

Guide for Farmers' Market Managers on accepting and offering federal benefit programs including: CalFresh/EBT, Market Match, WIC, Farmers Market Nutrition Program and Senior Farmers Market Nutrition Programs

Prepared by UC Cooperative Extension in San Luis Obispo and Santa Barbara Counties



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CalFresh EBT and Market Match Programs - Guide for Farmers' Market Managers

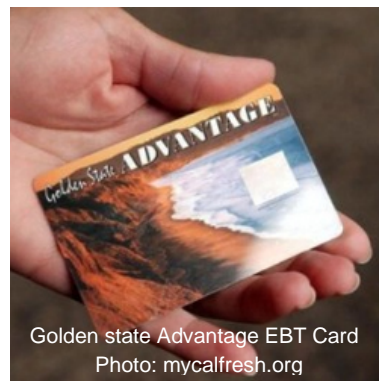
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Overview of Nutrition Benefit Programs

CalFresh/SNAP/EBT

CalFresh is a nutrition program that helps low-income households get additional money for food. CalFresh is known nationally as the Supplemental Nutrition Assistance Program (SNAP) and as CalFresh in California. CalFresh or SNAP was formerly known as the Food Stamp Program. When the United States Department of Agriculture (USDA) switched to an Electronic Benefits Transfer (EBT) card, that name evolved to SNAP/CalFresh. Eligibility for the CalFresh program depends on family size and income, with additional requirements for students, military families, and people receiving Supplemental Security Income (SSI) and other social services.

CalFresh EBT cards can be used at most grocery stores and many farmers markets and work much like a debit card to buy food items. CalFresh cannot be used to purchase: non-food items (pet food, toilet paper, diapers, etc.), alcohol, tobacco, cigarettes, vitamins, foods that will be eaten in the store, and hot foods (unless they are a part of the Restaurant Meals Program).¹



Golden state Advantage EBT Card
Photo: mycalfresh.org

People can see if they are eligible and apply for benefits at GetCalFresh.org.

To find farmers markets that accept CalFresh: Ecology Center Farmers [Market Finder](#)

Payment Method at Farmers Markets: Golden State Advantage EBT Card

Market Match – California’s healthy food incentive program

Market Match was founded in 2009 by Roots of Change to incentivize CalFresh shoppers to use their benefits to purchase healthy, local fruits and vegetables at the farmers market. Since 2012, the program has been led by the Ecology Center². Market Match has been primarily funded by the CA Department of Food & Agriculture, Specialty Crop Block Grant Program. California markets can apply through the Ecology Center to offer Market Match to their CalFresh customers. With Market Match, customers’ CalFresh benefits are matched up to a certain dollar amount, with tokens to purchase fruits and vegetables. For example, if a CalFresh customer asks for \$10 in CalFresh tokens, Market

Match can provide an addition \$10 in tokens so the customer now has \$20 to spend at the market (restrictions on what can be purchased at the market apply).



WIC — Special Supplemental Nutrition Program for Women, Infants and Children

WIC provides nutrition education, breastfeeding support, and vouchers (WIC vouchers – soon to be electronic e-WIC) for food to babies and children up to age 5, pregnant women, and new mothers.³

Payment Methods at Farmers’ Markets: WIC Fruit & Vegetable Check, WIC Farmers’ Market Nutrition Program Checks

FMNP — Farmers’ Market Nutrition Program (for seniors and WIC participants)

The goal of FMNP is to provide fresh, nutritious, unprepared, locally grown fruits and vegetables through farmers’ markets to WIC families and seniors, and to expand the awareness, use of, and sales at farmers’ markets.

¹ <http://mycalfresh.org/calfresh-faqs/using-calfresh/>

² <https://marketmatch.org/about/history/>

³ <https://www.cdph.ca.gov/Programs/CFH/DWICSN/pages/program-landing1.aspx>

Senior FMNP: serves low-income seniors. Commonly distributed at senior centers and senior housing. Although the California Department of Food and Agriculture (CDFA) operates the Senior FMNP, the California Department of Public Health/WIC Division (CDPH/WIC) authorizes the markets and farmers to accept both WIC and Senior FMNP checks.⁴

WIC FMNP: eligible WIC participants receive supplemental FMNP coupons in addition to their WIC benefits. These coupons can be redeemed at state agency approved farmers' markets and roadside farm stands to buy eligible foods.⁵

Payment Methods at Farmers' Markets: WIC Farmers' Market Nutrition Program Checks and Senior Farmers' Market Nutrition Program Checks

⁴ <https://www.fns.usda.gov/sfmnp/senior-farmers-market-nutrition-program>

⁵ <https://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program>

Methods of Payment Overview

1. The Golden State Advantage EBT Card

Program: CalFresh (SNAP)

Eligible Purchases: Any food or drink except alcohol or foods that will be eaten in the store (ex. Hot foods), seeds and plants that produce food.



2. WIC Fruit & Vegetable Check (FVC)

Program: WIC

Eligible Foods: Fruits & vegetables only



Sample WIC Fruit & Vegetable Check

Photo source: <http://visaliafarmersmarket.com/wic/>

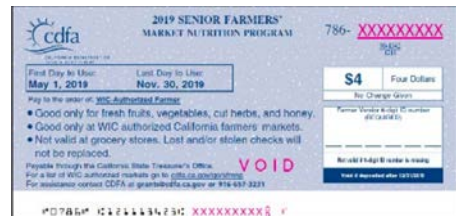
3. WIC Farmers' Market Nutrition Program (WIC FMNP) vouchers

Eligible Foods: A variety of fresh, nutritious, unprepared, locally grown fruits, vegetables, and herbs. *Cannot buy honey!*



4. Senior Farmers' Market Nutrition Program (SFMNP) vouchers

Eligible Foods: A variety of fresh, nutritious, unprepared, locally grown fruits, vegetables, honey, and herbs




CalFresh/SNAP at Farmers' Markets

<i>Quick Facts</i>	<i>SNAP / EBT</i>	<i>Farmers Market Incentive Programs</i>
<i>Name in California</i>	CalFresh	California Nutrition Incentive Program (CNIP)/ Market Match
<i>Federal Name</i>	Supplemental Nutrition Assistance Program (SNAP)	GusNIP – Gus Schumacher Nutrition Incentive Program
<i>Federal Administration</i>	US Department of Agriculture Food & Nutrition Service (USDA FNS)	Funded by the CA Department of Food & Agriculture
<i>California Administration</i>	California Department of Social Services (DSS)	CNIP Ecology Center (some funds going to other regional organizations)
<i>California Distribution</i>	California Department of Social Services (DSS)	Ecology Center (primarily)
<i>Locations Accepted At</i>	Retail grocers and SNAP-authorized Certified Farmers' Markets, some Community Supported Agriculture programs	SNAP-authorized Certified Farmers' Markets that applied w/Ecology Center or have other funding sources
<i>Method of Payment</i>	Golden State Advantage EBT Card → Given EBT tokens	Match on EBT tokens (up to a speified amount) → Given MM tokens
<i>Frequency of Distribution</i>	On-going and monthly	Dependent on the market's budget and funding
<i>Average Amount Given</i>	Depends on household size and income	\$1-\$2 tokens (up to \$10 or \$15 depending on the market)
<i>Approved Food Items</i>	Any food or drink except alcohol or foods that will be eaten in the store (ex. Hot foods)	Fruits and vegetables ONLY (depending on funding source for the incentive program)
<i>Individuals Served</i>	Low-income people who meet the federal income eligibility rules	CalFresh customers
<i>Eligibility Information</i>	http://getcalfresh.org/	http://marketmatch.org/

How to apply and accept SNAP benefits⁶

Are you a retail food store or farmers' market? If yes:

Call (877) 823-4369 or apply online: <https://www.fns.usda.gov/snap/apply-to-accept>

 United States Department of Agriculture December 18, 2017

How to Apply and Accept SNAP Benefits

Applying to the Supplemental Nutrition Assistance Program (SNAP) as a retailer is a simple, online process that costs you nothing. You can complete an online application in as little as 15 minutes. This notice outlines the SNAP retailer application process and where you can get information on obtaining SNAP Electronic Benefits Transfer (EBT) equipment. Use the information below to understand the application process for SNAP authorization.

- **USDA's Food and Nutrition Service (FNS) is the only source that authorizes retailers** – no one else. FNS does not work with outside entities to authorize retailers for SNAP.
- **Apply Online!** Becoming a SNAP authorized retailer is easy, apply online at: <https://www.fns.usda.gov/snap/retailer-apply>. You can even check your application status online.
- **No cost to apply.** Applying to become a SNAP authorized retailer costs nothing, all you need to do is create an online account at this website: <https://www.fns.usda.gov/snap/retailer-apply> and complete the application.
- **You must be authorized by FNS before you can accept SNAP.** You cannot accept EBT in your store until you are authorized by FNS. You will know you are authorized when you receive an FNS issued SNAP Permit*. Keep in mind that your SNAP Retailer application is not complete until you submit the required supporting documents. Instructions on how to submit your documentation are provided at the end of the online application.
- **Choose your equipment.** After you are authorized by FNS you can choose Point of Sale (POS) equipment. If you already have equipment, talk to your current processor about programming it to accept EBT and to obtain cost information. A partial list of available vendors for EBT equipment and services can be found at this link: <https://www.fns.usda.gov/sites/default/files/snap/SNAP-EBT-TPP-guidance.pdf>. You are not required to select from one of the companies on the list; you should review the cost of leasing or purchasing equipment and services and make the best choice for your business.

*After successful authorization, you are issued a SNAP Permit, which includes the store name, store location, your name and the names of any additional owners, and the FNS Number. Use the FNS Number on this permit when you are ordering your equipment and when your POS device is programmed.

We hope you find this information helpful when applying to become a SNAP authorized retailer.

If you have additional questions about the application process, please call the SNAP Retailer Service Center at 1-877-823-4369 for assistance.

What information will I need submit the application? For a complete list of the documents that are needed for your SNAP application, visit: <https://www.fns.usda.gov/snap/farmers-markets-faq>. Generally, you will need to have access to the: names, home addresses, and Social Security Numbers for each responsible official and market sales data.

Important steps!

⁶ Information pulled on 12-4-19 from the USDA website: <https://www.fns.usda.gov/snap/apply-to-accept>

- After submitting the application online, the USDA FNS Completed Certification and Signature Statement must be completed and submitted.
- Supporting documents must also be submitted for the application to be complete. Instructions for submitting supporting documents are provided at the end of the online application.

Check your application status in real time by logging into your application account. Once you start an application you have 30 days to complete it.

Questions? [SNAP Retail Service Center](#) 1-877-823-4369 or California Department of Social Services Farmers' Market Specialist 916-546-1396.

How to process payments with EBT/CalFresh cards

A point of sale (POS) machine is required to process payments from Golden State Advantage EBT Cards. In California, the Department of Social Services (DSS) can provide free wireless EBT terminals and will cover the wireless and transaction fees (the market will have to pay any credit or debit card fees).

For a guide on what to consider when selecting EBT equipment, services and implementation, visit the [SNAP Guide for Farmers Markets](#) from the Farmers Market Coalition⁷. They have a list of things to consider such as connectivity at the market (landlines, wifi, etc.), payment and funding options.

Steps to Apply for a Free EBT Machine through California DSS:

1. Email Dianne Padilla-Bates (916-654-1396 or dianne-padilla-bates@dss.ca.gov) with your market name, FNS # and license approval
2. She will then reply with a simple 5-question survey to fill out and email back to her
3. Once you email her the questionnaire, she will approve your market and move forward with FIS (third party EBT machine companies)
4. The EBT machine company will send you documents to fill out (you'll need: **FNS #, tax ID #, voided check and same contact info you put on your original SNAP application**)
5. Once all documents are submitted to EBT machine company, they'll mail you your EBT machine! This process should take 2-4 weeks
6. Once application is approved, complete the FIS Government Solutions Contract (this is the company that is contacted by the State of California to provide free EBT services)
7. Once the contract is complete, FIS Government Solutions will set up an account and program a POS device with your identifying information to enable EBT to be directly deposited in your bank account
8. Market staff will be trained by a FIS Government Solutions representative

Notes Re: Free DSS EBT Machine

- If your team has followed the steps above and have not heard back for a few weeks, try contacting their Program Technology & Support Worker Raquel K. Givon (916-654-1770 or raquel.givon@dss.ca.gov) to put you in contact with Dianne.
- A market may also choose to offer a customer access to their EBT Cash Benefits (CalWORKs) when setting up its POS device with FIS Government Solutions. Unlike CalFresh, CalWORKs Benefits can be spent on almost anything (rent, bills, groceries, etc.). This means that if your market does not set-up a separate scrip system, you must ensure that the customer understands that the EBT Scrip is good for [CalFresh eligible](#) foods only.

⁷ <http://farmersmarketcoalition.org/education/snap/ebt-equipment-services/>

- About two weeks after FIS Government Solutions receives your signed contract, you should receive your wireless POS device. This device will process EBT transactions only. It does not have the option to accept debit or credit cards.
- CDSS may be able to provide a POS device for each individual market accepting CalFresh. Contact Dianne for details.

Service Providers Recommended by the Farmers' Market Coalition:

[MerchantSource](#) | Kim Lyons | 239-246-7732 | kimL@merchantsource.com

[American Payment Solutions](#) | Jason Butts | jbutts@apsmerchants.com | 402-720-7972

Market Match - How do I offer market incentives?

1. Before applying, your market must be a SNAP-authorized certified farmers' market (steps shown above)
 2. To apply for funding for a market match program, email marketmatch@ecologycenter.org to discuss the logistics and to complete the New Partner Application through the Ecology Center
 3. Once your New Partner Application has been approved, you must undergo training from the Ecology Center on administration, tracking, reporting and promoting market match. Once this is complete, you will also be a part of the California Market Match Consortium (CMMC) which is a statewide learning community of markets that offer Market Match.
 4. Lastly, you must track the amount of Market Match in and out each day and report cumulative totals to the Ecology Center through the required monthly reporting form
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EBT Tokens (Scrip) – What is required?

Design Requirements

The tokens must have the market/association name or logo, must say "NO CHANGE GIVEN", must say "EBT SCRIP", and token denominations can only be \$0.50 or \$1.00

Ecology Center-Recommended Contacts

Wooden Nickel Company: 800-750-9915 or <http://www.wooden-nickel.com/>

Plasco Token Factory: 888-486-5367 or <http://tokenfactory.com/>

Ecology Center Farmers' Market EBT Program: 510-925-4001 or ebt@ecologycenter.org

Funding

- [Comprehensive list of funding opportunities](#)
 - [FMPP Grants administered by the USDA AMS](#)
 - [Food Insecurity Nutrition Incentive Program \(FINI\) Grants](#)
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Frequently Asked Questions

What do I do if my market hours, location, or responsible official(s)/organization/point of contact change?

Contact the [SNAP Retailer Service Center](#) at 1-877-823-4369 or farmersmarket@fns.usda.gov

WIC at Farmers' Markets

Quick Facts

<i>Special Supplemental Nutrition Program for Women, Infants and Children (WIC)</i>	<i>Fruit & Vegetable Checks</i>	<i>Farmers market nutrition program</i>
<i>Name in California</i>	WIC Fruit & Vegetable Check (FVC)	WIC Farmers' Market Nutrition Program (FMNP)
<i>Federal Name</i>	WIC Cash Value Voucher (CVV)	WIC FMNP
<i>Federal Administration</i>	USDA FNS	USDA FNS
<i>California Administration</i>	CA Department of Public Health (DPH)	CA Department of Public Health (DPH)
<i>California Distribution</i>	CA Department of Public Health (DPH)	CA Department of Public Health (DPH)
<i>Locations Accepted At</i>	Retail grocers and FVC/FMNP WIC-authorized certified farmers' markets	Only at WIC-authorized certified farmers' markets
<i>Method of Payment</i>	\$4, \$8 or \$11 green WIC FVC	\$5 purple WIC FMNP checks
<i>Frequency of Distribution</i>	On-going and monthly	Seasonally (March to November)
<i>Average Amount Given</i>	\$4, \$8, or \$11/person/month	\$20/year/family
<i>Approved Food Items</i>	Fresh fruits & vegetables	A variety of fresh, nutritious, unprepared, locally grown fruits, vegetables, and herbs. Cannot buy honey
<i>Individuals Served</i>	Pregnant/breastfeeding women, children up to 5, postpartum women, infants	Pregnant/breastfeeding women, children up to 5, postpartum women, infants
<i>Eligibility Information</i>	https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/HowCanIGetWIC.aspx	

Steps to Become a WIC-Authorized Vendor (same as Senior FMNP)⁸

1. Must have a current Producer's Certificate (CPC) issued by the county Agricultural Commissioner
2. Must sell produce at a [WIC-Authorized Farmers' Market](#)
3. Must complete the required training
 - New Applicants: must attend an interactive training given by CDPH/WIC Division or register and attend a webinar training ([how to register for the webinar training](#))
 - Re-Authorizing Applicants: Must contact the [WIC Farmers' Market Team](#)
4. Complete the [Application & Agreement](#) and submit via fax 916-263-3319, email wicfmnp@cdph.ca.gov, or mail at: Farmers' Market Program – California WIC Program 3901 Lennane Drive, Sacramento, CA 95834-2956

⁸ <https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/FarmersMarkets.aspx>

WIC Payment Processing

WIC Fruit and Vegetable Checks

Farmer, market manager, or retailer verifies valid dates, writes exact purchase amount and verifies signature with WIC ID folder; enters check data online through VWIX system; and deposits them within two weeks of “last day to use”. Make sure to print or save electronically your VWIX reports.

WIC FMNP

Farmer enters WIC-authorized ID number on checks and deposits them by December 15

Frequently Asked Questions

What is the Farmers’ Market Nutrition Program (FMNP)?

FMNP was established by Congress in 1992 to provide fresh, unprepared, locally-grown fruits and vegetables to WIC participants and seniors. The purpose for WIC FMNP is to expand the awareness, use of and sales of farmers’ markets. FMNP coupons are issued to eligible WIC participants, for use in addition to regular WIC benefits, to buy eligible foods at approved farmers’ markets.⁹

What is a WIC Fruit & Vegetable Check?

The WIC Cash Value Voucher (CVV), called Fruit & Vegetable Check (FVC) in California, was introduced during the 2009 WIC Food Package update. Unlike the WIC Farmers’ Market Nutrition Program checks, the WIC Fruit & Vegetable Checks (FVC) are issued to families year-round and in larger amounts (\$8 or \$11).

What is e-WIC and when is the transition to it happening?

California WIC will replace paper food checks with electronic cards in late 2019 - 2020. The computer-based data system is also being replaced with a new EBT-ready Management Information System (MIS). The two systems will be replaced concurrently and the project is known as e-WIC or the WIC Card¹⁰.

What do I do if I’m having difficulty depositing checks at my bank?

Print [this letter](#) and provide it to your bank for clarification. Also, try using smaller community banks and credit unions and ask if they would waive fees with a higher volume of checks.

Where do I go to file a complaint or incident?

Submit this [WIC & Senior FMNP Complaint Form](#) to WIC@cdph.ca.gov to file a complaint or incident

⁹ <https://www.fns.usda.gov/fmnp/overview>

¹⁰ <https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/WICCardRolloutSchedule.aspx>

Senior FMNP at Farmers' Markets

Quick Facts

<i>Name in California</i>	Senior Farmers' Market Nutrition Program (SFMNP)
<i>Federal Name</i>	Senior Farmers' Market Nutrition Program (SFMNP)
<i>Federal Administration</i>	US Department of Agriculture Food & Nutrition Service (USDA FNS)
<i>California Administration</i>	California Department of Food and Agriculture
<i>California Distribution</i>	California Area on Aging Agency (AAA) – Local AAA Distributors
<i>Locations Accepted At</i>	Only at SFMNP-authorized certified farmers' markets
<i>Method of Payment</i>	\$4 blue Senior FMNP checks
<i>Frequency of Distribution</i>	Seasonally (May to September)
<i>Average Amount Given</i>	\$20/year/senior
<i>Approved Food Items</i>	A variety of fresh, nutritious, unprepared, locally grown fruits, vegetables, honey, and herbs
<i>Individuals Served</i>	Low-income seniors (60+ years and income <185% of federal poverty income guidelines)
<i>Eligibility Information</i>	Income Eligibility Info

Steps to Become a SFMNP-Authorized Vendor

Exact same process as 'Steps to Become a WIC-Authorized Vendor', see above section.

Steps to Process Payments

1. Vendors must be approved to accept SFMNP checks, and they should display their "Approved SFMNP" sign in a visible location for participants to see. They should also train their staff on how to handle and accept SFMNP checks.
2. The farm vendor must verify that the date is a valid date in the period of acceptance (check with the AAA)
3. Senior does not need to present ID, but must sign their check
4. The farm vendor verifies the senior's signature
5. The vendor will then provide the senior with their food products in exchange for the check, no change will be given.
6. At the end of a market day, the vendor is to write their authorized farm number on the check before depositing the check at their bank. Remember, in order to deposit the check you need: correct dates, authorized vendor number, and participant signature.

Frequently Asked Questions

What do I do if I'm having difficulty depositing checks at my bank?

Print [this letter](#) and provide it to your bank for clarification. Also, try using smaller community banks and credit unions and ask if they would waive fees with a higher volume of checks.

Summary of Quick Facts

<i>Name in CA</i>	CalFresh	Market Match	WIC FVC	WIC FMNP	SFMNP
<i>Federal Name</i>	SNAP		CVV	WIC FMNP	SFMNP
<i>Federal Administration</i>	USDA FNS	CA Department of Food & Agriculture	USDA FNS	USDA FNS	USDA FNS
<i>CA Admin</i>	California Department of Social Services (DSS)	Ecology Center	CA Department of Public Health (DPH)	CA Department of Public Health (DPH)	CDFA
<i>CA Dist</i>					CA AAA (Distributors)
<i>Locations Accepted At</i>	Retail grocers and SNAP-authorized certified farmers' markets	SNAP-authorized certified farmers' markets that applied w/Ecology Center	Retail grocers and FVC/FMNP WIC-authorized certified farmers' markets	Only at WIC-authorized certified farmers' markets	Only at SFMNP-authorized certified farmers' markets
<i>Method of Payment</i>	Golden State Advantage EBT Card → Given EBT tokens	Golden State Advantage EBT Card → Given MM tokens	\$4, \$8 or \$11 green WIC FVC	\$5 purple WIC FMNP checks	\$4 blue Senior FMNP checks
<i>Frequency of Distribution</i>	On-going and monthly	Depends on the markets' budget and funding	On-going and monthly	Seasonally (March to November)	Seasonally (May to September)
<i>Average Amount Given</i>	Depends on household size and income	\$2 tokens (up to \$10 or \$15 depending on market)	\$4, \$8, or \$11/person/month	\$20/year/family	\$20/year/senior
<i>Approved Food Items</i>	Any food or drink except alcohol or foods that will be eaten in the store (ex. Prepared foods)	Fruits and vegetables ONLY	Fresh fruits & vegetables	A variety of fresh, nutritious, unprepared, locally grown fruits, vegetables, and herbs. Cannot buy honey	A variety of fresh, nutritious, unprepared, locally grown fruits, vegetables, honey, and herbs
<i>Individuals Served</i>	Low-income people who meet the federal income eligibility rules	Low-income people who meet the federal income eligibility rules	Pregnant/breastfeeding women, children up to 5, postpartum women, infants	Pregnant/breastfeeding women, children up to 5, postpartum women, infants	Low-income seniors (60+ years and income <185% of federal poverty income guidelines)
<i>Eligibility Information</i>	http://getcalfresh.org/	http://marketmatch.org/	https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/HowCanIGetWIC.aspx		Income Eligibility Info

Important Contacts

Company	Point Person	Email	Phone Number
Farmers' Market Coalition	N/A	ebt@farmers' marketcoalition.org	888-FMC-8177
Ecology Center	Ben Feldman	ben@ecologycenter.org	510-548-3333
SNAP Retailer Service Center	N/A	farmersmarket@fns.usda.gov	1-877-823-4369
CSU Chico Center for Healthy Communities	Jenny Fales (Breed)	jbreed@csuchico.edu	530-898-5678
	Aaron Kunst	akunst@csuchico.edu	530-518-6669
FNS Market Hotline	N/A	N/A	312-353-6609
MerchantSource	Kim Lyons	kimL@merchangsource.com	1-800-313-5198 239-246-7972
American Payment Solutions	Jason Butts	jbutts@apsmerchants.com	402-720-7972
Free EBT Machine (DSS)	Dianne Padilla-Bates	dianne-padilla-bates@dss.ca.gov	916-654-1396
	Raquel K. Givon	raquel.givon@dss.ca.gov	916-654-1770
WIC FMNP (California Department of Public Health)	Christine Nelson, WIC Director	christine.nelson@cdph.ca.gov	916-928-8507 916-928-8806 1-888-WICWORKS
	Paula Griffin, Farmers' Market/Local Vendor Liaison Unit	paula.griffin@cdph.ca.gov	916-928-8648
Senior FMNP		grants@cdfa.ca.gov	916-657-3231
WIC Farmers' Market Team	Paula Griffin, Javier Cardenas, Erin Steffinger, Ryan Loof, Jacob Hess	wicgmp@cdph.ca.gov wicfvc@cdph.ca.gov	916-928-8513
California Department of Food and Agriculture	Crystal Myers (Director)	crystal.myers@cdfa.ca.gov	
	Monica Pedigo (Coordinator)	monica.pedigo@cdfa.ca.gov	

Helpful Websites

CalFresh (SNAP) Websites

Ecology Center Guide: <https://ecologycenter.org/ebt-simple-guide/>
Farmers' Market Coalition SNAP Guide for Farmers' Markets: <http://farmersmarketcoalition.org/education/snap/>
State-by-State SNAP EBT Info: <http://farmersmarketcoalition.org/education/snap/state-by-state-snap-resource-list/>
California News & Case Studies: https://farmersmarketcoalition.org/resource_states/california/
Create a USDA Account: <https://identitymanager.eems.usda.gov/registration/index.aspx>
SNAP License: <https://farmersmarketcoalition.org/wp-content/uploads/2018/04/Application-252-date-1-21.pdf>
Comprehensive List of Funding Opportunities: <http://www.healthyfoodaccess.org/>
Farmers' Market Promotion Program Grants: <http://www.ams.usda.gov/fmpp>
Food Insecurity Nutrition Incentive Program Grants: <https://farmersmarketcoalition.org/advocacy/fini/>
SNAP Retailer Service Center: <https://www.fns.usda.gov/snap/RSC>
Starting a Farmers' Market Feasibility Assessment Guide: <http://mifma.org/wp-content/uploads/2014/05/MIFMA-Farmers-Market-Feasibility-Guide-051614.pdf>
Farmers' Market Metrics: <https://farmersmarketcoalition.org/programs/farmers-market-metrics/>
SNAP EBT Equipment Program: <https://farmersmarketcoalition.org/programs/freesnapebt/>
SNAP News: <https://farmersmarketcoalition.org/important-snap-ebt-updates-what-your-market-needs-to-know/>
SNAP Advocacy: <http://farmersmarketcoalition.org/advocacy/snap/>

WIC Websites

Farm2WIC Toolkit: http://calwic.org/storage/Farm2WIC/Farm2WIC_Toolkit7WEB_FINAL.pdf
Farm2WIC Brief Policy: http://www.calwic.org/storage/documents/reports/2018/Farm2WIC_Poolicy_Brief_7WEB.pdf
WIC Website: <https://www.fns.usda.gov/wic>
WIC Farmers' Market Training:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/FarmersMarkets/Farmers'MarketTrainingWebinar.pdf>
WIC Farmers' Application & Agreement:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/FarmersMarkets/TrainingResources/FarmerApplicationandAgreement.pdf>
Steps to be a WIC-Authorized Farmer or Market in California:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/FarmersMarkets/HowtoApply.aspx>
WIC Farmers' Market Manager Application and Agreement:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/FarmersMarkets/TrainingResources/MarketApplicationandAgreement.pdf>
California WIC-Authorized Farmers' Market List:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/FarmersMarkets/WICAuthorizedMarkets.pdf>
Farm2WIC Resources for Market Managers and Vendors: <http://www.calwic.org/what-we-do/support-farm2wic/farm2wic-resources-for-market-managers-vendors/>
WIC FMNP Fact Sheet: <https://fns-prod.azureedge.net/sites/default/files/fmnp/WICFMNPFactSheet.pdf>
WIC FMNP: <https://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program>
CA WIC-Authorized Farmers List:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/FarmersMarkets/WICAuthorizedFarmers.pdf>
Check it Out! WIC FVC http://www.calwic.org/storage/Farm2WIC/CWIC_Farmers_Mkt_Flyer_rev.pdf
Letter for Banks:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/FarmersMarkets/TrainingResources/BankLetter.pdf>
FVC/FMNP Comparison:
<https://phpa.health.maryland.gov/wic/Documents/FVC%20and%20FMNP%20Comparison%20Chart%202017%20rev03.10.17.pdf>

SFMNP Websites

SFMNP Toolkit: <https://www.cdfa.ca.gov/SeniorFarmersMrktNutritionPrgm/docs/2018-SFMNP-Toolkit.pdf>

SFMNP: <https://www.fns.usda.gov/sfmnp/senior-farmers-market-nutrition-program>

SFMNP FAQ's: <https://fns-prod.azureedge.net/sites/default/files/sfmnp/SFMNPFactSheet.pdf>

Fact Sheet: <https://fns-prod.azureedge.net/sites/default/files/media/file/FNS-101-SFMNP.pdf>

How to Participate in SFMNP: [http://www.cdfa.ca.gov/SeniorFarmersMrktNutritionPrgm/docs/Become a CFMNP.pdf](http://www.cdfa.ca.gov/SeniorFarmersMrktNutritionPrgm/docs/Become_a_CFMNP.pdf)

Local Agencies on Aging: https://www.cdfa.ca.gov/SeniorFarmersMrktNutritionPrgm/docs/AAA_ContactList.pdf

2018 Eligibility Requirements <https://www.cdfa.ca.gov/seniorfarmersmrktnutritionprgm/docs/SFMNP-EligibilityRequirements.pdf>

Other Great Resources for Markets

Center for Urban Education about Sustainable Agriculture (CUESA): <http://cuesa.org/>

Ecology Gener: <http://ecologycenter.org/>

Market Match: <http://marketmatch.org/>