



DEPARTMENT OF HEALTH SERVICES  
DIVISION OF PUBLIC HEALTH  
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STATE OF WISCONSIN  
7 C.F.R. § 248 (2012)

**WISCONSIN**  
**WIC AND SENIOR**  
**FARMERS' MARKET**  
**NUTRITION PROGRAM**  
**(FMNP)**  
**FARMERS' TRAINING MANUAL**

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A. **WHAT IS THE WIC AND SENIOR FARMERS' MARKET NUTRITION PROGRAM (FMNP)?**

1. The WIC FMNP and the Senior FMNP are two programs funded through USDA.
2. Both programs increase fruit and vegetable consumption of the people they serve and increase use, awareness, and sales at farmers' markets.
3. In Wisconsin, as much as possible, the programs are managed as if they were one.

B. **HOW DOES THE WIC AND SENIOR FMNP WORK?**

The WIC FMNP and Senior FMNP give WIC families and seniors checks to buy fruits, vegetables, and herbs at approved farmers' markets. See Attachment 2 for check samples.

Checks are used to buy food from farmers who completed a training program and have been authorized by the FMNP to accept checks. Farmers endorse the checks with a stamp that they receive from the WIC/Senior FMNP and deposit checks in their bank account for payment.

C. **WHY SHOULD FARMERS PARTICIPATE IN THE WIC AND SENIOR FMNP?**

The WIC/Senior FMNP sends new customers to farmers' markets and increases sales.

D. **FMNP FARMER REQUIREMENTS**

Individuals who participate as FMNP vendors must meet the following requirements:

1. Sell FMNP-approved foods grown in Wisconsin or sell approved foods grown in a state that borders Wisconsin as instructed in this manual.
2. Sell at one or more approved farmers' markets or approved farmstands.
3. Grow the foods that are sold at the farmers' market or farmstand, or be employed by the grower/farmer, or be an individual hired by a non-profit organization to sell produce on behalf of local farmers.

Participation may be denied if it is determined that the farmer, or representative of the farmer, is primarily selling produce that is purchased, and not grown by the farmer.

E. **WHEN THE GROWING SITE IS OUTSIDE OF WISCONSIN**

Individuals who grow approved FMNP foods outside of Wisconsin may be eligible to participate in the Wisconsin FMNP under the following conditions:

1. They meet the requirements listed in the FMNP Farmer Requirements section.
2. Their growing site is in a state that borders Wisconsin and is within 50 miles of Wisconsin.
3. They sell at an approved Wisconsin farmers' market or farmstand where the FMNP allows non-Wisconsin produce to be redeemed for FMNP checks.
4. They accept FMNP checks for non-Wisconsin foods as allowed on a limited, by county, basis as follows:
  - Illinois foods may be sold in Grant, Green, Kenosha, Lafayette, Rock, and Walworth counties.
  - Iowa foods may be sold in Crawford, Grant, and Vernon counties.
  - Minnesota foods may be sold in Buffalo, Burnett, Douglas, La Crosse, Pepin, Pierce, Polk, St. Croix, Trempealeau, and Vernon counties.
  - Michigan foods may be sold in Florence, Forest, Iron, Marinette, and Vilas counties.

**F. FMNP APPROVED FOODS**

FMNP approved foods are fresh, unprocessed, fruits, vegetables, and fresh cut herbs for human consumption. See Attachment 1 for a listing of specific approved food items. The foods must be grown in Wisconsin or grown at a farm that is within 50 miles of the Wisconsin border. See Section E for information about where participants may redeem FMNP checks for approved foods grown in a border state.

All other fruits, vegetables, and herbs that are not grown or sold within the criteria of FMNP Approved Foods must be separated and labeled so it is clear to FMNP customers that they cannot purchase those foods with FMNP checks.

Foods that are **not** approved to be sold with FMNP checks include, but are not limited to:

1. Processed fruit or vegetable products such as jams/jellies, popcorn, juices/cider, baked goods of any kind including pies and breads.
2. Dried beans/peas, cheese, eggs, meats, honey, syrup, nuts, seeds, ornamental corn, flowers/plants, and other non-food items.

**G. BEFORE YOU CAN BE PAID FOR FMNP CHECKS, YOU MUST BECOME AUTHORIZED**

To become a FMNP authorized farmer, you need to:

1. Attend a training session.\*
2. Read and sign an agreement that you agree to follow the rules of the FMNP.

\*A face-to-face training is required only for new farmers and farmers who violated the program the previous year.

**H. ITEMS FARMERS RECEIVE UPON AUTHORIZATION**

1. A letter stating that the farmer is authorized
2. A vendor stamp with the farmer's identification number. The stamp is used to endorse FMNP checks before they are deposited in the bank. Farmers who have previously participated in the WIC or Senior FMNP will keep the same identification number and stamp each year.
3. A sign that states "Wisconsin Farmers' Market Nutrition Program Vendor"
4. A copy of the agreement signed by the farmer and State staff
5. A listing of FMNP approved markets
6. A letter for the farmer to take to the bank that explains the programs

**I. HOW TO PROCESS WIC/SENIOR FMNP CHECK TRANSACTIONS**

1. Accept the FMNP checks as you would cash. However, do not give cash as change for purchases that do not meet the full amount of the check(s).
2. If purchases are more than the amount of the check(s), participants can use cash to pay the balance owed.
3. WIC and Senior participants do **not** need to sign the checks or show an ID to use the checks.
4. WIC and Senior participants can allow someone, other than themselves, to buy food for them.

J. **STORING WIC AND SENIOR FMNP CHECKS SAFELY**

Farmers will not be paid for checks that have been lost or stolen. The following are guidelines to help secure the checks.

1. Stamp checks as soon as possible with your vendor stamp.
2. Store checks out of sight in a locked container.
3. Deposit checks in the bank as soon as possible.

K. **REJECTED CHECKS**

It is very important to redeem FMNP checks correctly to be sure the checks are not rejected and returned to your bank. Your bank may charge you a service fee for rejected or returned checks. The WIC and Senior FMNP has no control how the farmer's bank handles rejected checks. Checks will be rejected if the following occurs.

1. **The check was accepted before completing the application process.** Farmers should not accept checks until they have received written notice that they are authorized to accept checks.
2. **The check has expired.** Check the year printed on the check to be sure it states the current year. Do not accept or redeem checks that were not issued during the current year.
3. **Checks have not been stamped with vendor stamp.** Be sure all checks have been stamped with your vendor stamp.
4. **Stamped vendor number cannot be read.** Be sure the number stamped on the check can be read. If not, write the number next to where the check was stamped.
5. **Date of deposit is after November 15.** FMNP checks must be deposited for payment on or before November 15. If the bank is closed on November 15, the checks must be deposited before November 15.

L. **FARMSTANDS**

A farmstand is defined as a location at which a single, individual farmer sells his/her produce directly to consumers.

1. Farmstands may be approved as a site where FMNP checks may be accepted if the following criteria are met.
  - FMNP farmstands must have an established site or sites of operation.
  - FMNP farmstands must have established days and hours of operation.
  - FMNP farmstands must have a FMNP trained seller present.
2. Farmstand approval may be denied or revoked if it is determined that the stand does not meet the needs of the program, or consistently does little or no FMNP business (less than \$50 a season). Stands that meet criteria will include the following:
  - The site is easy to find.
  - The site is recognizable as a business and has a pleasing appearance.
  - Hours are defined and accessible to the customer.
  - The site offers a good selection of FMNP-approved foods.
  - Products are labeled following FMNP rules. Ineligible products are separated and labeled to make it clear that the products cannot be purchased with FMNP checks.
3. Before accepting checks at a farmstand, the farmer must receive written approval. Contact the local FMNP office or State FMNP Coordinator to request a farmstand application.
4. Farmstand requests that do not meet the above criteria must be supported and submitted in writing by the local agency for State office approval.

**M. WIC AND SENIOR FMNP RULES**

An authorized farmer will be referred to as the "vendor." Vendors who accept FMNP checks following WIC/Senior FMNP federal and state rules is guaranteed payment by the WIC and Senior FMNP. All vendors must comply with the following rules.

1. Vendors may accept FMNP checks for the purchase of foods that are grown and sold within the criteria of "FMNP Approved Foods" as described in this manual.
2. Fruits, vegetables, and herbs that are not grown or sold within the criteria of "FMNP Approved Foods" must be separated and labeled so it is clear to FMNP customers that they cannot purchase those foods with FMNP checks.
3. Vendors must not redeem FMNP checks for a non-authorized vendor.
4. Vendors must not use customers' FMNP checks to buy food for themselves or their business. Using participants' checks to buy food is not allowed.
5. FMNP checks can only be accepted between June 1 and October 31. Checks cannot be accepted before or after these dates.
6. FMNP checks must be deposited for payment on or before November 15. If the bank is closed on November 15, the checks must be deposited before November 15.
7. Vendors must never give a FMNP participant cash in exchange for FMNP checks.
8. Vendors must not give change for purchases less than the value of the check(s). However, vendors must allow FMNP participants to buy food up to the full amount stated on the FMNP check(s).
9. Vendors must not charge FMNP participants higher prices than prices charged to other customers.
10. Vendors must not be abusive or discriminatory towards FMNP participants or FMNP staff.
11. FMNP checks can only be accepted at FMNP selected sites. Vendors will receive a listing of approved markets each year they participate in the FMNP.
12. Vendors authorized for the FMNP must not accept the *eWIC* card for FMNP purchases. See Attachment 2. *eWIC* is for WIC Program purchases generally at grocery stores. FMNP vendors will not be paid for *eWIC* card transactions.
13. Vendors must not refuse to accept properly presented FMNP checks in exchange for approved food.

14. FMNP checks must be stamped by the vendor who accepted the check with the vendor's identification number before depositing at a financial institution (i.e., a bank, savings and loan, or credit union). Black ink is best to use. Checks will be void and not paid if the vendor's identification number is not clearly stamped in the correct box on the front of the check. Duplicating a vendor stamp is not allowed. Using another vendor's stamp is not allowed. If a vendor stamp is lost or damaged, call the State FMNP Coordinator at (608) 261-8867 to report the missing stamp and to get another stamp.
15. Vendors must have a FMNP sign visible at the stall where they accept FMNP checks. To help participants see the sign, it should be posted 3-4 feet above ground on the right side of the stall(s). Vendors can post more than one sign. If a sign is lost or damaged, call the State FMNP Coordinator at (608) 261-8867 for another sign.
16. The vendor's identification number must be written on the FMNP sign. If more than one FMNP sign is posted, all signs must include the vendor's identification number. The vendor's identification number must be written with a permanent marker on the front of the sign. FMNP signs issued by the FMNP will include the vendor's identification number. Vendor identification numbers must be added to FMNP signs that have no identification number, such as temporary signs.
17. Vendors must train their staff who handle FMNP checks. The vendor will be responsible for any mistakes their staff may make.
18. Vendors must notify the State FMNP Coordinator if their mailing address has changed within 30 days of the move. The State FMNP Office has no obligation to pay vendors who did not receive an agreement because the agreement was sent to an old address.

N. **PROGRAM MONITORING**

To meet federal rules, the State must monitor vendors to be sure they are following the rules. High-risk vendors are a priority. High-risk vendors include vendors who are the subject of a complaint, who redeem a high value of checks, new vendors, and vendors who have violated FMNP rules. Monitoring may be undercover attempting to buy unapproved foods, receive change, or check on the vendor's compliance with any of the FMNP rules.

FMNP State staff may conduct an investigation if there is a question where the food offered for sale is grown. The vendor may be required to provide directions to the growing site and permission to conduct an inspection of the growing site within 72 hours of notification. The vendor may also be required to provide a valid receipt that includes the name, address, and phone number of the producer/wholesaler, date of purchase, location of the growing site, and quantity purchased itemized by product type within 72 hours of notification.

**O. SANCTIONS AND APPEALS**

If the vendor does not follow FMNP rules, the vendor will receive a written notice of the action taken by the State FMNP Office. The vendor will be given reasonable notice to appeal the actions. Expiration of the vendor's contract period cannot be appealed. Sanctions and the appeal process are described in the agreement between the State office and the farmer, and will also be described in the written notice of penalty if a sanction is issued.

**P. CONFIDENTIALITY OF PARTICIPANT INFORMATION**

A FMNP customer's participation with the WIC Program or the Senior Farmers' Market Nutrition Program is confidential. Vendors shall not share, release, disperse or publish any participant information. The vendor shall not discuss a FMNP customer's program participation with anyone, including other customers or vendors. A simple rule to follow is do not share verbally or in written form, a participant's personal information.

**Q. AGREEMENT EXPIRATION DATE**

When a farmer applies for the FMNP, it is for a limited time. All FMNP agreements have expiration dates. Farmers are on different reauthorization cycles and may have different expiration dates. The vendor is responsible for knowing when the agreement expires and to not accept checks after the agreement expires. If checks are deposited after the agreement expiration date, the checks may be returned to the vendor with reject fees. The State FMNP Office has no obligation to pay vendors when checks are received or deposited after the agreement expiration date.

**R. HOW TO REAPPLY**

Authorized vendors whose agreements expire at the end of the season will receive a new agreement prior to the following season from the State FMNP Office.

**S. ENDING FMNP PARTICIPATION**

Vendors may end their agreement to participate in the WIC/Senior FMNP at any time. Vendors must notify the FMNP office when ending their participation.

1. Send advance written notice to the State FMNP Coordinator with the date to end the FMNP agreement.
2. Include the FMNP vendor stamp with the written notice.
3. The State FMNP Coordinator will send an acknowledgement letter to the vendor that the agreement has ended.

**T. WIC AND SENIOR FMNP CONTACT INFORMATION**

**State FMNP Coordinator**  
Wisconsin WIC Program  
Department of Health Services  
Post Office Box 2659  
Madison, WI 53701-2659

Contact the State FMNP Coordinator for additional vendor signs, vendor stamp replacement or other vendor questions.  
Phone: (608) 261-8867  
Email: [dhswicfmnp@dhs.wi.gov](mailto:dhswicfmnp@dhs.wi.gov)

**U. CIVIL RIGHTS AND NONDISCRIMINATION STATEMENT**

The following FMNP rules support civil rights policy.



1. Vendors can participate in the FMNP if they meet FMNP eligibility requirements.
2. Vendors will be monitored on a random basis. High-risk vendors are a priority.
3. Vendors must not refuse to accept a FMNP check if it is properly presented.
4. Vendors must offer FMNP participants the same courtesies as other customers.

FMNP Nondiscrimination Statement:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at:

<https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter 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.

# ATTACHMENT 1

## Wisconsin WIC and Senior Farmers' Market Nutrition Program (FMNP)

### Approved Food List

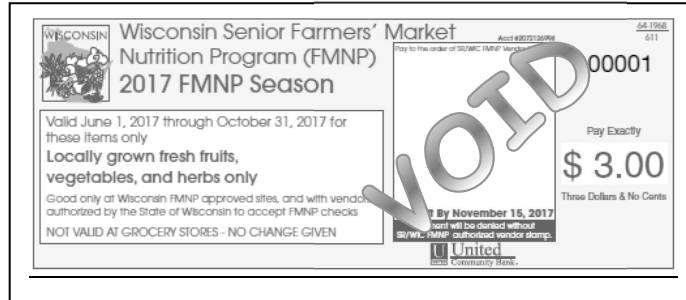
<b>Vegetables</b>		<b>Fruits</b>	<b>Herbs</b>
asparagus	okra	apples	basil
beans (all)	onions	berries (all)	chives
beets	parsnip	cherries	cilantro
bok choy	peas (all)	grapes	cutting celery
broccoli	peppers (all)	ground cherries	dill
brussel sprouts	potatoes (all)	melons	epazote
cabbage (all)	pumpkins	pears	garlic
carrots	radishes	plums	garlic chives
cauliflower	rutabagas	rhubarb	horseradish
celeriac	scallions		lemon balm
celery	shallots		lemon grass
corn (not ornamental or popcorn)	spinach		lovage
cucumbers	sprouts		marjoram
eggplant	sunchokes		mint
fennel	swiss chard		oregano
greens (all)	squash (winter)		parsley
kohlrabi	squash (summer)		rosemary
leeks	tomatoes		sage
lettuce (all)	tomatilla		summer savory
mushrooms	turnips		sorrel
	watercress		tarragon
			thyme

## ATTACHMENT 2

Samples below may look different than current checks

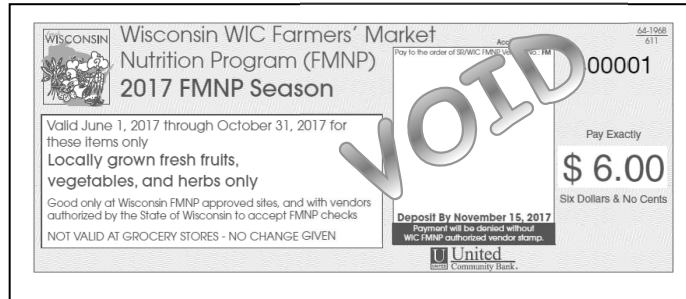
**YES!**

FMNP farmers  
can accept these checks.



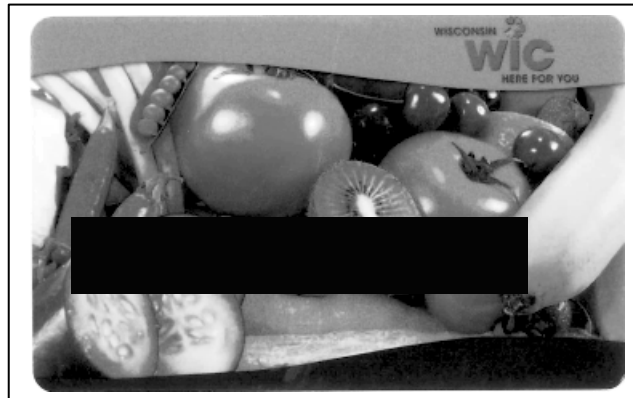
**YES!**

FMNP farmers  
can accept these checks.



**NO!**

FMNP farmers will  
not be paid for *eWIC*  
card purchases.





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