

Informational Meeting

Electronic Farmers' Market Benefits



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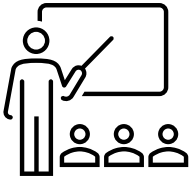
February 18, 2025 11:00 am

Goodbye checks, hello cards!

- **Senior** Farmers' Market Nutrition Program starts electronic benefits May 2025!
- **WIC**—Cash Value Benefit and FMNP start date pending summer 2025



Electronic Transaction Overview



Farmer completes authorization training



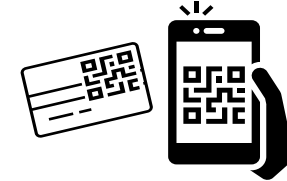
Farmer creates account with payment processor



Participant issued benefits and receives farmers' market card with a QR code



Participant brings their farmers' market card to the market and selects produce



The farmer scans the QR code with their smart device to complete the transaction



Money automatically transferred to the farmer's bank account weekly



One Farmer Portal, Two Cards, Five Benefit Types



- 3 benefit types
 - WIC FMNP
 - WIC CVB
 - WIC CNIP Match



- 2 benefit types
 - Senior FMNP
 - Senior CNIP Match



Anticipated Advantages

1. Weekly automatic deposits
2. Trips to the bank eliminated
3. Purchases in any dollar amount up to available benefit balance
4. More benefits available to spend at farmers' markets
5. Year-round benefits available (CVB only)
6. No more terminals for WIC CVB
7. View benefit transactions and payments on a secure online portal in real time



WIC Farmers' Market Card



- One card per family, used at farmers' markets and grocery stores
- WIC CVB, WIC FMNP, and WIC CNIP Match benefits
- Benefit issuance through WIC Local Agencies
- Flexibility to spend benefits in any amount, e.g. \$5.50, \$2.79, no longer limited to \$10 purchases
- Spends benefits in the follow order: WIC FMNP, WIC Market Match, WIC CVB
- Same card every year



Senior Farmers' Market Card



- SFMNP and Senior CNIP Match benefits
- SFMNP benefit issuance through Local Area Agencies on Aging
- New cards every year (cards cannot be reused year to year)
- Flexibility to spend benefits in any amount, e.g. \$5.50, \$2.79, no longer limited to \$10 purchases



Benefit Programs at a Glance

	WIC CVB	WIC FMNP	SFMNP
Overseen by	CDPH/WIC	CDPH/WIC	CDFA
Recipients	WIC participants ~ 1,000,000 / month	WIC participants ~80,000 /year	Senior citizens ~16,000 / year
Benefit Frequency	Every month	Once a year	Once a year
Can Be Spent	Year-Round	Between May 1 and November 30	Between May 1 and November 30
Benefit Amount	Depends on # of WIC participants in family	\$30 / season	\$50 / season
Approximate Benefits Available per Year	~ \$15,487,000 (2024)*	~ \$ 830,000 (2025)	~ \$700,000

*https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/AboutWIC/CDPHWICDivision/StatePublicationsandDocuments/WIC%20Division%20Budget%20Estimate%20Archive/2024-25_WIC_May_Estimate.pdf



Steps to Accepting Electronic Benefits

1

Submit Application

2

Complete WIC authorization training

3

Receive notice of authorization from WIC

4

Create an account on the vendor portal

5

Live testing of software at market (farmers/employees)

6

You are ready to go!!



Requirements to Accept Benefits

Farmer creates an account and profile with payment processor (third party)

- Bank account
- W-9 form with a tax ID
- Sign agreement
- Email address
- WIC WISE ID #
- Zip Code

To transact benefits:

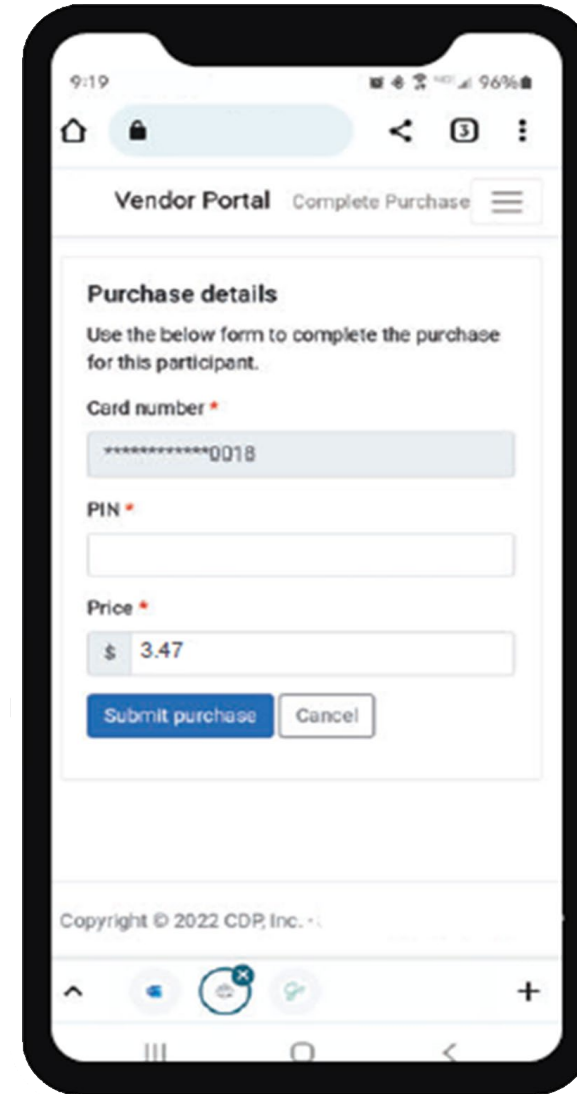
- A smart device with a camera
- Internet service
- Access to Farmer Vendor Portal*

*An unlimited number of people may be logged in to the same account at the same time!



Completing a New Purchase

1. Tap the three bars in the upper right screen.
2. Tap **New Purchase**.
3. Select the camera and then tap **Start Scanning**.
4. Scan the shopper's QR code.
5. Have the shopper enter the PIN. (**WIC only**)
6. Type the total **Price**.
7. Click **Submit Purchase**.



The screenshot shows a mobile application interface for a 'Vendor Portal'. At the top, the status bar shows the time 9:19 and battery level 96%. The app header includes a home icon, a lock icon, a back arrow, a tab indicator with the number 3, and a menu icon (three vertical bars). Below the header, the title 'Vendor Portal' is followed by 'Complete Purchase' and the same menu icon. The main content area is titled 'Purchase details' and contains the instruction: 'Use the below form to complete the purchase for this participant.' The form includes three input fields: 'Card number *' with a masked value '*****0018', 'PIN *' which is empty, and 'Price *' with a value of '\$ 3.47'. At the bottom of the form are two buttons: 'Submit purchase' in blue and 'Cancel' in white. The footer of the app shows 'Copyright © 2022 CDP, Inc.' and a standard Android navigation bar with back, home, and recent apps icons.



Signs, Signs, Signs



WIC and Senior Benefits Welcome

Se aceptan beneficios de WIC y de adultos mayores.

Post this sign in a visible place at the WIC authorized farmers' market.

Coloque este letrero en un lugar visible en el mercado agrícola de WIC.

Contact CDPH/WIC for more information. 1-855-942-7867 or wicfmnp@cdph.ca.gov.

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 CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE



Senior Benefits Welcome


Se aceptan beneficios de adultos mayores.

Post this sign in a visible place at the WIC authorized farmers' market.

Coloque este letrero en un lugar visible en el mercado agrícola de WIC.

Contact CDPH/WIC for more information. (916) 657-3231 or grants@cdfa.ca.gov.

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Next Steps

1. Request an application from CDPH/WIC at wicfvc@cdph.ca.gov or (855) 942-7867.
2. Submit application with a copy of the first page of active Certified Producer's Certificate to wicfmnp@cdph.ca.gov.
3. Attend a mandatory interactive training.
4. Receive the Notice of Authorization from CDPH/WIC, if approved. Submit W9 to katie.vonderlieth@cdfa.ca.gov.
5. Create profile on Vendor Portal for yourself and employees.



Contact Us with Questions or Concerns

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