



Women, Infants and Children (WIC) Farmers' Market Programs

CA WIC and Farmers' Markets

California WIC Association Webinar Series

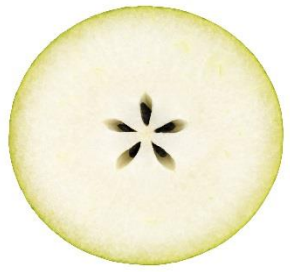
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Objectives



At the end of this presentation, you will understand:

- The history of WIC FMNP (Farmers' Market Nutrition Program) and Cash Value Vouchers in California
- How California (CA) authorizes farmers for the Cash Value Benefit (CVB) on the WIC Card
- The future of WIC Card CVB transactions at farmers' markets



WIC at Farmers' Markets – a Historical Perspective

- In 1992, Congress established the FMNP to provide fresh, unprepared, locally grown fruits and vegetables to WIC participants.
- In addition, the FMNP was established to expand the awareness, use of, and sales at farmers' markets.

WIC at Farmers' Markets – a Historical Perspective

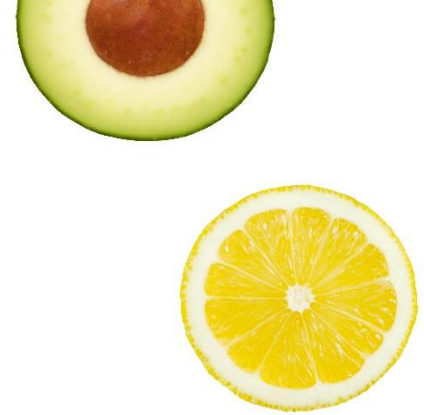


WIC FMNP

- FMNP currently operates in 49 states.
- FMNP is grant-awarded to State Agencies, U.S. Territories and InterTribal Organizations.
- Usually administered by State Health Departments or State Agricultural Departments.
- CA first received the grant in 1997 and has operated it continuously since then.



WIC at Farmers' Markets – a Historical Perspective



- Paper checks bound in booklets are distributed once per year to WIC local agencies throughout CA in the spring for use through November.



- Check increments have been \$1, \$2, \$4, and \$5.
- For 2020, the FMNP checks increased to \$7.
- Booklet amount increased to \$28 - first increase since 1997.



WIC at Farmers' Markets – a Historical Perspective

WIC Cash Value Vouchers – the Fruit and Vegetable Check Program (FVC)

- Paper Checks issued in the regular food package to all WIC participants. Used at authorized grocery stores and farmers' markets.
- Increments of \$4, \$9, and \$11
- WIC Food Package change - 2009
- First farmers and markets trained in 2010

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
231900713IG	ISABELLE GALVAN	NOV 15 2015	DEC 14 2015	269534015

California WIC
WOMEN, INFANTS & CHILDREN

FOOD ITEM NUMBER: 2011
Pay to the order of: WIC Authorized Vendor

NO. THIS VOUCHER: 700-269534015

What to buy: USE JULY 5, 2011 WAFL SHOPPING GUIDE
\$11.00 (ELEVEN DOLLARS) FRUITS AND VEGETABLES
COMBO OF FRESH, DRIED FRUITS, FROZEN, AND CANNED
ALL TYPES OF FRESH POTATOES ALLOWED

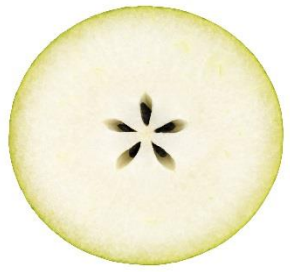
EXACT PURCHASE PRICE:

PARTICIPANT MAY PAY AMOUNT OVER \$11.00

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
FIRST DAY TO USE. NOT VALID IF ALTERED.

VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE
CALIFORNIA WIC AUTHORIZED FOOD LIST.

VOID TABLE
AUTHORIZED SIGNATURE (SIGN AT PURCHASE)



2019-2020 - The WIC Card and Farmers' Markets



Beginning in June 2019, WIC paper food instruments transitioned to an electronic card in a phased implementation in 10 regions of CA.

Goals:

- By March 2020, staff at all 83 Local WIC Agencies will be trained in the new WIC Management Information System (WIC WISE) and the new WIC Card procedures. All 400+ sites will be properly equipped to transact the WIC Card.
- By August 1, 2020, all WIC authorized vendors will be enabled to successfully transact the WIC Card (3,800 grocers). Farmers and farmers' markets were not automatically included with the vendors.

The WIC Card and Farmers' Markets



Will CA be one of the few States to train and authorize farmers or farmers' markets to accept the CVB on the WIC Card?



The WIC Card and Farmers' Markets

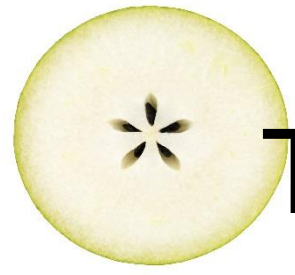


Yes!

Should We Focus Our Efforts on Authorizing

(1) Farmers and /or

(2) Farmers Markets?



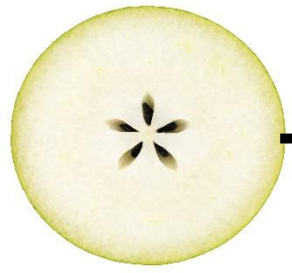
The WIC Card and Farmers' Markets

Evaluating the Advantages and Disadvantages of Each Model (Farmers vs. Farmers' Markets)

Advantages to Authorizing Farmers:

- Farmer receives direct payment into bank account.
- Farmer can receive smaller increments of payment with the WIC Card. Previously, the entire value of the FVC had to be used with the same farmer.



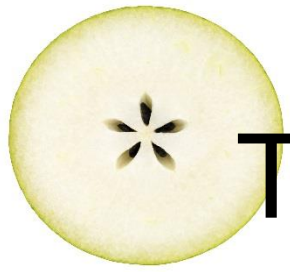


The WIC Card and Farmers' Markets

Disadvantages to Authorizing Farmers:

- Farmers sell at multiple markets per day or week. CDPH/WIC to provide only one wireless terminal at no cost to the farmer authorized prior to Statewide implementation.
- Farmer may only sell seasonal crops and not participate in year-round markets.
- Difficult to accurately communicate to shoppers the market location where the WIC Card is being accepted.



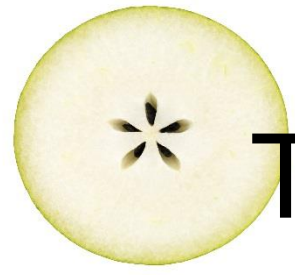


The WIC Card and Farmers' Markets

Advantages to Authorizing Farmers' Markets:

- Farmers' market managers are familiar with operating wireless terminals when transacting CalFresh EBT.
- Markets can continue to accept Market Match and other incentive program grant monies.
- Markets generally have staff to help run the transactions.

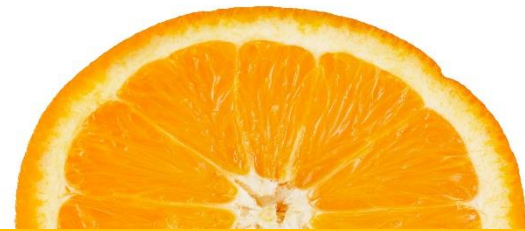


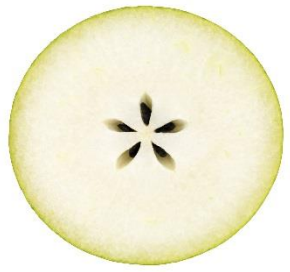


The WIC Card and Farmers' Markets

Disadvantages to Authorizing Farmers' Markets:

- Reconciliation to individual farmers more cumbersome, requiring additional documentation and tracking by market manager.
- Shoppers will require education on how to use the WIC Card at the market level.





The WIC Card and Farmers' Markets



- Beginning in spring 2019, the process of communicating with and recruiting farmers to receive wireless terminals began.
- Farmers had to meet our authorization criteria:
 - (1) Possess and maintain a valid Producer's Certificate
 - (2) Sell at a WIC authorized farmers' market(s)

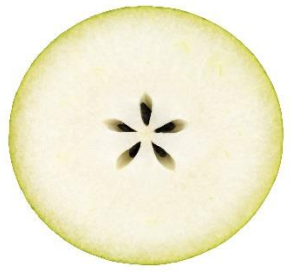


The WIC Card and Farmers' Markets

- By February 2020, we had identified 120 farmers to receive a wireless stand-beside terminal to process CVB on the WIC Card.
- One terminal would be provided per farmer, at no cost to the farmer.
- Farmer contact information was sent, per implementation waves, to FIS (Fidelity Information Services, Inc.).

Steps in Authorizing Farmers for the CVB

1. Farmer completes WIC Agreement for the WIC Card CVB.
2. FIS sends a Merchant Agreement to each farmer.
3. Farmer completes Merchant Agreement and returns it to FIS.
4. FIS deploys a wireless terminal to farmer.
5. FIS sends instructions to farmer with log on and password.
6. Farmer sets up a phone training session with FIS.
7. After training, farmer is authorized to accept WIC Card CVB.



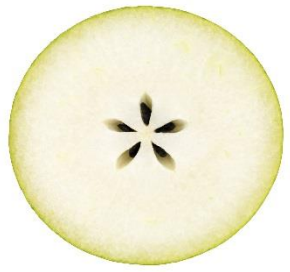
The WIC Card and Farmers' Markets

- As of July 2020, 67 farmers have returned their Merchant Agreement and have completed all steps to be authorized to accept the WIC Card CVB.
- Twenty farmers are actively redeeming CVBs.
- Total CVB transaction amount to date is \$2,983.95, with \$2,794.50 of that transacted between January and July 2020.



The WIC Card and Farmers' Markets

After summer 2020, we will submit to USDA FNS a proposal to pilot an expansion to markets using a centralized transaction model.



Farmers' Markets during COVID 19



Most Farmers' Markets are Open!

With modifications:

- Additional handwashing stations
- Social distancing of vendor and customers
- Suspension of sampling and craft vendors
- Pre-orders from farmers and curbside delivery of produce
- Limited customers and one-way traffic in and out of the market
- Farmers' markets on hospital grounds or school campuses are slow to re-open or remain closed until further notice



The Future of WIC at Farmers' Markets



Will all areas of the state be equipped to take WIC CVB by the end of 2020?

- Currently 424 farmers' markets and 1,024 farmers are authorized for FMNP. There is the potential for many of these farmers and markets to become authorized for the WIC Card CVB.
- After August 1, 2020, newly authorized vendors and farmers will be responsible to have a certified system and equipment to conduct WIC Card transactions.



CDPH/WIC Farmers' Market Team



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