

**WIC Farmers' Market
Nutrition Program
Staff Orientation Course**

PROGRAM OVERSIGHT



Welcome! This segment of the WIC Farmers' market Nutrition Program Staff Orientation Course will focus on Program Oversight.

Write down any questions. You can ask your supervisor, or contact the State Farmers' Market Program Coordinator, after the presentation.

In addition, during the presentation, websites and resources may be seen on the slides. Don't worry if you are not able to write down the information as you view the course. These resources are available on the Wisconsin WIC Program website or you can contact the State Farmers' Market Program Coordinator.

Agenda

- How to evaluate the program
- How to improve redemption of farmers' market checks
- How to report fiscal expenditures
- How to deal with complaints
- Local agency reviews

In the program oversight course, you will now learn about resources that help you evaluate the program, how to improve redemption of farmers' market checks, how to report fiscal expenditures, how to deal with complaints, and what your agency is evaluated on during federal required local agency reviews.

Redemption Rate Tool

ROSIE Reports Area

- 60% and higher: Great Work!
- 50% - 59%: Room to Improve
- Below 50%: Poor Access Indicator



This project's redemption rate is 66%; great job!!

REPORT NUM: FMM1055-2 FARMERS MARKET NUTRITION PROGRAM Report Month: December 2011 Page 1 of 1 RUN DATE: 15/2012

FMMRP Issuance and Redemption Report - Project Totals
Project 11 - Outagamie County WC

YTD Allocation: \$1,004
YTD % of Alloc Issued: 95%
YTD % Redemption Rate: 66%

TOTALS BY MONTH

| Report Month | FMMRP Checks Issued | Obligated Amount of Issued FNs | Number of FNs Redeemed | Amount of FNs Redeemed |
|--------------|---------------------|--------------------------------|------------------------|------------------------|
| June | 305 | \$1,473 | 47 | \$119 |
| July | 304 | \$1,188 | 340 | \$974 |
| August | 204 | \$4,464 | 170 | \$2,060 |
| September | 43 | \$731 | 1,170 | \$3,217 |
| October | 0 | \$0 | 904 | \$2,722 |
| November | 0 | \$0 | 170 | \$2,089 |
| December | 0 | \$0 | 0 | \$0 |
| Total | 1,856 | \$10,862 | 4,117 | \$11,140 |

REDEMPTION BY ISSUANCE MONTH ANALYSIS

| Issue Month | Number of FNs Issued | Number of FNs Redeemed for Issue Month | % of FNs Redeemed for Issue Month (Cumulative) | Amount of FNs Redeemed for Issue Month |
|-------------|----------------------|--|--|--|
| June | 2,192 | 1,509 | 69% | \$3,795 |
| July | 2,184 | 1,654 | 69% | \$4,228 |
| August | 1,589 | 910 | 61% | \$2,742 |
| September | 258 | 144 | 56% | \$407 |
| October | 0 | 0 | 0% | \$0 |
| Total | 6,223 | 4,117 | 66% | \$11,140 |

REDEMPTION BY FAMILY ANALYSIS

| Number of Families who Spent All FNs | % of Families who Spent All FNs | Number of Families who Spent Some FNs | % of Families who Spent Some FNs | Number of Families who Spent None | % of Families who Spent None |
|--------------------------------------|---------------------------------|---------------------------------------|----------------------------------|-----------------------------------|------------------------------|
| 653 | 54% | 265 | 20% | 284 | 26% |

| Number of Families who Spent Some or All FNs | Obligation Amount for Families who Spent Some or All FNs | Redemption Actual Amount of FNs Spent | Redemption Rate for Families who Spent Some or All FNs |
|--|--|---------------------------------------|--|
| 712 | \$12,362 | \$11,140 | 90% |

There is a report in ROSIE that will tell you the value of the checks that were issued to participants and the amount that was redeemed. The December report is the final report for each year. What is your agency's redemption rate? Here's how to compare:

60% and higher: Your agency is doing a great job issuing checks to participants who will use the checks. Keep up the great work!

50% - 59%: Your participants are redeeming about half of what is issued. You may want to explore options on how you can improve.

Below 50%: You may be in an area where farmers' markets are not conveniently located for your participants. Be sure that participants know where the farmers' markets are located and what the hours are before issuing checks. Participants may need re-assurance that it is ok to **not** accept the farmers' market checks.

A special note: If you view a ROSIE Farmers' Market Redemption report from June, July or any month earlier than November, you may be surprised at seeing a very low redemption rate. Don't worry; that is normal. Most of the checks are issued in June and July, but farmers have until November 15 to redeem the checks. The redemption rate evens out more in November and December.

Redemption Strategies

- Establish vendor infrastructure
- Establish partnerships
- Strategize check issuance
- Participant education
- Promotions

Ideas for improving redemption rates include:

Having enough farmers with a variety of produce accepting farmers' market checks

Working with other like-minded organizations or coalitions. For example a coalition in the northern region began a "mobile market" and coordinated market days with WIC and Senior local agencies.

Consider establishing your own guidelines for issuing checks (for example, if issuing checks at a clinic where there are no farmers' markets within 30 miles, is it a good idea to issue checks at that clinic?)

Educate participants about farmers' markets and locally grown produce using displays or the farmers' market modules.

Have fun promotions during the farmers' market season such as giving a sticker to a child whose family used their farmers' market checks.

Expenditure Reporting

Would I be doing this task without the farmers' market program?



Let's continue on about some other administrative responsibilities with the WIC Farmers' Market Program.

Projects receive a small amount of money to pay for farmers' market tasks such as issuing farmers' market checks and working with farmers. Like WIC, expenditures will be reported, but on a separate profile than WIC.

When reporting expenditures, be sure that expenditures are farmers' market related. Ask yourself, Would I be doing this if I did not have the farmers' market program? For example, would I be issuing farmers' market checks without the farmers' market program? The answer is no; so the expenditure is a farmers' market expenditure.

Another example, would I be providing information about fruits and vegetables without the farmers' market program? The answer is yes; so this expenditure can be a WIC expenditure.

Complaints

Refer complaints about farmers or from **farmers** to the State Office.

Local agencies typically resolve **participant** complaints by listening to the complaint and providing an explanation. Participants may want the local agency to forward the complaint to the State Office. The participant should complete the Complaint Form. The local agency may assist with completing of the form. The form will be sent to the State Office. The State Office will investigate the complaint and respond to the participant.

Discrimination Complaints

- To file a complaint of discrimination, write USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call toll free (866) 632-9992 (Voice).
- Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

Persons seeking to file discrimination complaints will file the complaint with USDA.



Monitoring Local Agencies

WIC projects are reviewed every two years using the WIC Monitoring Tool. Regional Nutrition Consultants will conduct the site visit as part of their review for the WIC Program.

See the next slide for some of the questions on the Tool that pertain to WIC Farmers' Market.

| | | |
|---|---|--|
| <p>How is locally grown fruit and vegetable consumption promoted during the farmers' market season?</p> | <p>Before issuing FMNP checks, how do you assess the participant's interest in using them? Describe the methods used.</p> | <p>What was your FMNP redemption rate last year?</p> |
| <p>What instructions do participants receive about how to use Farmers' Market checks? Describe the instruction.</p> | <p>How are instructions of the FMNP policies or procedures communicated to those who need to be familiar with program activities?</p> | <p>Do you follow up on Farmers' Market vendor or participant complaints?</p> |

View this slide to learn what to expect during a farmers' market local agency review.

In Conclusion...

- Thank you for your participation!
- Review Farmers' Market Resources & Materials
- Review the Staff Manual each year prior to the season



Department of Health Services
Division of Public Health

To optimize what you have learned from all of the Farmers' Market Program on-line courses, be sure to take the time to find and review farmers' market resources and materials. Links to websites and guidance on how to find materials is located on the Wisconsin WIC Program web site where you found this course.

It is especially recommended to review the Staff Manual each year with your staff prior to the start of the farmers' market season.

Thank you very much for your work in administering the farmers' market program in your area!