also receive instructions on how to use the **Get Fresh** checks.

Point of Service

Display Signage

Only approved farmers will receive payment for Cash Value Checks and **Get Fresh** checks. Farmers that are not approved take these checks will not be paid. Put up your “Approved Get Fresh and Cash Value Check Farmer” sign in a highly visible location so WIC Cash Value Check and Senior and WIC FMNP participants can see it. Be sure to inform your staff about the program, so they will know how to handle the Cash Value Checks and Get Fresh checks.

Approved Food Items

Farmers should only sell fresh, uncut, unprepared, locally grown Get Fresh approved fruits and vegetables that can be purchased with the Get Fresh check. Under no circumstance can produce grown outside of the United States and its territories be considered eligible.

Get Fresh Check Redemption

Approved Fruit and Vegetables

<u>Fruits</u>	<u>Vegetables</u>	<u>Herbs</u>
Apples	Artichokes	Basil
Apricots	Asparagus	Bay Laurel
Berries	Beans -fresh	Borage
Cherries	Beets	Caraway
Figs	Bok Choy	Catnip
Grapes	Broccoli	Chervil
Nectarines	Brussels Sprouts	Chives
Paw Paw	Cabbage	Cilantro
Peaches	Carrots	Dill
Pears	Cassava Leaves	Garlic
Plums	Cauliflower	Lemon Verbena
Quince	Celeriac	Lavender
	Collard Greens	Lemongrass
	Corn	Lemon Balm
	Cucumbers	Lovage
	Eggplants	Sweet Marjoram
	Fennel	Mint-(all varieties)
	Ginger	Nasturtium
	Edible Gourds	Oregano
	Greens	Parsley
	Jute Leaf	Rosemary
	Jamma Jamma	Sage
	Kohlrabi	Salad Burnet
	Leeks	Savory
	Lettuce	Sorrel
		Tarragon
		Thyme

Additional Items:

honey (only approved for Senior Get Fresh participants)

Get Fresh Check Redemption

Participants must receive the same courtesy you offer to other customers and charged the same prices. The State Agency highly suggest that you pre-package popular items and have your prices clearly posted near the packages. This will make it easier for Get Fresh customers to get the exact amount of products with their checks. You may not charge higher prices to Get Fresh customers. No tax may be charged on purchases made with Get Fresh checks.

THE PAY EXACTLY BOX

After the Get Fresh participant has presented their purchases and you have verified that they are correct, ensure that the customer purchases the designated dollar amount of produce. If the customer purchases less than the value printed in the description box, then the customer may have an opportunity to receive additional produce to make up the difference.

If the customer purchases more than the designated dollar amount, they must pay the additional cost with cash, credit, SNAP benefits, etc.. The banking institution will only pay you up to the value as shown below on the check.

<h1>SENIOR FARMERS' MARKET NUTRITION PROGRAM</h1> <h2>NOT REDEEMABLE IN GROCERY STORES</h2> <p>Good for the purchase of fresh, locally grown fruits, vegetables, herbs and honey from an authorized farmer.</p> <p>PAY TO THE ORDER OF ANY FMNP VENDOR ONLY:</p> <h3>Five Dollars</h3> <p>NO CHANGE GIVEN</p> <p>You are also eligible for Produce Plus benefits.</p> <p>For more information and market locations go to/call: www.dcgetfresh.com / (202) 442-9397</p> <p>DC HEALTH GOVERNMENT OF THE DISTRICT OF COLUMBIA</p>	<div>90630000</div>		
	 <div>United Community Bank.</div>	<div>64-1968 611</div>	<div>FIRST DATE OF USE</div> <div>June 1, 2019</div>
	<div>STAMP AUTHORIZED FARMER NUMBER HERE</div>		<div>LAST DATE OF USE</div> <div>October 31, 2019</div>
	<div>X</div>		<div>AMOUNT OF SALE</div> <div>5.00</div>
<div>SIGNATURE OF PARTICIPANT OR AUTHORIZED PROXY</div>			

Sample. Seniors Farmers' Market Check

CUSTOMER SIGNAGE

Make sure the signature on the check matches one of the signature (s) on the I.D. card.

WIC I.D. Folder



Senior I.D.

GOVERNMENT OF THE DISTRICT OF COLUMBIA Department of Human Services Commodity Supplemental Food Program for Seniors Identification Card	CSPF-S No. NO 433907 ISSUE DATE
RECIPIENT NAME	
SOCIAL SECURITY NUMBER	
SIGNATURE OF RECIPIENT	D.O.B.

NOTE: The WIC I.D. Folder is the participant's official WIC identification. The Folder provides a unique WIC I.D. number for each WIC participant. Participants, authorized representatives, alternate authorized representatives and proxies will use the WIC Folder to pick up WIC checks at the clinic and redeem the WIC checks at the authorized WIC store and FMNP checks at authorized farmers' markets.

Get Fresh Check Redemption

AUTHORIZED FARMER NUMBER

A special stamp is provided to farmers' after receiving written approval from the State Agency. This stamp will contain your farmer authorized number. If you need additional stamps, they can be purchased for a small fee from the WIC State Agency by sending a money order to the **D.C Treasurer**. To request additional stamps, call (202) 442-9397.

WIC FARMERS' MARKET NUTRITION PROGRAM

NOT REDEEMABLE IN GROCERY STORES

Good for the purchase of fresh, locally grown fruits, vegetables and herbs from an authorized farmer.


PAY TO THE ORDER OF ANY FMNP VENDOR ONLY:

Five Dollars

NO CHANGE GIVEN

You are also eligible for Produce Plus benefits.


For more information and market locations go to/call:
www.dcgetfresh.com / (202) 442-9397



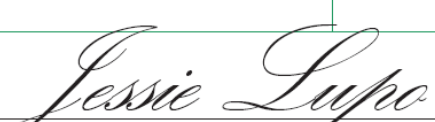
United
Community Bank.

64-1968
611

**STAMP AUTHORIZED
FARMER NUMBER HERE**



X



SIGNATURE OF PARTICIPANT OR AUTHORIZED PROXY

81245001

FIRST DATE OF USE

June 1, 2019

LAST DATE OF USE

October 31, 2019

AMOUNT OF SALE

5.00

DC | HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

Sample. Get Fresh Check Stamp

Use the stamp to enter your vendor number on the check. Failure to stamp the vendor's number on the check will result in the check being returned to you unpaid under the banking process.

Key Reminders for Check Processing

WIC FARMERS' MARKET NUTRITION PROGRAM NOT REDEEMABLE IN GROCERY STORES Good for the purchase of fresh, locally grown fruits, vegetables and herbs from an authorized farmer. PAY TO THE ORDER OF ANY FMNP VENDOR ONLY: Five Dollars NO CHANGE GIVEN You are also eligible for Produce Plus benefits. For more information and market locations go to/call: www.dcgetfresh.com / (202) 442-9397 DC HEALTH <small>GOVERNMENT OF THE DISTRICT OF COLUMBIA</small>	81245001
	FIRST DATE OF USE
	June 1, 2019
	LAST DATE OF USE
	October 31, 2019
AMOUNT OF SALE	
5.00	

1. Indicates the maximum the bank will pay.
2. First Day to Spend
3. Last day to Spend
4. Vendor Stamp
5. Participant/proxy signature at the time of the purchase.

Cash Value Check

WIC CASH VALUE CHECK

The DC WIC Cash Value Check (CVC) is a check with a fixed dollar amount that the participant will use to obtain WIC approved fruits and vegetables. They will use the DC WIC Farmers’ Market Buyer’s Guide as the official resource to identify approved farmers at their market location and present their checks along with their WIC I.D folder when making their purchases.

In WIC approved grocery stores, participants have the option to purchase fresh, canned and/or frozen vegetables and fruit. This includes any type or variety of potatoes, vegetables and fruits.

- ✓ Fruits and vegetables only
- ✓ Herbs not allowed
- ✓ Prescribed year round
- ✓ Used at farmers’ markets and grocery stores

Participation Eligibility

Category	Amount
Children (1 – 5 yrs.)	\$9.00 per month
Pregnant, Postpartum, Breastfeeding Woman	\$11.00 per month
Breastfeeding Woman w/multiples	\$16.50 per month

PROCESSING CVC CHECKS

1. Request the WIC I.D. family folder following the sale tabulation. A completed Identification page in the ID folder is the only identification needed by the WIC participant, parents or caretakers of infants and child participants or proxies to redeem WIC checks.
2. Verify that today’s date is between the First Day and Last Day to spend the WIC check.
3. Check the foods (quantity and type) presented by the WIC participant against the items listed in the description box on the check. If there are questions on the food items selected, refer to the farmer’s market poster for the approved food list.
4. Write in the cost of the purchase in the actual dollar amount box. The cost should be at or below the not to exceed amount for each check and can be written in by a farmer or participant.
5. Verify that the correct price was inserted.
6. Match the signature on the check to one of the signatures listed on the WIC I.D. family folder.
7. Deposit the CVC checks within 30 days of the Last Day to Use Date printed on the check.

THE PAY EXACTLY BOX

After the WIC participant has presented their purchases and you have verified that they are correct, ensure that the customer purchases the designated dollar amount of produce. If the customer purchases less than the value printed in the description box, then the customer may have an opportunity to receive additional produce to make up the difference. Do not provide change if the purchase amount is less than the face value of the check. If the customer purchases more than the designated dollar amount, they must pay the additional cost with cash, credit, SNAP benefits, etc.. The banking institution will only pay you up to the value as shown below on the check.

District of Columbia, DOH

WIC Program

1

Jessie Lupo

06/07

14666399

WIC I.D. NO.

NAME OF PARTICIPANT

AG / CL

United Community Bank

64-1968

611

QTY.

DESCRIPTION (NO SUBSTITUTIONS ALLOWED)

\$9.00 CASH VALUE, NOT TO EXCEED \$9.00

FOR FRESH, FROZEN OR CANNED

VEGETABLES AND FRUITS

REDEEMABLE AT AUTHORIZED DC WIC VENDORS

OR FARMERS` MARKETS

WIC USE ONLY

FIRST DAY TO USE

SIGNATURE FOR PRICE CHANGE

CASHIER INITIALS

PRICE CORRECTION

ACTUAL \$ AMOUNT

VENDOR MUST DEPOSIT WITHIN 30 DAYS OF LAST DAY TO USE

VENDOR PLACE DC WIC STAMP HERE

3

4

7

930

6

Jessie Lupo

PARTICIPANT/PROXY SIGN HERE ONLY AFTER PRICE IS ENTERED

Cash Value Check

1. Participant Name
2. Indicates the maximum the bank will pay.
3. First Day to Spend
4. Last day to Spend
5. Place in which vendor writes the total amount of sale. Purchase cannot exceed the total amount of check.
6. Participant/proxy signature at the time of the purchase.
7. Vendor Stamp

PRICE CORRECTIONS

If the farmer or participant writes the incorrect dollar amount...

1. Draw a single line through the incorrect dollar amount.
2. Write the correct amount above in the **Price Correction** box.
3. have the cashier initial in the **Cashier Initials** box.
4. Instruct the participate to sign in the **Signature for Price Change** box.
5. Instruct the participant to sign in the **Participant/Proxy Sign Here Only After Price is Entered** box.
6. Contact the State Agency for assistance within 30 days of the last day to spend.

PAY TO THE ORDER OF

ANY AUTHORIZED DC WIC VENDOR ONLY

FOR THESE ITEMS, SIZES, QUANTITIES ONLY

United Community Bank

64-1968

611

06/07

14666399

WIC I.D. NO.

NAME OF PARTICIPANT

AG / CL

QTY.	DESCRIPTION (NO SUBSTITUTIONS ALLOWED)	WIC USE ONLY	FIRST DAY TO USE	SIGNATURE FOR PRICE CHANGE
	<div> <div>\$9.00 CASH VALUE, NOT TO EXCEED \$9.00</div> <div>FOR FRESH, FROZEN OR CANNED</div> <div>VEGETABLES AND FRUITS</div> <div>REDEEMABLE AT AUTHORIZED DC WIC VENDORS</div> <div>OR FARMERS` MARKETS</div> </div>	<div>CASHIER INITIALS</div> <div>STJM</div>	<div>JUN 20, 2019</div>	<div>Jessie Lapo</div>
		<div>PRICE CORRECTION</div> <div>\$9.00</div>	<div>LAST DAY TO USE</div> <div>JUL 19, 2019</div>	
		<div>ACTUAL \$ AMOUNT</div> <div>\$9.45</div>	<div>VENDOR MUST DEPOSIT WITHIN 30 DAYS OF LAST DAY TO USE</div> <div> <div>930</div> </div>	
			<div>VENDOR PLACE DC WIC STAMP HERE</div> <div> <div>X</div> <div>Jessie Lapo</div> </div>	

3

2

1

4

5

PARTICIPANT/PROXY SIGN HERE ONLY AFTER PRICE IS ENTERED

NOTE: Tailored food checks are not an approved Get Fresh check and should not be accepted.

CHECK PROCESSING STEPS for CVC

- Customer presents WIC ID and check(s)
- Farmer verifies dates
- Farmer or participant writes dollar amount on the CVC
- Customer signs (checks)
- Farmer verifies signature
- Assist customer with maximizing value
- No exchange of Money

District of Columbia
WIC Program

100978
WIC I.D. NO.

PAY TO THE ORDER OF ANY AUTHORIZED WIC VENDOR ONLY

makes difference FOR THESE ITEMS, SIZES, QUANTITIES ONLY

QTY.	DESCRIPTION (NO SUBSTITUTIONS ALLOWED)
001	GALLON CONTAINER(S) 1% FLUID MILK
001	(16 OZ) PKG CHEESE OR 2 (8 OZ) PKG C
001	(48 OZ) CONTAINER(S) JUICE OR (16 O
036	OUNCES WIC APPROVED CHILD CEREAL
001	(16 OZ) PACKAGE 100% WHOLE GRAIN CH
	XXX END OF ORDER XXXX

1009A??#

PROGRAM MONITORING

MONITORING

The State Agency regularly monitors authorized farmers’ who participate in the Get Fresh program by verifying compliance with the requirements of the program. Monitoring also helps insure that civil rights compliance, equitable treatment of program recipients, fair and competitive pricing, and good customer service standards are being followed. Regular monitoring helps to maintain program integrity, reduce banking errors and can be the impetus for technical support to farmers and their staff.

Any violation of WIC and Senior regulations is noted on a monitoring form. The person monitoring the farmer will discuss the findings with the farmer or representative who will be asked to sign the monitoring form. A copy of the form will be left with the farmer or the farmer’s representative. Warning notices are also mailed when violations are found. A follow-up visit will be conducted following the violation notice to see if corrective action has been taken. The three types of monitoring visit used to access a vendor to include on-site monitoring, education, and compliance buy visits.



Education Buy

The education buy is the type of buy originates as an announced or unannounced compliance buy, but ends with the WIC State Agency's and/or the Commodity Supplemental Food Program representative shares the results of the buy with the manager in order to educate the farmer regarding Get Fresh monitoring and policy and procedures.

Compliance Buy Investigations

Compliance investigations are conducted by a contractor or a designated person who poses as a WIC or Senior participant. The purpose of compliance investigations is to verify compliance with WIC Program rules, federal regulations, and any other established procedures. The farmer will not know he/she is under investigation, nor will he/she be notified of any violations uncovered until the investigation is finished. The undercover investigator looks for violations including but not limited to substitution of non-Get Fresh items, overcharges, charging for food not received and trafficking Get Fresh or WIC CVCs. These violations may result in disqualification.

On-Site Visit Monitoring

An on-site monitoring visit is when a State Agency representative surveys types and levels of abuse and errors among participating food vendors. On-site monitoring visits may be announced or unannounced. Here are a few reminders for monitoring visits.

- ✓ Hang approved **Get Fresh** poster in a highly visible place
- ✓ Post prices of food items
- ✓ Keep conditions in and around the stand sanitary
- ✓ Have a minimum variety of three vegetables, fruits and/or herbs during hours of operation
- ✓ Instruct participants to sign at the time of the transaction
- ✓ Accept WIC and FMNP checks during first and last date to spend
- ✓ Treat customers equally.
- ✓ Refuse altered or damaged checks.
- ✓ Match the signature on the WIC FMNP checks to the signature in the WIC I.D. folder.
- ✓ Be present during specified location(s) and hours.
- ✓ Maximize the value of each check and do not provide change.
- ✓ Save customer complaints.

PROGRAM MONITORING

The Get Fresh check processor monitors all FMNP, SFMNP and Cash Value Checks that are deposited by the farmers. The bank will monitor Get Fresh and Cash Value Checks for the following errors:

Monitor Checklist

- No customer signature
- Invalid farmer, invalid authorization number or no authorization number
- Altered dates
- Altered dollar amount
- Late deposit
- No vendor stamp (The only check error that you can correct and redeposit)
- Rejected over the maximum price
- Note: Cash Value Checks should be sent to the WIC State Agency for review and payment
- Encoding error



SANCTIONS

The WIC State Agency has established a sanction system as a means to deter vendor abuses or violations. According to the Code of Federal Regulations, a vendor violation is defined as any intentional or unintentional action of a vendor’s current owners, officers, managers, agents or employees (with or without knowledge of management) that violates the Get Fresh agreement or Federal or State statutes, regulations, policies or procedures screening the Program.

Farmers who fail to comply with Federal and State requirements are subject to fiscal claims, suspension, temporary and permanent disqualification in accordance with the Get Fresh violations and sanctions, see Appendix.

FINDINGS

The vendor will be notified after the first instance of a program abuse/violation has been observed by the State Agency. A sanction will be applied once a pattern of violations is established. The established pattern of State Agency violations will be applied as such:

1-10 points	Warning Letter
11-20 points	Mandatory attendance at a special scheduled training session conducted by the State Agency and submission of written documentation of corrective action taken to resolve the problems, which led to the sanction.
21+points	One to three year disqualification.

CORRECTIVE ACTION

The State Agency will notify a farmer in writing indicating a pattern of violation(s). If the violation(s) occurs more than twice in a growing season the farmer will be sanctioned and/or assessed fine based on the violations cited. Farmers will receive feedback regarding the findings of the visit and written notification within two weeks. A follow-up visit will be conducted following the violation notice to see if corrective action had been taken.

DISQUALIFICATION

Disqualifications shall follow the accrual of 21 points or more. The disqualified vendor is required to return the approved farmer sign and stamp within 15 days of receiving a disqualification notice. Failure to comply with the stamp and the sign requirement will compromise future Get Fresh participation.

PROGRAM MONITORING

DISQUALIFICATION

Farmer will be reinstated following a 30-day disqualification and satisfactory resolution of the problem(s) that led to the disqualification. At the conclusion of a one-year disqualification period, the farmer may reapply for authorization. Upon reauthorization, the farmer will serve in a probationary status for up to four months and/or one full season, whichever is longer. Any single substantiated violation of fifteen (15) or more sanction points for one year during the probationary period will serve as grounds for automatic disqualification.

PERMANENT DISQUALIFICATION

The State Agency shall permanently disqualify a vendor convicted for:

- ✓ providing credit for non-food items, such as alcohol, alcoholic beverages, tobacco products, cash, 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. 802, in exchange for food instruments.

The farmer shall not be entitled to receive any compensation for revenues lost because of such a violation.

CLAIMS

Payment will not be made for Cash Value Checks and Get Fresh checks that do not comply with these procedures. When incorrect checks are not paid, farmers may not seek restitution from WIC and Get Fresh customers. Approved Get Fresh farmers must ensure that all employees working at the stand are knowledgeable of the Get Fresh requirements.

Checks that are not correct will be returned unpaid. If any of the necessary information is not on the check, the check will be returned. Do not attempt to put the check through your account again after you have corrected the omission.

Once the checks have been returned to you from the bank, they cannot be reprocessed. If you think the bank has made an error in returning the checks, complete the **Request of Payment Authorization Form (see Appendix A)** and send it to the State Agency. The State Agency is not responsible for checks returned to you, or any charges for checks returned to you, due to failure on your part to follow the correct procedures. All checks will be honored, if the proper procedures outlined in the Check Reference section are followed.



FAIR HEARING

Vendors have the right to appeal any adverse decisions including denial of initial application for participation or disqualification from the Program and other adverse actions affecting your participation during the course of the agreement period.

NOTICES

1. You will be provided with at least 15 days advance written notice of an adverse action (e.g., or disqualification) and its cause. During this period you may make your appeal. If you appeal an action, you must still comply with the terms of any written agreement.
2. Expiration of a contract is not subject to appeal. However, if you reapply, and your reauthorization is denied, you have the right to appeal the denial.

Appeal Procedures and Guidelines

Request for a fair hearing must be submitted in writing to the State Agency within 15 days of receipt of the notice of initial denial of application, disqualification of participation, or other adverse actions. Two opportunities to schedule a hearing will be provided for one original date and one rescheduled date.

Your fair hearing shall be held and a decision rendered within 60 days from the date of receipt of the request for a hearing.

A written notice of the hearing shall be sent to you and other parties involved at least 10 days prior to the schedule date of the hearing. This notice shall:

1. Specify the date, time and place of the hearing;
2. State briefly the issues, which are to be the subject of the hearing;

Explain the manner in which the fair hearing will be conducted; and

Inform you of your right to be represented, to verify and present documented evidence, produce witnesses, question adverse witnesses, and to examine (prior to and during the hearing) the documents and records supporting the action under appeal.

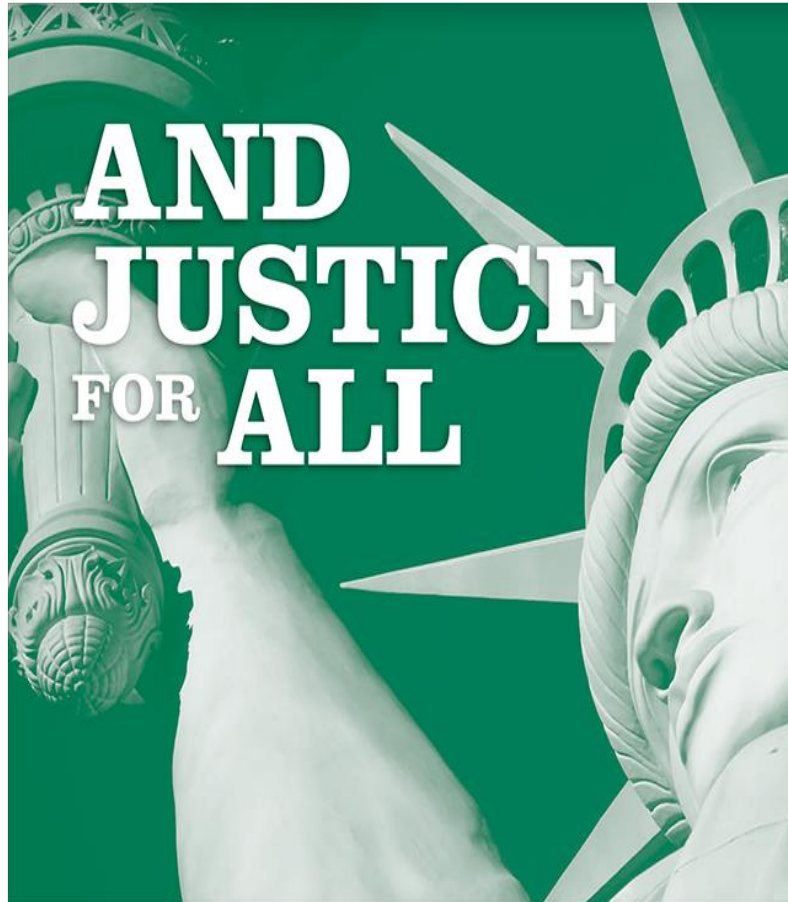
The fair hearing shall be conducted by an impartial official who does not have any personal stake or involvement in the decision and who was not directly involved in the initial determination of the action being contested.

If a State-level decision is upheld against the vendor and the vendor expresses an interest in pursuing a higher review of the decision, the State Agency shall explain the available state-level review of the decision. If further reviews are unavailable and have been exhausted, the vendor has the right to pursue judicial review of the decision. Complaints may be filed with:

**Office of Administrative Hearings
441 Fourth Street, NW, Suite 540 South
Washington, DC 20001
(202) 727-8280**

CIVIL RIGHTS

The State Agency requires that all approved Get Fresh farmers attend a civil rights training session prior to the Get Fresh season. Authorized Get Fresh farmers cannot charge Get Fresh customers more for their fruits, vegetables, and fresh cut herbs than they charge other customers. Get Fresh customers must be shown the same courtesies as all other customers and Get Fresh authorized farmers agree not to discriminate against any Get Fresh customer on the basis of race, color, national origin, age, sex, handicap or disability.



USDA Nondiscrimination Statement

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: http://www.ascr.usda.gov/complaint_filing_cust.html, 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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COMPLAINT PROCEDURES

FARMER COMPLAINTS



Get Fresh participants are not permitted to cause a disturbance, abuse your employees, or violate the procedures for redeeming CVCs. Complaints and unusual incidents related to the Get Fresh shall be directed in writing to the State Agency within 24 hours or the next business day.

If you have a complaint against a Get Fresh participant, make a copy of the blank WIC & Senior Farmers' Market Nutrition Program complaint form and email it to info.wic@dc.gov or send it via postal mail to the State Agency for investigation and follow-up. You should provide as much detail as you can about the complaint (who, what, when, where, etc.).

Complaint process will include:

1. An investigation that may include in-person or telephone interviews to determine appropriate redress.
2. A site visit if applicable.

The complaint will be investigated and the appropriate action taken. The issuer of the complaint shall receive a 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 WIC participants.



WIC & SENIOR

FARMERS' MARKET NUTRITION PROGRAM

COMPLAINT FORM

Today's Date

Email Address

Telephone

First Name

Last Name

Street Address

City, State, Zip Code

Date and Time of Incident

Location /Address of Incident

Tell us about yourself:

☐ WIC Participant

☐ Senior Participant

☐ Market Manager

☐ Farmer/Vendor

☐ WIC Staff

☐ Other

Who/What is this complaint regarding?

☐ Farmers' Market

☐ WIC Local Agency/Clinic

☐ DC Department on Aging

☐ WIC or FMNP Staff

☐ Other

Please describe the complaint. Use additional sheets of paper if needed.

What is your desired outcome of this complaint?

How to submit this form:

By mail:

DC Department of Health

Women, Infants & Children

Nutrition and Physical Fitness Bureau

899 North Capitol Street, NE Third Floor

Washington, DC 20002

By phone: (202) 442-9397

By FAX: (202) 535-1710

By email: info.wic@dc.gov

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CHECK REFERENCE

COMPARISON CHART

	WIC and Senior Checks	WIC Cash-Value Check
What are the values of the checks?	\$5.00 for WIC ~ \$30.00 \$5.00 for Seniors ~ \$40.00	Children ~ \$9.00 Women ~\$11.00 Breastfeeding Women \$16.50
Can the participant pay cash if the purchase price exceeds the value of the check?	Yes	Yes
Can the participant receive change if the purchase price is less than the value of the check?	No	No
Can the participant combine two or more WIC checks together (or two or more FMNP checks together)?	Yes	No Single purchase per check by the validation date
Can the participant purchase non-locally grown produce?	No	Yes
Can the participant buy herbs and any variety of white potatoes?	Yes	No to herbs As of July 2015, any variety of potatoes may be purchased
What is the period of time that the check can be used by the participant?	June 1 to October 31	There are specific dates listed on the check; each check is good for 30 days only
Does the participant need to show an identification card during the transaction?	Yes Seniors do not have to show their I.D cards	Yes
Are price corrections allowed on the check?	No	Yes
Can you accept pre-signed checks?	Yes Seniors may have pre-signed checks that a proxy presents	No
Is the participant’s name on the check?	Yes	Yes

*Table adapted from the New York WIC Farmer Handbook.

FARMER STAMP

The WIC State Agency will issue an assigned number and symbol to each farmer participating in the DC WIC and Senior FMNP and WIC Cash-Value Check CVC Programs. Farmers must apply to the programs each year in order to keep the farmer stamp number valid. Farmers may begin redeeming checks after receiving a confirmation letter for the season via e-mail and or postal mail.

Stamping Hints

1. The stamp must be clear and legible. If the stamp looks faint the computer will not be able to read it. If this occurs, re-stamp the check in the “DESCRIPTIONS” box.
2. Use only black ink to re-fill the stamp.

Stamp Duplication

Farmers are responsible for initiating requests for replacement of vendor stamps. The process is outlined below:

1. Submit a written request for the replacement of the stamp and send it to the WIC State Agency. The State Agency will provide the farmer with the suggested retail price quoted by the contractor.
2. The farmer should allow four to six weeks for the replacement stamp to be delivered to the State Agency.
3. The State Agency will contact the farmer so that the farmer may pick up or have the stamp delivered as soon as possible.
4. The farmer should make the check or money order payable to DC Treasurer.

CHECK REFERENCE

Check Revalidation

Revalidation is the process whereby the State Agency reviews and approves payments by the WIC bank, of a previously rejected CVC or Get Fresh check at the request of the farmer.

Reasons for Revalidation

1. The bank rejected a check that was processed correctly.
2. The WIC State Agency has agreed to revalidate the CVCs that have no other check error.
3. The WIC State Agency has placed a “stop payment” on the check.
4. Checks with no vendor stamp.
5. CVCs that have been rejected for over the maximum allowable amount. WIC will readjust the payment to reflect the maximum allowable amounts per check.

Revalidation Procedure

Vendors are responsible for initiating requests for revalidation. The process is outlined below:

1. Checks that are returned with no vendor stamp that have no other check errors can be stamped and resubmitted to the bank for payment.
2. Complete the Complaint Form, listing the checks for which revalidation is requested.

Non-Payment of Checks

The following checks will not be revalidated. Do not re-deposit them at the bank or submit these checks to the WIC Program Check Reimbursement address. To avoid bank charges for rejected checks, **DO NOT** deposit checks in the bank for the payment that meet the following conditions:

1. No Dollar Amount
2. Early check deposit
3. No Signature
4. Altered Date
5. Altered Dollar Amount
6. Invalid Vendor
7. Late Deposit
8. Over Price Maximum

Check can be resubmitted to the bank using the following bank rejection codes:

1. No Vendor Stamp
2. Encoding Error

APPENDICES

APPENDICES

SANCTIONS LISTING

Farmers who fail to comply with Federal and State requirements are subject to fiscal claims, suspension, temporary and permanent disqualification in accordance with the Get Fresh violations and sanctions table listed below.

<u>Violations and Sanctions</u>		<u>Sanction Points</u>
1.	Exchanges Get Fresh or CVC check for money, credit and/non-food items	25
2.	Disqualified from any other USDA Program(s) (example. SNAP)	25
3.	Terminates the agreement without required advanced notice to The State Agency	25
4.	Charges the Get Fresh Program for more food than other customers who purchase the same food items.	15
5.	Charges the Get Fresh Program for foods not received by the participant	15
6.	Submits false information on Get Fresh application	15
7.	Accepts Get Fresh or CVC checks at non-approved location or site not listed under the Get Fresh application.	15
8.	Discriminates against Get Fresh participant	10
9.	Redeems Get Fresh or CVC checks for non-approved foods	5
10.	Fails to attend training	5
11.	Fails to maintain minimum selection of vegetables and fruits	5
12.	Provides a rain check for Get Fresh approved foods	5
13.	Not present on the day or time stated on the approved application	2
14.	Labels non-authorized foods as Get Fresh approved	2

<u>Violations and Sanctions</u>		<u>Sanction Points</u>
15.	Fails to train market personnel on Get Fresh and CVC procedures	2
16.	Fails to submit a list of the Get Fresh authorized foods for sale at the market	2
17.	Refuses to honor a valid FMNP check or attempts to limit number of FMNP checks redeemed.	1
18.	Get Fresh material not available on-site (Get Fresh Signage, Authorized food list, Farmers guide)	1
19.	Prices of produce not posted	1



WIC & SENIOR
FARMERS' MARKET NUTRITION PROGRAM
COMPLAINT FORM



Today's Date

Email Address

Telephone

First Name

Last Name

Street Address

City, State, Zip Code

Date and Time of Incident

Location /Address of Incident

Tell us about yourself:

- ☐ WIC Participant
- ☐ Senior Participant
- ☐ Market Manager
- ☐ Farmer/Vendor
- ☐ WIC Staff
- ☐ Other

Who/What is this complaint regarding?

- ☐ Farmers' Market
- ☐ WIC Local Agency/Clinic
- ☐ DC Department on Aging
- ☐ WIC or FMNP Staff
- ☐ Other

Please describe the complaint. Use additional sheets of paper if needed.

What is your desired outcome of this complaint?

How to submit this form:

By mail:

**DC Department of Health
Women, Infants & Children
Nutrition and Physical Fitness Bureau
899 North Capitol Street, NE Third Floor
Washington, DC 20002**

By phone: (202) 442-9397

By FAX: (202) 535-1710

By email: info.wic@dc.gov

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**District of Columbia Department of Health
WIC FMNP MONITORING REVIEW FORM**

Visit/Review Date:		Time:	
Name of Farmer or Employee interviewed :		Stamp No.	
Name of Market/Stand: <input type="checkbox"/> Market (2 or more farmers) <input type="checkbox"/> Roadside Stand (1 farmer operation) Market Traffic: <input type="checkbox"/> low <input type="checkbox"/> medium <input type="checkbox"/> high			
Type of Review:	<input type="checkbox"/> first year <input type="checkbox"/> returning farmer <input type="checkbox"/> complaint <input type="checkbox"/> random <input type="checkbox"/> follow up		
Site Requirements:		In compliance	Non-compliant
1. Visible Get Fresh poster			
2. Visible Farm name			
3. Visible cost of produce			
4. Three approved food items for sale			
5. 50% of produce offered for sale is from the farmer's farm			
6. Complaint form on site			
Check Redemption:			
7. Accepts checks only for eligible foods			
8. Verifies date of check			
9. Verifies price of check			
10. Assists participant in maximizing value of check with produce (no cash exchanged)			
11. If accepting a WIC CVC, writes in dollar amount in "actual amount" box.			
12. Instructs participant to sign full name on check at time of purchase			
13. If accepting a WIC FMNP and CVC check, verifies WIC signatures using the WIC ID folder			
14. Stamps checks properly with farmer identification number			
WIC CVC Correction:			
15. Draws a single line through the price in box titled "actual amount" at time of purchase			
16. Places initials in "cashier initials" box			
17. Writes in actual amount in box titled "price correction" at time of purchase			
18. Participant signs in box titled "signature for price correction" at time of purchase			
Equitable Treatment:			
19. Does not discriminate based on race, color, national origin, sex, age, or disability			
20. Eligible foods for participants are the same quality and cost as that sold to other customers			
21. Participant is treated with the same courtesy as others			

Reviewer Comments:

DOH Representative Name (Print):

DOH Representative Signature:

**District of Columbia Department of Health
WIC FMNP CORRECTIVE ACTION FORM**

Visit/Review Date:		Time:	
Name of Farmer or Employee:		Stamp No.	
Name of Market/Stand: <input type="checkbox"/> Market (2 or more farmers) <input type="checkbox"/> Roadside Stand (1 farmer operation)			
Type of Review:	<input type="checkbox"/> first year <input type="checkbox"/> returning farmer <input type="checkbox"/> complaint <input type="checkbox"/> random <input type="checkbox"/> follow up		
Describe:		Response:	
1. Violation(s)			
2. Total sanction points			
3. History of observed violation(s) (1 st , 2 nd , 3 rd offense)			
4. Type of warning (s) (verbal / letter)			
5. Farmers corrective action plan(s)			
6. Date for return visit			
Follow Up:			
7. Was the action corrected?			
Reviewer Comments:			
DOH Representative Name (Print):		DOH Representative Signature:	

Creating a Welcoming Environment for Customers

By providing a financial boost to people who receive federal benefits, the Produce Plus and WIC & Senior Farmers' Market Nutrition programs encourage customers to spend their benefits with local vendors at farmers' markets. However, encouragement from these programs are only one part of the equation-- the other is making sure customers have a welcoming, pleasant experience at the market that makes them want to come back again and again.

You can help us make these programs a success!

1. Assume that your customers mean well, and help them navigate your stand if necessary

Some Produce Plus and WIC & Senior FMNP customers have been shopping at farmers' markets in DC for a long time. But, some customers are new to farmers' markets, and less familiar with how they work. Taking the time to explain how things work at your stand can help make the market more inclusive.

For example, some customers may be used to touching or not touching produce at other farmers' markets or grocery stores. If you have a policy of not allowing customers to touch produce, politely explain this policy to your customers:

"I see you're very interested in this tomato. We prefer that you don't touch the tomatoes, because they might bruise. Thank you!"

Some customers may not understand how to estimate their totals based on weight while shopping or navigating your stand. Providing direction to customers who need help can make the market experience more pleasant for everybody:

"You've got a lot of great stuff here. Do you want to get this down to \$10? If you want to spend more we also accept cash, debit, and EBT. Yes? Ok, let's see what we can remove to get the price down!"

"Are you looking for the check-out? Great! You can stand in line here to have your items weighed when you're ready."

Additionally, vendors across the city handle pricing and negotiation differently. For example, some vendors will allow customers to negotiate bulk prices while some will not, and some vendors will round down a \$5.25 purchase if a customer only has a \$5 bill while others won't. When necessary, explain the rules for your stand kindly and clearly.

2. Avoid making assumptions

Produce Plus and WIC & Senior FMNP customers live in all wards of the city. They represent many different races and ethnicities. They are teenagers, centenarians, and every age in between. They are people who are passionate about local sustainable organic produce, and people who are incorporating fresh vegetables into their diet for the first time. They are retirees, caregivers, military members, students, office workers, Americorp volunteers, and people experiencing chronic unemployment and homelessness. They are refugees, transplants, immigrants, and people who have lived in DC all of their lives. Most importantly, they are people.

Seeing each customer as an individual, and treating them as you would treat any other customer will help make our city's farmers' markets vibrant community spaces. Thank you for your help!

