



Produce Plus Direct 2020 Frequently Asked Customer Questions

1. **How is Produce Plus Direct going to work in 2020?** Due to the COVID-19 pandemic, beginning in mid-July, Produce Plus Direct will support farmers and farmers' market organizations to distribute no-cost, locally grown produce to DC residents. Customers who enroll will be matched with a specific farmer or farmers market where they can receive a share of produce each week via a socially distant distribution method, like a grab & go box of produce or home delivery.
2. **How can I enroll?** To participate, customers should call the Produce Plus Direct hotline at 202-888-4834 after enrollment begins on June 23rd to be matched to a farmer or farmers' market. Customers will be assigned to a farmer or farmers' market on a first-come, first-serve basis until all are full.
3. **How will Produce Plus Direct match me with a distribution site?** Our team will take into consideration each participant's location and other needs (such as household size, need for delivery, access to the internet, desired box size etc) to make a suitable match.
4. **Is there an enrollment limit?** Yes, there is an enrollment limit for participation per farmer or market as Produce Plus Direct funds are limited. Customers will be assigned locations on a first-come, first-serve basis until all are full.
5. **How much produce will I receive?** Through the enrollment matching process, customers will be matched with a small (\$10 value), medium (\$20 value) or large (\$25 value) box or bag, depending on customer needs and availability at different sites. The enrollment team will do our best to ensure customers can receive the right amount of produce that they need.
6. **Will I have a choice in what produce I receive?** Due to COVID-19 social distancing requirements, many customers will be matched with Produce Plus Direct farmers or farmers markets who will provide pre-boxed fresh produce to participants, much like a CSA (community supported agriculture) or farm share that provides variety depending on what is available in the farmer's fields. Other farmers may offer PPD customers the opportunity to pre-order produce via phone or web, some may offer delivery and others may offer some choice of options at the market. **Customers will have a choice during the enrollment process to be matched with a produce option that works for them for the whole season.**



7. **Can I receive Produce Plus Direct from more than one market?** The short answer is no. The way Produce Plus Direct is structured this year will not allow changes from week to week. This year's program will minimize social distancing by giving you access to produce from one farmer or one market - the same farmer or market each week for the whole season.
8. **Can I visit more than one market per week?** Unfortunately, this year's Produce Plus Direct program will require you to get all our Produce Plus Direct produce from one location for the whole season. When you enroll, we will match you up with an option that works for you and you will receive produce from one farmer or market throughout all of July, August and September.
9. **Why isn't Produce Plus distributing checks this summer?** Distributing checks requires in-person interaction and congregating in public sites. This method of distribution would not adhere to COVID-19 public health requirements listed in the Mayor's Order 2020-058. As a result, the Produce Plus funds will be awarded to farmers and markets that can distribute no-cost produce to DC residents via socially distant and safe distribution methods.
10. **What if I don't like the produce included in my box?** We encourage participants to try new recipes with unfamiliar produce and/or share or swap unwanted produce with neighbors and family. Produce Plus Direct will also continue to send out our weekly newsletter with recipes and tips for lesser-known produce throughout the summer.
11. **Why isn't Produce Plus Direct requiring documentation of DC residency or proof of participation in a qualifying program?** To adhere to socially distant and safe protocols, Produce Plus Direct will manage enrollment remotely via the hotline. To reduce customer lines and registration wait times, Produce Plus Direct will not require participants to show documentation at distribution sites.
12. **Can I assign a proxy to pick up my box?** Once you are assigned to a farmer or farmers' market organization, you will need to communicate with them to determine if they will allow proxies to pick up on your behalf.
13. **Where else in DC will Produce Plus Direct offer no-cost produce?** The program is prioritizing service in areas of the city that have the fewest places to buy fresh produce. This will allow the limited funds to reach DC residents with the least amount of access to fresh produce. The program is also prioritizing services to residents experiencing the highest rates of COVID-19 deaths so city funds may reach residents who are most impacted by COVID-19.