



# Kentucky Senior's Farmers' Market Nutrition Program 2018

Market Coordinator & Farmer Training



# Housekeeping

- Roll Call/Sign In
- Information Packets
  - PowerPoint
  - Q & A's

# Funding

## Senior Farmer's Market Nutrition Program

- 2018 USDA Grant \$ 281,821
- 2017 Redemption Rate 80.97%
- Seniors may receive a \$28.00 booklet containing (7) \$4.00 vouchers.
- Seniors may receive only one booklet per person per season. If lost or stolen, booklets will not be replaced.



# Reviews

- **USDA mandates 10% of markets, 10% of farmers, and 50% of distribution agencies are reviewed every year.**
- **Each market and distribution agency will be reviewed at least once every two years.**
- **Market Site Visits**
  - Review of Market
  - Review of Farmers
  - Anonymous compliance buys
- **Agency will be reviewed on:**
  - Check management
  - Filing (KDA issuance log complete with signatures that match all applications/commodities list on file. Paperwork must be kept on file for 4 years-2015, 2016, 2017, 2018 will be reviewed during 2018-anything before this time can be destroyed/discarded appropriately.
  - Nutrition education efforts

# Reviews

**Kentucky Department of Agriculture  
Senior Farmers' Market Nutrition Program  
Farmers' Market/Farmer Review**

**Observations:**

1. Are the market hours of operation posted? Yes \_\_\_\_\_ No \_\_\_\_\_
2. Are farmers adhering to the hours of operation? Yes \_\_\_\_\_ No \_\_\_\_\_
3. Are the SFMNP signs posted? Yes \_\_\_\_\_ No \_\_\_\_\_
4. Is the vendor number displayed on the SFMNP sign? Yes \_\_\_\_\_ No \_\_\_\_\_
5. Are produce prices displayed? Yes \_\_\_\_\_ No \_\_\_\_\_
6. List products being sold: \_\_\_\_\_  
\_\_\_\_\_

1. Are there any produce packaged in \$4 increments? Yes \_\_\_\_\_ No \_\_\_\_\_
2. How is the produce displayed? \_\_\_\_\_
3. Is the farmer appropriately dressed? Yes \_\_\_\_\_ No \_\_\_\_\_
4. Did you take pictures of the market? Yes \_\_\_\_\_ No \_\_\_\_\_
5. Rate the appearance of fresh produce on the following: (Rate 1-3; 3 being excellent, 1 being poor)  
Freshness: \_\_\_\_\_ Quality: \_\_\_\_\_ Appearance: \_\_\_\_\_

**Questions:**

1. Name of Vendor: \_\_\_\_\_
2. Did vendor receive training on how to accept SFMNP checks? Yes \_\_\_\_\_ No \_\_\_\_\_
3. How many acres does vendor farm? \_\_\_\_\_
4. How often does vendor deposit checks? \_\_\_\_\_
5. Are there ever any problems when depositing? Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_
6. Does vendor ever give back change or charge sales tax? Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_
7. Are seniors signing checks at the time of redemption? Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_
8. Does vendor have any questions or complaints? \_\_\_\_\_  
\_\_\_\_\_



# Minor violations and Penalties

## – Minor Violations

- Failure to post signage at the market
- Failure to open during published times and days

## – Penalties for Minor offenses

- First violation - verbal or written reprimand
- Second violation - Move to “at-risk” classification and written warning
- Third violation - Suspension of right to redeem checks for the remainder of the season



# Major violations and Penalties

## -Major Violations

- Selling at off-market site
- Selling non-eligible products
- Buying Checks
- Accepting checks when on suspension
- Providing falsified information on farmer or market application

## -Penalties for Major Violations

- Suspension of right to redeem checks for 30 days during SFMNP season.
- Farmer/Market becomes ineligible for the program.



State Agency has the right to carry over major/minor violations from year to year.

If there is less than 30 days remaining in the season when violation is committed, days remaining will continue in the following FMNP season.

# Farmer Requirements

## **A farmer shall:**

- Be a member of a state authorized farmers' market for the Senior Farmers' Market Nutrition Program (SFMNP).
- Sell only at an authorized SFMNP farmers' markets.
- Provide information to the Kentucky Department of Agriculture (KDA) pertaining to the Kentucky SFMNP as required for periodic reports to United States Department of Agriculture (USDA) - Food & Nutrition Service (FNS).
- Assure that SFMNP checks are redeemed only for eligible foods. See eligible foods list.
- Deposit checks within fourteen (14) days of transaction date and no later than November 15, 2018.
- Offer for sale only locally grown fruits, vegetables, honey, and herbs (eligible food) for human consumption. Locally grown means grown within fifty miles of Kentucky's borders.
- Provide eligible foods at or less than the price charged to other customers.
- Post the price of each eligible food item.
- Post SFMNP sign provided by KDA with individual identifier number clearly indicated.
- As provided by the KDA, stamp each check with an individual SFMNP identifier and have check signed and dated by the senior participant or their proxy.
- Receive training on SFMNP procedures annually and train employees on SFMNP procedures.
- Agree to be monitored for compliance with SFMNP requirements.
- Be responsible for actions of employees.
- Reimburse the KDA for checks redeemed in violation of this agreement.
- Offer SFMNP recipients the same courtesies as other market customers.
- Comply with the nondiscrimination provisions of USDA and KDA regulations.



# Farmer Requirements

## **A farmer shall not:**

- Sell, exclusively, foods grown by someone else, such as a wholesale distributor.
- Accept checks after October 31, 2018.
- Deposit checks after November 15, 2018.
- Collect sales tax on SFMNP purchases.
- Seek restitution from SFMNP recipients for checks not reimbursed.
- Issue cash/change for purchases.
- Sell at offsite location unless approved by both market coordinator and KDA ahead of time
- Accept SFMNP vouchers at markets that are not approved SFMNP markets.
- Handwrite your stamp number on the application; the application must be stamped to be processed.

# Farmer Requirements

## **SFMNP checks are valid only at authorized SFMNP markets**

- Not all Kentucky farmers' markets are SFMNP certified.
  - Your farm is not an SFMNP authorized location.
  - Roadside stands are not an SFMNP authorized location.
- You may sell at markets that aren't SFMNP certified but you cannot accept SFMNP checks while at that market.

# Farmer Requirements

- Eligible Foods:
  - SFMNP: Checks are good for fresh locally grown produce and honey. Locally grown produce is defined as produce grown in Kentucky or within 50 miles from Kentucky border.
- Non-eligible Foods:
  - “Non-locally” grown products may **not** be purchased with SFMNP checks. Examples include citrus products such as oranges, mangoes, lemons, and limes; bananas, and pineapples. Meats, eggs and cheeses are not eligible foods. Potted plants such as herbs and flowers are not eligible including mums. Medicinal Herbs and others such as aloe, lamb’s ear, catnip, rue, white sage, lavender, Echinacea, bee balm, chamomile, St Johnswort are **not** eligible for purchase with checks.



# Eligible Kentucky Foods

Apples  
Asparagus  
Beans (green)  
Beets  
Blackberries (thorn less & thorny)  
Blueberries  
Broccoli  
Brussels Sprouts  
Cabbage (red, green, savoy, chinese)  
Carrots  
Cauliflower  
Cherries  
Corn (sweet)  
Cucumber  
Edamame Soybeans  
Eggplant  
Grapes  
Greens (collards, kale, mustard, spinach, swiss chard, turnip)  
Green Onions  
Kohlrabi  
Lettuce  
Melons (muskmelon, honeydew, cantaloupe)

Mushrooms  
Okra  
Onions  
Parsnips  
Pawpaws  
Peaches  
Pears  
Peas (snow peas, sugar snap)  
Peppers  
Plums  
Potatoes  
Pumpkins  
Radishes  
Raspberries  
Rhubarb  
Strawberries  
Summer squash (yellow, zucchini, patty pan)  
Sweet potatoes  
Turnips  
Tomatoes  
Watermelons  
Winter Squash (acorn, butternut, spaghetti, kabocha)

## Honey

Eligible Cooking Herbs (must be fresh cut, not dried or in the pot growing) including but not limited to:

Basil	Epazote	Oregano	Shiso
Borage	Fennel	Parsley	Sorrel
Chives	Garlic	Rosemary	Tarragon
Cilantro	Marjoram	Sage	Thyme
Dill	Mint	Savory	

# Farmer's Requirements cont'd

Display sign showing you accept SFMNP checks. This is to help participants find you to utilize their checks.



↑  
Vendors **must** display their sign at all times.  
Writing in your stamp number is more visible than stamping with your stamp.



# Redeeming Vouchers

- WIC FMNP

–A farmer must have a WIC stamp for each market he/she works in.

WIC FMNP stamp



- Senior FMNP

–A farmer has only one stamp for SFMNP, regardless the number of markets he/she works in.

Senior FMNP Stamp

700100





# Redeeming Vouchers

- KDA sends an allotted amount of booklets to distribution agents in each SFMNP county.
- The distribution agency then distributes the vouchers on or after June 1<sup>st</sup> to those seniors that are eligible on a first come, first serve basis. (If all booklets are issued, distributing agency can request more booklets from KDA.)
- Distribution agents educate participants on how and where to use their vouchers.
- The senior may use the vouchers on items only on the eligible foods list, all at once or throughout the season.
- Once a farmer receives the vouchers **signed and dated** by senior or proxy, they deposit them at their bank. (Seniors can assign up to two proxies to use the vouchers at the market if they cannot make it there themselves.)
- The vouchers must be **deposited by the farmer within 14 days of check date.\***
- **All checks must be deposited by November 15<sup>th</sup>.**
- If you find that your stamp is lost during the season please notify KDA immediately so that a new one can be issued to you to ensure checks are deposited within 14 days.

# SFMNP 2018 Check

Kentucky 2018 Senior Farmers' Market Nutrition Program

Account #800606  
75-1248/919

800001

Pay to the order of authorized  
Kentucky Farmers Market Vendor  
NOT VALID AT GROCERY STORES

Farmer must redeem within 14 days of receipt

Good for the purchase of fresh, locally grown  
vegetables, fruits, cut herbs, and honey from a  
FMNP Vendor. Any other use constitutes fraud.

STAMP AUTHORIZED FMNP


VALID DATES OF USE  
June 1, 2018 – October 31, 2018  
SOME MARKETS MAY CLOSE EARLIER


NOT TO EXCEED \$4.00  
\$ 4.00  
NO CHANGE GIVEN

VENDOR NUMBER HERE

DATE REDEEMED

PARTICIPANT'S SIGNATURE

  
CITIZENS ALLIANCE BANK  
HOWARD LAKE BRANCH  
CLARA CITY, MN 56222



- **Have participants sign check and date the check.**
- **Stamp check with the farmer identifier. If stamp is unclear, stamp it again. (If stamp is illegible, the check will not be processed. If you need a stamp replaced please contact KDA immediately to be reassigned a new stamp.)**
- **Endorse check on back side**
- **You only have 14 days from the transaction date to cash the check. Checks will not be accepted after this time period.**
- **This allows our redemption rates be more accurate from month-to-month and ensure that there is funding to cover the check. Vendors can only use their stamp when depositing.**



# What's wrong with these checks?


**Kentucky 2007 Seniors Farmers' Market Nutrition Program** Account # 800605  
75-1248/919 **703903**

Pay to the order of authorized  
Kentucky Farmers Market Vendor  
Deposit no later than October 31, 2007  
NOT VALID AT GROCERY STORES


Good for the purchase of fresh, locally grown  
vegetables, fruits, and cut herbs from a FMNP  
Vendor. Any other use constitutes fraud.

STAMP AUTHORIZED FMNP  
**703903**  
VENDOR NUMBER HERE

FIRST DATE OF USE  
**6/01/07**  
LAST DATE OF USE  
**10/15/07**  
PAY EXACTLY  
**\$4.00**  
NO CHANGE PERMITTED

 PARTICIPANT'S SIGNATURE

IMPROPER USE OF THIS DRAFT SUBJECT TO FEDERAL - STATE PROSECUTION

ISSUED THROUGH  SECURITY STATE BANK, NORMAN LANE, WA 99158


**Kentucky 2007 Seniors Farmers' Market Nutrition Program** ACCOUNT # 800605  
75-1248/919 **707830**


Pay to the order of authorized  
Kentucky Farmers Market Vendor  
Deposit no later than October 31, 2007  
NOT VALID AT GROCERY STORES

Good for the purchase of fresh, locally grown  
vegetables, fruits, and cut herbs from a FMNP  
Vendor. Any other use constitutes fraud.

STAMP AUTHORIZED FMNP  
**700770**  
VENDOR NUMBER HERE

FIRST DATE OF USE  
**6/01/07**  
LAST DATE OF USE  
**10/15/07**  
PAY EXACTLY  
**\$4.00**  
NO CHANGE PERMITTED

 PARTICIPANT'S SIGNATURE

ISSUED THROUGH  SECURITY STATE BANK, NORMAN LANE, WA 99158

**KADF**  
KENTUCKY AGRICULTURAL  
DEVELOPMENT FUND

  
**Kentucky  
Department  
of Agriculture**



# What's wrong with these checks?

**Kentucky 2007 Seniors Farmers' Market Nutrition Program** Account # 800606  
75-1248919 **720662**


Pay to the order of authorized  
**Kentucky Farmers Market Vendor**  
Deposit no later than October 31, 2007  
**NOT VALID AT GROCERY STORES**


Good for the purchase of fresh, locally grown  
vegetables, fruits, and cut herbs from a FMNP  
Vendor. Any other use constitutes fraud.

STAMP AUTHORIZED FMNP

FIRST DATE OF USE  
**6/01/07**  
LAST DATE OF USE  
**10/15/07**  
PAY EXACTLY  
**\$4.00**  
NO CHANGE PERMITTED

700647  
VENDOR NUMBER HERE

 *Carl Mays*  
PARTICIPANT'S SIGNATURE

  
**IMPROPER USE OF THIS DRAFT SUBJECT TO FEDERAL - STATE PROSECUTION**  
PERIBLE THROUGH MoneyGram SECURITY STATE BANK HENRIETTA, KY 40329


**Kentucky 2007 Seniors Farmers' Market Nutrition Program** Account # 800606  
75-1248919 **721883**


Pay to the order of authorized  
**Kentucky Farmers Market Vendor**  
Deposit no later than October 31, 2007  
**NOT VALID AT GROCERY STORES**

Good for the purchase of fresh, locally grown  
vegetables, fruits, and cut herbs from a FMNP  
Vendor. Any other use constitutes fraud.

STAMP AUTHORIZED FMNP

FIRST DATE OF USE  
**6/01/07**  
LAST DATE OF USE  
**10/15/07**  
PAY EXACTLY  
**\$4.00**  
NO CHANGE PERMITTED

 *Carl Mays*  
PARTICIPANT'S SIGNATURE

  
**IMPROPER USE OF THIS DRAFT SUBJECT TO FEDERAL - STATE PROSECUTION**  
PERIBLE THROUGH MoneyGram SECURITY STATE BANK HENRIETTA, KY 40329

⑆721883⑆ ⑆091912482⑆ 800606⑆



# Checks

- Make sure when you deposit your checks you make sure they meet all criteria and that it is legible:
  - Signature from senior on front
  - Dated by senior above signature line
  - Stamp of vendor in box on front
  - Signature from vendor on back
  - Deposit within 14 days of check date.

# Market Coordinators

- Market coordinators are responsible for being KDA's point of contact for farmers/vendors.
- If market hours/locations change, market coordinators must contact the appropriate parties in a timely manner. This would include KDA, farmers, and distribution agents.
- Market coordinators conduct training for farmers and have them complete annual paperwork. Market coordinators sign farmers applications after successful completion to certify that they are SFMNP approved. Market coordinator then sends them to KDA.
- If there is a change in market coordinator or any other concern that KDA should be aware of during the season, please let us know immediately.





# Distribution Agencies

- In charge of issuing checks to seniors.
- Provides check redemption instructions and nutrition education to seniors upon distribution of checks.
- An updated contact sheet will be emailed to all market coordinators and distribution agents by county to promote communication.
- Please be in contact with your distribution agent frequently. (i.e. if market dates/times/locations change please make this information available to distribution agents ahead of time so that they can let seniors know-if seniors don't know where to use their checks-both parties suffer)
- Many counties have implemented one extra market day a month at a more convenient location for seniors (at distribution sites, within senior communities, senior citizens centers, etc.) who may struggle with transportation issues. This has proven to work well in most situations providing seniors opportunities to use their checks and farmers to receive more profit. KDA must be notified of such events ahead of time.



# Paperwork Checklist

- **For Market Coordinators**
  - 2018 Market/KDA Agreement
  - 2018 Market hours of operation
  - KDA Attendance Sheet signed by all farmers
  - Market Coordinator Contact Sheet
- **For Farmers**
  - SFMNP Application



# Deadlines

- **May 1, 2018** \*Last day to send in all paperwork for SFMNP to KDA
- **May 1, 2018** \*Last day for farmers to apply for SFMNP
- **July 31, 2018** \*Last day for distributing agents to send issuance logs and extra vouchers to KDA
- **August 1, 2018** \*KDA will begin mailing extra vouchers to counties who have issued all of theirs.
- **September 30, 2018** \*Last day for new farmers' markets to apply for 2019
- **October 31, 2018** \*Last day to accept checks from seniors



- **November 15, 2018** \*Final day to deposit checks for SFMNP



# For More Information



Kentucky Department of Agriculture  
Division of Food Distribution  
107 Corporate Drive  
Frankfort, KY 40601  
502-573-0282  
[www.kyagr.com](http://www.kyagr.com)

## Senior FMNP

- Amanda Kidd, [Amanda.Kidd@ky.gov](mailto:Amanda.Kidd@ky.gov) 502-782-9238

## WIC FMNP

- Sarah Tandy, [SarahH.Tandy@ky.gov](mailto:SarahH.Tandy@ky.gov) 502-564-3827 ext. 4333

## Farmers' Market Development

- Sharon Spencer, [Sharon.Spencer@ky.gov](mailto:Sharon.Spencer@ky.gov) 502-782-4127
- Nancy Monroe, [NancyG.Monroe@ky.gov](mailto:NancyG.Monroe@ky.gov) 502-782-4133



# Q & A's

**KADF**  
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