

Vermont Farm to Family Market Manager Training



02/14/2018

Vermont Farm to Family

Farm to Family provides eligible Vermonters \$30 in coupons to buy fresh vegetables, fresh fruits and fresh cut herbs at participating Vermont farmers markets, plus information about farmers markets and storing/cooking fresh produce.

The goals of the program are to increase the consumption of locally grown foods by nutritionally at risk Vermonters and to increase the use of farmers markets.

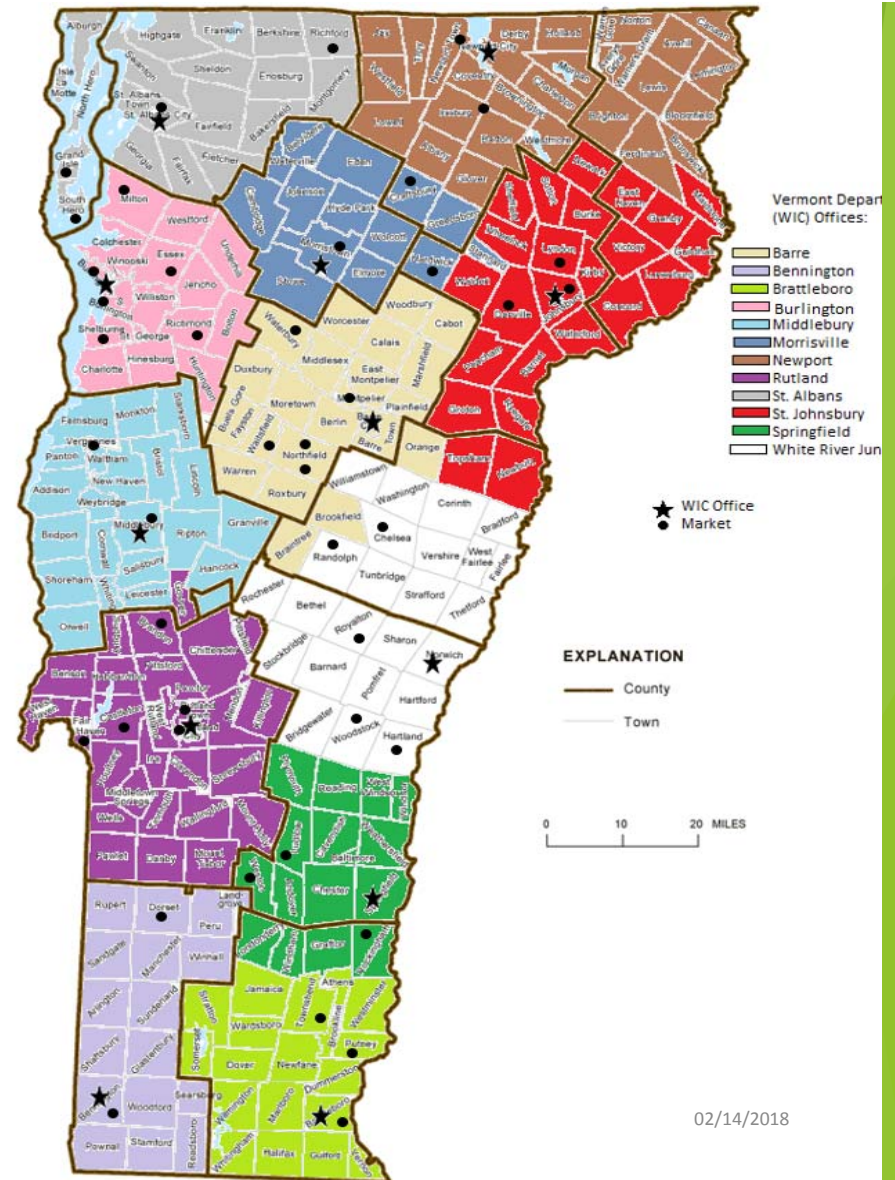
**Please spend all of your
Farm to Family coupons!**

They expire October 31 and markets close before then.
Check your Farm to Family *Information for Coupon Shoppers* brochure for market schedules and to see which markets also accept EBT cards (3SquaresVT benefits).
Spending Farm to Family coupons and 3SquaresVT benefits at farmers markets puts healthy, locally grown food on your table and supports Vermont farmers!



2017 Farm to Family Stats

- Markets: 42
- Vendors: 261
- Coupons redeemed: 27,704
- Value of coupons redeemed: \$83,112



Eligible Food Choices

Apples	Celery	Lettuce	Plums
Asparagus	Chard	Melons	Potatoes
Beans	Cilantro	Mesclun	Pumpkins for eating
Beets	Corn	Mushrooms	Radicchio
Berries	Cucumber	Nectarines	Radishes
Bokchoy	Eggplant	Okra	Rhubarb
Broccoli	Garlic	Onions	Scallions
Brussels sprouts	Greens	Parsnip	Spinach
Cabbage	Herbs, fresh cut	Peaches	Squash, Summer
Carrots	Kale	Pears	Squash, Winter
Cauliflower	Kohlrabi	Peas	Tomatoes
Celeriac	Leeks	Peppers	Turnips

Non-Eligible Food Choices

Other non-local produce/processed foods/animal products

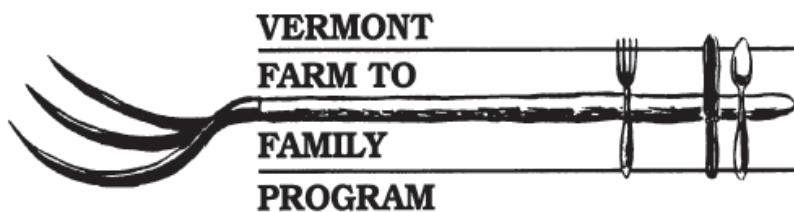
Baked Goods	Cheese	Eggs	Maple Syrup	Pickles
Cider	Honey	Meats	Potted Plants	Jams/Jellies
Nuts	Seafood	Canned goods	Sweets/Candies	Juice



Where market rules permit a vendor to sell both eligible and ineligible fresh produce, produce that is not locally grown must be segregated from the coupon-eligible foods and displayed with a sign stating that it may not be bought with Farm to Family coupons.



Vermont Farm to Family Coupons



Vendor #: _____

2018

\$6

VALID ONLY FOR FRESH FRUITS OR VEGETABLES

Coupon may be redeemed only at markets listed in the 2018 Farm To Family "Information For Coupon Shoppers" brochure. Coupon may not be used for eggs, meat, honey, syrup or prepared foods like jams, pickles or cider.

\$6

NO CASH CHANGE:

may be given for this coupon. See back.

COUPON EXPIRES: October 31, 2018

Bar code & number here

Who can accept coupons?

- ❑ Coupons may be accepted only at locations and times listed in the current-year Farm to Family *Information For Coupon Shoppers* brochure. Coupons MAY NOT be accepted at additional sites used by a farmers market after the early May deadline for submitting data to ESD.
- ❑ Only market vendors displaying a Farm to Family sign may accept coupons. Coupon recipients are told to look for the sign to identify participating vendors. Failure to display the sign may result in vendor suspension. All vendors receive a sign when they first enroll and are offered another free sign at the start of each season. A vendor whose sign is lost should get another from the market manager.
- ❑ A market may only redeem coupons for vendors enrolled in the current-year. They are identified from (1) the annual list of pre-enrolled vendors in the June market packet or (2) by the market getting a completed Single-Market Vendor Participation Agreement valid for that year and sending it to ESD. The vendor must write the vendor number from their current-year agreement on each coupon before giving coupons to the market for payment. All vendor agreements and vendor numbers are valid for just one season.



Coupon Sales

- ▶ Coupons have a face value of \$6.00 and should be treated like cash. Vendors should quickly void each coupon accepted by writing their vendor numbers on them, and store the coupons in a secure location to protect from loss or theft prior to redemption by the market.
- ▶ No state or local taxes may be collected for coupon purchases.
- ▶ Under no circumstances may shoppers be given cash or ineligible products as "change" for a coupon. (*See Rules and Procedures regarding disqualification.*) There are no exceptions. A shopper wanting only a small amount of fresh produce may need and welcome the vendor's advice on how to prepare or store larger quantities.
- ▶ Vendors must offer eligible foods to coupon shoppers at no more than the price charged to other customers. If the price of a sale is less than the value of a coupon, the vendor must offer the coupon shopper additional allowable foods to make up the difference.
- ▶ Offer coupon recipients the same courtesies as other customers.
- ▶ Vendors may accept cash for sales to coupon shoppers. Example: a \$6.35 purchase may be made with one coupon and 35 cents. Coupon recipients are urged to bring some cash to the market for this purpose.



Important Review: Accepting and Storing Coupons

- ▶ Vendors should quickly void each coupon accepted by writing their vendor numbers on them.
- ▶ Every coupon accepted must be marked with a valid vendor number.
- ▶ Store the coupons in a secure location to protect from loss or theft prior to redemption by the market.
- ▶ A coupon theft should be reported to the police.

Submitting Coupons

- *Collect coupons weekly and pay vendors for them the same day or the following week. Document all coupon payments by date, amount and vendor number.
- *Ensure each coupon has a valid vendor number.
- *Verify coupons are correctly counted and numbered.
- *Use Batch Slips to separate Vendors coupons.
- *Send batches of redeemed coupons to ESD with a Tally form and enclose a copy of any new Vendor Agreements.
- *Ensure Tally form is complete, legible and accurate.
- *Submit coupons at least monthly. Immediately submit when the value collected reaches \$500.
- *Submit last batch of coupons for payment 15 days after the market closes or November 10th, whichever is first.

Coupon Batch Slip

Vendor # _____ Coupon Value: \$ _____

Date coupons submitted to Market: _____

Received by: _____
Market Representative

2017 MARKET TALLY OF REDEEMED COUPONS FF-9 (

Date: _____ Market Name: _____

Person completing form: _____ Phone: _____

Tally No.:

THIS SECTION FOR STATE AGENCY (ESD) USE ONLY

Verification of Coupon Value Submitted

<u>Vend or Numb er</u>	<u>Vend or agree ment encl o sed</u>	<u>\$ Value of Coupo ns This Batch</u>	<u>Aut h. Ven dor</u>	<u>State/ CAA</u>	<u>Senior /SFS</u>	<u>Fed/ WIC</u>	<u>Totals</u>
_____	_____	_____	_____	_____	_____	_____	_____
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Coupon Redemption

- ▶ Coupons may not be accepted after October 31. Expired coupons must be refused and will not be redeemed for cash. The last day vendors may submit coupons to the market for redemption is five days after the market's closing day (sooner if required by the market), or November 5, whichever comes first.
- ▶ Markets must abide by the current *Farm to Family Financial Policies and Procedures*. Markets need to submit their last batch of coupons for payment 15 days after the market closes for the season, or November 10, whichever is first. **ESD will not reimburse a market for any coupons that are delivered or mailed to ESD later than November 30.**

NOVEMBER 2018						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 V	6	7	8	9	10 M
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Payments from Farm to Family

- ❖ Farm to Family makes payments only to farmers' markets or their sponsoring organizations, not to individuals. The payments are not income for the market. They are reimbursements for payments the market made to its F2F-enrolled vendors for F2F coupons the vendors accepted at the market.
- ❖ If the farmers' market chooses direct deposit, the bank account and address the market uses for F2F payments must remain active and unchanged from May through December 31 to assure that all F2F payments and documents are deliverable and timely. The Postal Service does not forward mail sent by the State Treasurer.
- ❖ Reimbursements are paid to markets 30 days after the tally form/invoice has been submitted to ESD.

Recipients of Farm to Family



Equitable Treatment of Recipients

- No person shall, on the grounds of race, color, national origin, age, sex or disability, be denied participation in, or otherwise subjected to discrimination under this program.
- Vendors must offer coupon shoppers the same courtesies offered to other customers, and may be suspended from the program if they violate this policy.
- Vendors should assume that any customer with coupons obtained them legitimately. Relatives or friends may do the market shopping for a coupon recipient.
- Vendors must offer eligible foods to coupon shoppers at the same price charged to other customers. If the price of a sale is less than the value of a coupon, the vendor must offer the shopper additional allowable foods to make up the difference.

Complaint Process: Civil Rights Violations

A participant that claims discrimination should be referred to the process below to file a complaint. A market manager or farmer that has a complaint should file the complaint directly with the Farm to Family program.

- ▶ 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, 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.
- ▶ Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, 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: http://www.ascr.usda.gov/complaint_filing_cust.html, 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, 400 Independence Avenue, SW, Washington, D.C. 20250-9410; or
 2. Fax: (202) 690-7442; or
 3. Email: program.intake@usda.gov.

This institution is an equal opportunity provider.



Enrolling Markets and Vendors

02/14/2018

Enrolling as a Market

To enroll you must complete the following:

- ✓ Farm to Family Training (Congratulations you are almost done!)
- ✓ Farmers Market Participation Agreement
- ✓ Federal Taxpayer Identification Number Assurance Form
- ✓ W9 Completed Annually



Completing the W-9

- Line 1 = business name
- Line 3 = mark and complete under other
- Line 5 and 6 = business address
- Part I = business tax identification number
- Part II = sign and date

Form **W-9**
 (Rev. December 2014)
 Department of the Treasury
 Internal Revenue Service

**Request for Taxpayer
 Identification Number and Certification**

Give Form to the
 requester. Do not
 send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
MARKET BUSINESS NAME

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
 Individual/sole proprietor or single-member LLC
 C Corporation
 S Corporation
 Partnership
 Trust/estate
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) _____
 Note: For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.

4 Exemptions (codes apply only to certain entities; not individuals; see instructions on page 3):
 Exempt payee code (if any) _____
 Exemption from FATCA reporting code (if any) _____
 (Applies to accounts maintained outside the U.S.)

Other (see instructions) **TAX EXEMPT ORGANIZATION UNDER IRC SECTION 501(C)(6)**

5 Address (number, street, and apt. or suite no.)
BUSINESS ADDRESS

6 City, state, and ZIP code
BUSINESS ADDRESS

7 Last account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)
 Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 3.
 Note: If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
 [] [] [] - [] [] [] - [] [] [] []
 or
 Employer identification number
 X X - X X X X X X X X

Part II Certification
 Under penalties of perjury, I certify that:
 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
 3. I am a U.S. citizen or other U.S. person (defined below); and
 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.
Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person **Date**

Enrolling Vendors

- ▶ **STEP 1** Be sure the vendor is eligible, i.e., selling fresh fruit/veggies that they grew on land in Vermont or on non-Canadian land within 30 miles of the VT border.
- ▶ **STEP 2** From Vendor Enrollment Materials, give the vendor: (1) **Single-Market Vendor Participation Agreement form dated this year and with your market name already written at top**; (2) "Rules & Procedures"; and (3) instructional "Welcome" memo. Tell the vendor to return the agreement within a week. Stress that you may not pay them for any coupons accepted before they give you the completed/signed agreement.
- ▶ **STEP 3** Check the completed agreement to be sure it includes: (1) your market name at top; (2) readable vendor name (not just farm name) and complete mailing address; and (3) vendor signature. **Instruct the vendor** to put the vendor number on each coupon they accept at your market this year, and to redeem coupons accepted at your market through you and not through any other market in the program.
- ▶ **STEP 4** Give the vendor a laminated vendor sign

Monitoring of Markets and Vendors

Participating vendors and markets will be monitored by ESD, and possibly by the U.S. Department of Agriculture, for compliance with program guidelines.

Monitoring may include:

- ❑ Undercover coupon purchases
- ❑ Ensuring the Farm to Family Sign is displayed
- ❑ Check to see if fresh produce that is not coupon-eligible is displayed separately from the coupon-eligible foods with a sign stating that they may not be bought with the coupons
- ❑ Inspection of a food production site where a vendor is suspected of accepting coupons for foods that are not locally grown

Form Reference

- One-year farmers market participation agreement
- Rules and procedures for participating farmers markets and vendors
- Financial policies and procedures for farmers markets
- How and when to enroll your produce vendors in the program

**Congratulations on
completing the
2018 Market
Manager Training!**

Contact information

If you have any questions please contact the Farm to Family team Hayley Turner Lawyer, Emily Hammond and Pat Duda.

- ▶ Email: ahs.dcffarmtofamily@vermont.gov
- ▶ Phone: 802-241-0955