



2022 North Carolina Seniors Farmers' Market Nutrition Program

The Seniors Farmers' Market Nutrition Program (SFMNP) provides eligible low-income older adults with coupons to purchase fresh fruit and vegetables at their local farmers markets. The program, currently in 40 NC counties with over 300 participating farmers, is designed to improve the nutrition of older adults and increase business for local farmers.

**** EXPANDING IN 2022 TO INCLUDE ADDITIONAL NC COUNTIES ****

MARKET ELIGIBILITY and PROGRAM REQUIREMENTS

Market managers must:

- Complete online, on-demand training to be certified by the NC Dept. of Agriculture.
- Provide each participating farmer with a poster to display in their selling areas indicating their participation in the SFMNP (poster provided by Dept. of Agriculture).
- Verify and stamp eligible customer vouchers received by farmers (stamp provided by Dept. of Agriculture).
- Regularly verify that farmers meet program requirements.

FARMER ELIGIBILITY and PROGRAM REQUIREMENTS

Farmers must:

- Complete online, on demand training to be certified by the NC Dept. of Agriculture.
- Agree to current SFMNP guidelines for EACH market where they sell produce.
- Agree to on-site farm inspections if necessary.
- Display a SFMNP poster during hours of operation (posters received from market manager).
- Post easy-to-see prices for all produce at SFMNP markets.
- Accept coupons and follow coupon processing guidelines (see page 2).

FOOD REQUIREMENTS

- Fresh fruits or vegetables locally grown within NC borders only (limits defined by each individual market).
- Produce must be grown on farmers' land or land the farmer leases.
- Farmers must grow more than 50% of their produce sold at the market.
- No processed, heated, or cooked foods, and no wholesale products are allowed.
- Produce cannot be purchased from a non-farm source.

COUPONS

- Coupons will be available through local congregate nutrition program sites, senior centers, and local aging services agencies.
- Older adults cannot receive change back from coupons.
- Market manager must stamp the coupons that farmers receive from older adults at each market. Farmers receive full value of coupons.
- Coupons are for deposit only. Farmers can deposit the coupons at their local banks.
- **Coupons must be redeemed by September 30 and deposited by October 31, 2022.**

SCHEDULE

- Season starts July 1 and ends September 30, 2022.
- Market and farmer training is online and on-demand beginning in March 2022.
- Issuance of SFMNP coupons to participants is tied to readiness of the market and coordination of field trips to the markets by the local aging service agencies.

SFMNP PARTICIPANT ELIGIBILITY

- Low-income older adults (at least 60 years old).
- Self-declared household incomes of not more than 185% of Federal poverty level.
- Eligible older adults can apply for and receive coupons at participating local aging service agencies.
- Additional coupons may be distributed to the participants later in the growing season if funds are available.

BENEFITS

- Eligible older adults have the opportunity to supplement their diet with the purchase of healthful, locally grown produce.
- May attract additional customers who might not otherwise be shopping at the local farmers' market.
- Increased visibility for farmers.

FOR MORE INFORMATION, CONTACT:

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