

# Maine Center for Disease Control and Prevention Women, Infants, and Children Nutrition Program Farmers' Market Nutrition Program

Effective: October 1, 2012

Revised: October 1, 2023

Policy No. FMNP-8

## Local Agency Administration of WIC eFMNP

### Policy

1. Maine CDC WIC Electronic Farmers' Market Nutrition Program (WIC eFMNP) benefits shall be made available to all eligible WIC participants each year during the summer season, as funding permits.
2. WIC eFMNP benefit redemption shall be available only at Maine Farmers' Markets and local farm stands which are authorized by the Maine CDC WIC Nutrition Program.
3. WIC eFMNP benefits may be redeemed for only the purchase of any locally grown fresh fruits, vegetables and/or herbs.
4. Food benefits provided by the WIC eFMNP are intended for the sole benefit of participants enrolled in the Maine CDC WIC Nutrition Program and may not be shared with others or sold or exchanged for cash or other goods.
5. Local Agency staff shall provide education on benefit redemption and health benefits associated with the consumption of fresh Maine grown fruits and/or vegetables to all WIC participants receiving WIC eFMNP benefits. Local Agencies shall be allowed to have WIC approved Farmers or a Farmer's representative on site at the Local Agency.

### Procedures

1. WIC participants who are eligible to receive WIC eFMNP benefits one time each summer season shall include those who are within a valid certification period in the following categories:
  - 1.1. Pregnant women
  - 1.2. Breastfeeding women
    - 1.2.1. Exclusively breastfeeding women
    - 1.2.2. Partially breastfeeding women
    - 1.2.3. Some breastfeeding women up to six (6) months after delivery at time of FMNP benefit issuance
  - 1.3. Postpartum participants under six (6) months.
  - 1.4. Children ages twelve to sixty (12-60) months
2. Eligible participants will receive equal funding at the start of the eFMNP season in July. Funding will be determined at the start of each season by dividing the sum of the allotted eFMNP grant by the total number of eligible participants

3. Eligible participants will receive a minimum of \$10 at the start of the eFMNP season.
4. Additional amounts maybe added as funding allows.
5. eFMNP benefits shall be issued to all eligible participants in a household automatically on July 1 of the eFMNP season by the State Agency.
6. Participants may redeem eFMNP benefits in the following ways:
  - 6.1. At a WIC Clinic hosting a WIC Approved Farmer
7. At any of the following locations listed on the Maine Certified Farmer List here <https://www.maine.gov/dhhs/mecdc/population-health/wic/index.shtml>. The State Agency will monitor funding on a month-by-month basis.
  - 7.1. The State Agency will communicate with Local Agencies and eligible participants in the event of funding changes.
8. Local WIC agency staff shall provide participants with the following Farmer Flyers information:
  - 8.1. Steps on generating a barcode.
  - 8.2. Benefit types:
    - 8.2.1. Farmers Market Nutrition Program benefit- Maine grown only (July-Oct) include only fresh, unprepared, locally grown (Maine grown) fruits, vegetables and/or herbs.
    - 8.2.2. Foods that may not be purchased include but are not limited to:
      1. Honey
      2. Maple syrup
      3. Eggs
      4. Cheese
      5. Meat
      6. Seafood
      7. Baked goods or other prepared items
      8. Fruits, vegetables and/or herbs that are not Maine grown
      9. Dried herbs
    - 8.2.3. Fruits & Vegetable benefit – All produce (Year around)
      1. Decorative Vegetables and painted pumpkins
      2. Party trays or fruit baskets
      3. Pickled vegetables or olives
  - 8.3. With the names, locations, season, days, and hours of operation of Maine eWIC Certified Farmers in the participant’s local area where eFMNP benefits may be redeemed.
    - 8.3.1. Educate participants on use of electronic format and mobile device options to access farmer sale site information (ex: WICShopper, maine.gov/wic)
  - 8.4. Discretion: ME WIC does its best to keep this information current. Farmers

hour may vary please call or check social media for most current hours.

8.5. Last Updated/Revise date.

8.5.1. Summer flyer is due to State Agency second Monday in June.

8.5.2. Winter flyer is due to State Agency the second Monday in October

8.6. Participant may purchase more than the face value of the eFMNP benefit(s) by using the Cash Value Benefit, if available.

8.6.1. If the total exceeds the sum of the eFMNP benefit the additional charge will be deducted from the participants available CVB balance automatically by the point of sales system.

8.6.2. Participants shall use another form of tender if the sum of the transition exceeds the total of the participants eFMNP and CVB benefits.

8.7. Inform the participant of the right to file a complaint about any improper farmer or Farmer Market practices, including how to file such a complaint. Local WIC Agency staff shall provide nutrition education to all participants receiving WIC eFMNP benefits, with an emphasis on the relationship of positive health outcomes and consumption of fresh Maine grown fruits and/or vegetables.

9. Local WIC Agency staff shall provide education about the BNFT app including:

9.1. How to download the app

9.2. Assistance with setting up an account and authentication processes

9.3. How to find the eFMNP bar code

9.4. How to print the eFMNP bar code

9.5. How to take a screenshot of the eFMNP bar code

9.6. Expiration date of printed or screen shots of bar codes

10. Local WIC agency compliance with administration of WIC eFMNP requirements will be assessed during the Management Evaluation Review of the agency, including:

10.1. Nutrition education on the benefits of fresh Maine grown produce provided and documented in Spirit using the Nutrition Education tab, and other applicable notes.

10.2. Referrals documented in Spirit for the BNFT app or webpage.

10.3. Referrals to Local eFMNP approved Farm Stands, Farmers Markets or Farms.

10.4. How to shop for eFMNP benefits including:

10.4.1. Shopping for local Maine produce

10.4.2. Knowing the eFMNP available balance before shopping

10.4.3. Presenting the bar code to the farm, farmers market or farm stand

10.4.4. Length of the eFMNP season

10.5. WIC FMNP outreach plans and activities report due to State Agency April 1.

- 10.6. Outreach and promotion of the eFMNP season.
11. Local Agencies will communicate with State Agency expressing interest in hosting WIC Approved Farmers on site in the Local Agency FMNP Outreach Plan.
  - 11.1. Onsite redemption can take place in the following forms:
    - 11.1.1. Pre-packaged/pre-priced bundles of mixed fruits and vegetables- farmers can be onsite or pre-deliver bundles on a schedule that works best for the Local Agency and Farmer's schedules.
    - 11.1.2. Local Agency staff will represent approved Farmers when pre-delivered bundles are made available upon communication and coordination with the farmer.
    - 11.1.3. Coordination with Farmers includes but not limited to:
      - 11.1.3.1 Local Agency staff training on how to complete a transition in the point-of-sale system on behalf of the Farmer by the Farmer. Local agency shall establish a user login for each farm participating in pre-packaged bundle delivery.
      - 11.1.3.2 Local Agency shall establish their own unique usernames and passwords for each farmer participating in the pre-packaged bundle delivery option when the farmer is not on site and LA is acting as Farmer representative.
      - 11.1.3.3 Local Agency Staff shall not have access to Farmer's financial information.
    - 11.1.4. Farmers on site- farmers can provide produce at the Local Agency in a shopping style set up where participants and the general public can select their own fruits and vegetables.
12. State Agency will facilitate communication with Farmers and Local Agencies to coordinate on site redemption opportunities.
  - 12.1. Upon approval of onsite redemption requests, Local Agencies will contact the approved Farmers and Farmers Market's in their services area using the list from [maine.gov/wic](http://maine.gov/wic). Local Agencies will extend the onsite redemption opportunity to all approved farmers.
  - 12.2. Local Agency shall communicate with the State Agency when farmers are scheduled to be on site or providing pre-packaged bundles. All communication shall be sent to the WIC Vendor email at [wicvendor@maine.gov](mailto:wicvendor@maine.gov).