




## North Carolina WIC Farmers' Market Nutrition Program

### Training for Farmer Certification



**Farmers' Market Nutrition Program 2023**

1




## Changes for the 2023 Season

### WIC FMNP

- Season starts on **July 3, 2023**
- Issuance of eFMNP benefits is tied to the readiness of the markets and availability of produce
- Issuance of eFMNP benefits will start later than this date in areas where markets open later in the season
- Local WIC Directors notify market managers when issuance begins in their county
- Transitional year from paper coupons to eFMNP

**Farmers' Market Nutrition Program 2023**

4



## Overview

- Program Goals
- Farmer Guidelines
- Accepting WIC Farmers' Market Nutrition Program (FMNP) benefits
- Farmer Compliance
- Federal Nondiscrimination Requirements

**Farmers' Market Nutrition Program 2023**

2




## WIC eFMNP Card



**Farmers' Market Nutrition Program 2023**

5




## Farmers Market Nutrition Program Goals

- To improve the nutritional status of WIC participants
- To stimulate business for the local farmer and increase farmers' share of the food dollar
- Help revitalize rural areas by increasing awareness and use of farmers' markets

**Farmers' Market Nutrition Program 2023**

3




## Participant Eligibility

- Currently active WIC participant
- AND**
- Child between 2 and 4 years old
- OR**
- Women who are pregnant, postpartum, partially breastfeeding or fully breastfeeding and receiving eWIC benefits.

**Farmers' Market Nutrition Program 2023**

6




## Farmer Eligibility

**NEW**

- This year farmers will be required to have an electronic device (smart phone or tablet) with internet access and a camera to scan a QR code that is on the WIC eFMNP cards.

**Farmers' Market Nutrition Program 2023**

7



## "Grow-Your-Own" Produce Requirements

- Wholesale products are not allowed
  - ✓ Produce cannot be purchased from a non-farm source
- Farmers must agree to on-site farm inspections

**Farmers' Market Nutrition Program 2023**

10




## Farmer Eligibility

- Each farmer must be certified to participate
  - Certification is achieved by:
    - ✓ Signing a Farmer Agreement on the current program guidelines for EACH market where they sell produce
    - NEW** ✓ Signing Farmer Merchant Agreement, submitting a voided check, and W9 with federal tax ID or SSN
    - ✓ Complete certification training
    - ✓ Must complete all requirements before accepting eFMNP benefits

**Farmers' Market Nutrition Program 2023**

8




## FMNP Approved/Eligible Foods

- Any fresh, locally-grown fruits or vegetables
- Locally grown is defined as within NC borders
- No processed, heated, or cooked foods
  - ✓ **NO** herbs, nuts, seeds, honey, maple syrup, cider, jelly, jam, eggs, meat, cheese, seafood, baked goods, plants, flowers, other non-food items, or items not grown by local farmers

**Farmers' Market Nutrition Program 2023**

11



## "Grow-Your-Own" Produce Requirements

- Locally grown
  - ✓ Within NC borders only
  - ✓ Limits defined by each individual market
- Limited to produce grown on farmers' land or land the farmer leases
  - ✓ If leased, must be by farmer growing produce
- Farmers must grow more than 50% of their produce sold at the market

**Farmers' Market Nutrition Program 2023**

9




## Display of FMNP Poster & Prices



- Farmers must display the one of the FMNP poster shown here during hours of operation
  - ✓ Must get posters from your market manager
- Farmers must post prices for all produce
  - ✓ Prices must be easily seen and read by customers

**Farmers' Market Nutrition Program 2023**

12




## Vendor Portal Registration

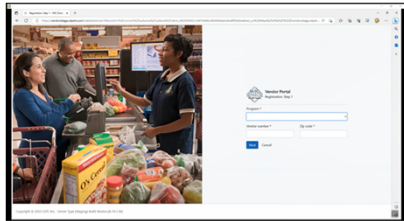
**In this section we cover:**

- How to register for an account
- Selecting a username and password
- Confirming email
- Setting Profile in the vendor portal
- Review and Sign CDP processing agreement
- Transaction History
- Settlement History
- New Purchase

13




## Vendor Portal Registration



- Program: *NC*
- Vendor number: *farmer number*
- Zip Code: *27609*
- Click Next

16




## Vendor Portal Registration

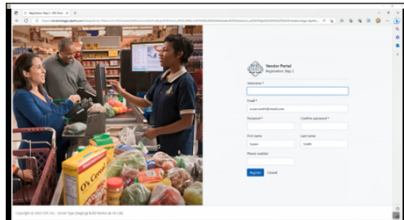
Website used for registration:

<https://vendors.cdpehs.com>

14




## Vendor Portal Registration



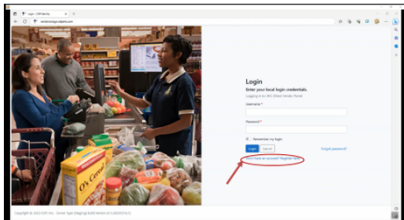
- All fields with \* are required.
- ✓ Email field is pre-filled. If your email address is incorrect or missing, please correct or add your valid email address.
- ✓ Password must be at least 6 characters with one numeric character, one alpha character, special character and one upper case character.
  - Click Register.

17




## Vendor Portal Registration

Website used for registration: <https://vendors.cdpehs.com>

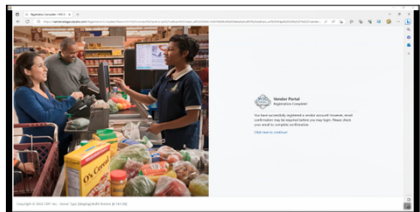


- Click Don't have an account? Register here!

15



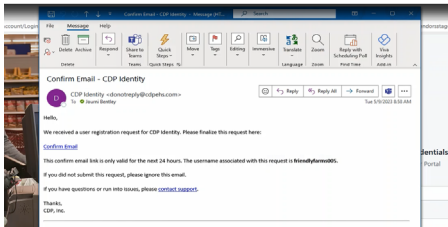
## Vendor Portal Registration



- After clicking register the system will send a system generated email to whatever email address you provided. You must be able to access this email to complete the registration process.

18

## Vendor Portal Registration

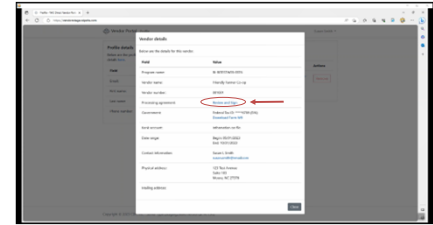


Farmers' Market Nutrition Program 2023

- You **must** complete the email confirmation to log in.
- ✓ This is what the system generated email looks like.
  - You will need to click on **Confirm Email** to then log in with your user ID and password you created during the registration process.

19

## Vendor Portal Registration

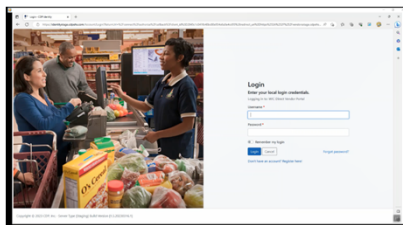


Farmers' Market Nutrition Program 2023

- **Vendor Associations**
  - ✓ Click vendor link. And the **Vendor details** page will appear.
    - Here you should make sure your information is correct. If not, notify the State WIC Office immediately.
  - ✓ On this page you will need to click on **Review and Sign** beside the processing agreement.

22

## Vendor Portal Registration

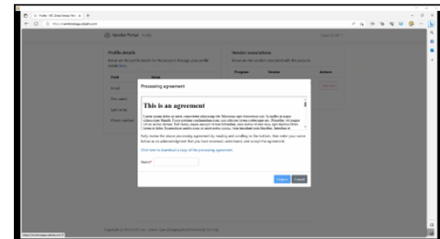


Farmers' Market Nutrition Program 2023

- Enter Username and Password

20

## Vendor Portal Registration

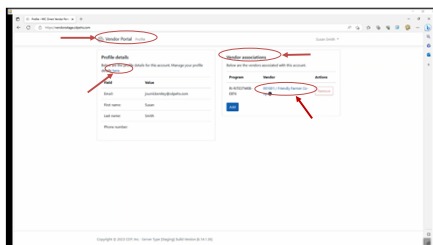


Farmers' Market Nutrition Program 2023

- You must review and sign the agreement. Then type your name in the box and click **I Agree**.

23

## Vendor Portal Registration

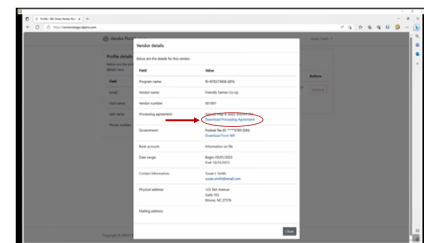


Farmers' Market Nutrition Program 2023

- Once logged in you will be on the **Vendor Portal** profile page.
- Click **here** under profile details to update your profile information.
  - ✓ You can change or update your username and email address.

21

## Vendor Portal Registration



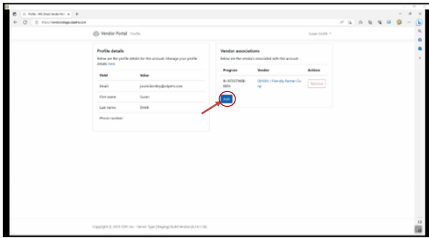
Farmers' Market Nutrition Program 2023

- A date will now show beside the processing agreement. A link is provided for you to download the agreement if you choose to.
- Your bank information and tax Id must be on file for you to proceed in the portal.

24

## Vendor Portal Registration

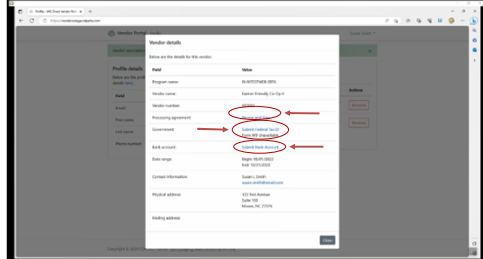
➤ Farmer participating at more than one market:



➤ If you are farmer who participates in multiple markets and need to add another vendor ID  
 ✓ Click **Add**, under the Vendor associations.

25

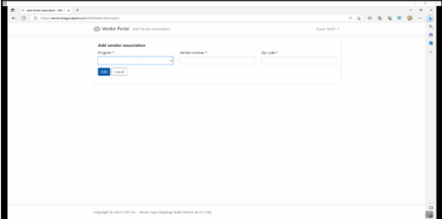
## Vendor Portal Registration



➤ Here you can see what is missing and needs attention before the second vendor ID can make a purchase in the portal.

28

## Vendor Portal Registration



➤ Select the program, add your second vendor number and zip code.  
 ✓ Click the **Add** button.

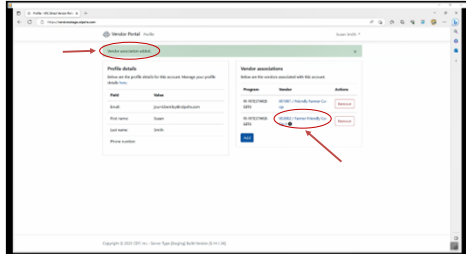
26

## Vendor Portal Registration

**Questions**

29

## Vendor Portal Registration



➤ You will see the second vendor ID under the Vendor associations.  
 ✓ The second vendor will have a **!** This lets you know something is missing and needs your attention.  
 ▪ Click on the second vendor number.

27

## Completing A Purchase in the Vendor Portal

30



## Completing A Purchase

**Farmer's Market Nutrition Program 2023**

Vendor Portal Profile

Profile details  
Below are the profile details for this account. Manage your profile details [here](#).

Field	Value
Email	james.bentley@delphs.com
First name	Susan
Last name	Smith
Phone number	

Vendor associations  
Below are the vendors associated with this account.

Program	Vendor
001001	Handy Farmer Co-op

[Add](#)

Profile  
Transaction History  
Settlement History  
**New Purchase**  
Support  
Logout

31

## Completing A Purchase

**Farmer's Market Nutrition Program 2023**

Vendor Portal New Purchase

Purchase submitted

Participant details  
Using a camera from your device, scan the code presented by the participant.

[Stop Scanning](#)

- If all details are correct and the participant has enough benefits to cover the purchase, then the purchase will be successful.
- You can continue to scan, or you can select **Stop Scanning**.

34

## Completing A Purchase

**Farmer's Market Nutrition Program 2023**

Vendor Portal New Purchase

Participant details  
Using a camera from your device, scan the code presented by the participant.

[Start Scanning](#) Front facing camera

☐ Remember my selection

- This is the screen you will use to redeem participant eFMNP benefits.
  - ✓ Select **Start Scanning** button, the portal will try to access your devices camera.
  - ✓ You can click the drop-down menu to select an option
    - Front facing or rear facing camera.
  - ✓ Scan the QR code on the back of the participants eFMNP card.

32

## Completing A Purchase

**Questions**

**Farmer's Market Nutrition Program 2023**

35

## Completing A Purchase

**Farmer's Market Nutrition Program 2023**

Vendor Portal New Purchase

Purchase details  
Use the below form to complete the purchase for this participant.

Card number \*  Date of birth (MM/YY) \*  Price \*

[Submit purchase](#) [Cancel](#)

- After successfully scanning the card, the portal will pre-fill in the card number.
  - ✓ Ask the participant to enter the four-digit pin that they were given at their WIC office.
  - ✓ Enter the price.
  - ✓ Click **Submit Purchase**.


33

## Farmer Compliance

**Farmer's Market Nutrition Program 2023**

- Regular visits for monitoring
  - ✓ Assure certification and answer questions
  - ✓ Compliance buys to check for correct procedures
- Farm visits to check production sources
- Notify market manager if you decide NOT to participate in FMNP

36



### Farmer Compliance

- Suspension may occur if any violation of the following federal program guidelines occurs:
  - ✓ Accepting eFMNP benefits at unauthorized markets.
  - ✓ Paying customers cash for eFMNP benefits.
  - ✓ Charging extra for produce purchased with eFMNP benefits.
  - ✓ Accepting eFMNP benefits for items obtained from unauthorized sources.
  - ✓ Repeated or blatant infractions of any guidelines

37




### Fair Hearing Request

- If suspended from program participation, farmers or markets may request a fair hearing by contacting:

Monica Wood  
NC Department of Agriculture and Consumer Services  
1201 Agriculture St.  
Raleigh, NC 27603


40



### Farmer Compliance

- Other violations that farmers may be suspended from participation in FMNP are:
  - ✓ Accepting eFMNP benefits before the farmer is certified
  - ✓ Redeeming benefits for unauthorized products
  - ✓ Redeeming benefits for non-local products (See "Grow Your Own" requirements)


38



### Equal Opportunity

- All customers should receive courteous service
  - ❖ Federal law prohibits discriminating against customers based on race, color, national origin, religion, sex (including gender identity and sexual orientation), disability, age, marital status, and family/parental status, income derived from a public assistance program and political beliefs.
- Must comply with the requirements of Title VI of the Civil Rights Act of 1964 and Department of Agriculture regulations on nondiscrimination (7 CFR parts 15, 15a, 15b)


41



### Compliance and Payment

- If a farmer is sent a warning letter after a violation is committed, they may not be paid for the eFMNP benefits involved.
- Repeated violation of Program requirements will result in non-payment of the eFMNP benefits involved AND suspension from the Program.


39



### What is Discrimination?

- **Discrimination** is the act of distinguishing one person or group of persons from others either intentionally, by neglect, or by the effect of actions or lack of actions based on their perceived or actual protected bases.


42



## Discrimination Types

- **Disparate treatment:** intentional
- **Disparate impact:** intentional or unintentional – It can be a policy or practice that disproportionately impacts a group
- **Retaliation** for prior civil rights activity: applies to applicant/beneficiary and his or her family, known associates, and anyone who cooperated in a civil rights investigation including agency employees

43



## Assurance of Civil Rights Compliance

The farmer hereby agrees that it will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C.2000d et seq.); Title IX of the Education Amendments of 1972 (20 U.S.C. 1681 et seq.); Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794); the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.); Title II and Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the ADA Amendment Act of 2008 (42 U.S.C. 12131-12189) and as implemented by Department of Justice regulations at 28 CFR Parts 35 and 36; Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency" (August 11, 2000); all provisions required by the implementing regulations of the U.S. Department of Agriculture (7 CFR Part 15 et seq.); and FNS directives and guidelines to the effect that no person shall, on the ground of race, color, national origin, age, sex (including gender identity and sexual orientation), or disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity for which the agency receives Federal financial assistance from FNS; and hereby gives assurance that it will immediately take measures necessary to effectuate this agreement.

This assurance is given in consideration of and for the purpose of obtaining any and all Federal financial assistance, grants, and loans of Federal funds, reimbursable expenditures, grant, or donation of Federal property and interest in property, the detail of Federal personnel, the sale and lease of, and the permission to use Federal property or interest in such property or the furnishing of services without consideration or at a nominal consideration, or at a consideration that is reduced for the purpose of assisting the recipient, or in recognition of the public interest to be served by such sale, lease, or furnishing of services to the recipient, or any improvements made with Federal financial assistance extended to the Program applicant by USDA. This includes any Federal agreement, arrangement, or other contract that has as one of its purposes the provision of cash assistance for the purchase of food, and cash assistance for purchase or rental of food service equipment or any other financial assistance extended in reliance on the representations and agreements made in this assurance.

46



## What are the Civil Rights Requirements for FMNP?

- Farmers and Market Managers must not discriminate based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

44



## USDA Nondiscrimination Statement

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiocassette, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted 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](mailto:program.intake@usda.gov)

This institution is an equal opportunity provider.


47



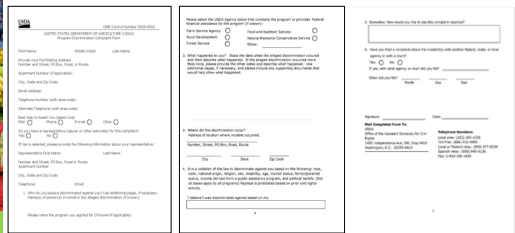
## Questions about the Program?

- **Contact Information**
  - ✓ Heather Todaro at 919-707-5738 or [heather.todaro@dhhs.nc.gov](mailto:heather.todaro@dhhs.nc.gov)
  - ✓ Cory Menees at 919-707-5815 or [cory.menees@dhhs.nc.gov](mailto:cory.menees@dhhs.nc.gov)
  - ✓ Question can be emailed to: [ncwicfmnp@dhhs.nc.gov](mailto:ncwicfmnp@dhhs.nc.gov)

45



## USDA Program Discrimination Complaint Form, (AD-3027)



48