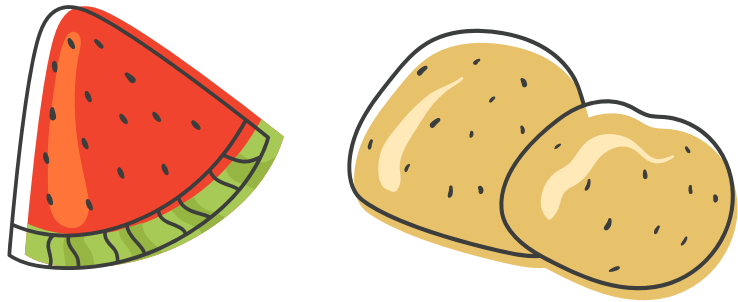


2025 Farmers Market Training Supplement for Coordinators





Topics



This supplement offers training and resources on the following topics:

- ✓ Planning for the Season
- ✓ Farmers Market Funding Allocations
- ✓ FMNP Reports in Cascades
- ✓ Ideas to Increase Redemption Rates from Local Staff
- ✓ State Staff Support Available and Next steps

Please note: Links to fillable forms in this document may take longer to open. We appreciate your patience.

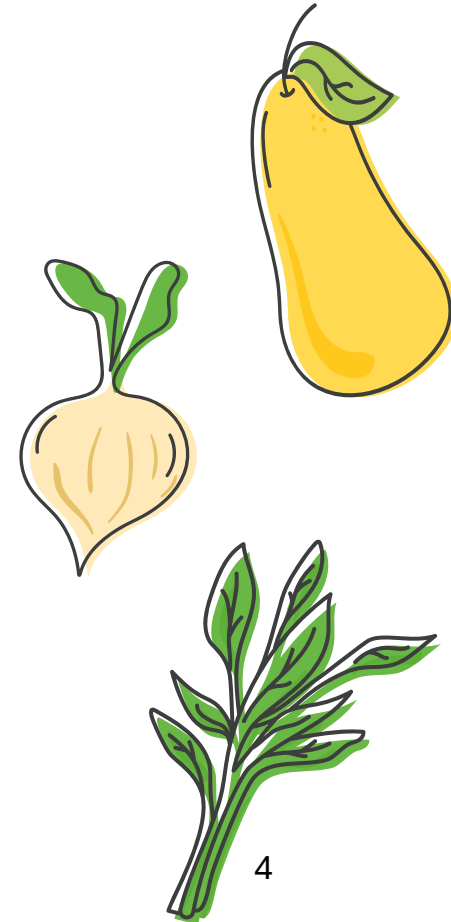


Planning for the season

Planning for the Season

We know that you and your staff are busily planning for the 2025 FMNP season. Here's a few quick reminders:

- ☐ Develop or update a Local Agency FMNP Policy and review with staff. Download the new LA FMNP Policy template as a fillable form [here](#).
- ☐ Ensure all staff complete the [2025 Farmer Market Nutrition Program Training](#) prior to issuing FM benefits.
 - ☐ Keep documentation of training completion on file.
- ☐ Review the 2025 FMNP Materials flyer in Memo 2025-48 and determine what materials you'll need.
- ☐ Plan how you'll use the administrative funding you receive to support some FMNP costs.

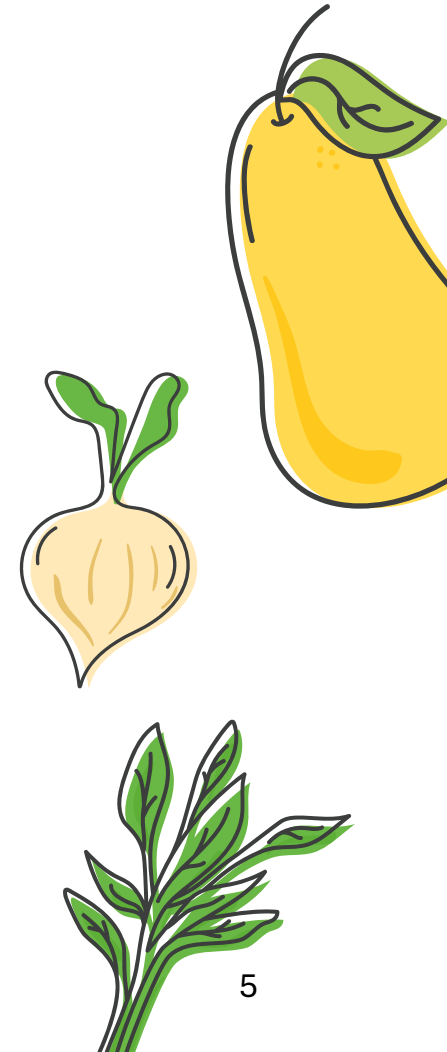


Local Agency FMNP Policy Template

Now posted on web as a fillable form:
[LocalAgencyFMNPPolicyTemplate.docx](#)

Local Agency Farmer Market Nutrition Program Policy (template)	
Agency Name:	Last Reviewed and Updated:
Participating Sites:	Original Policy Date:
<ul style="list-style-type: none">Local agency staff from FMNP participating sites:<ul style="list-style-type: none">must comply with WA State WIC FMNP Policy (Volume 1, Chapter 8)must complete annual state FMNP training prior to issuing any benefits to participantsmust ensure compliance with civil rights practices (Volume 1, Chapter 20)Local agency FMNP policy must be:<ul style="list-style-type: none">reviewed and updated annually and kept on file for 4 years.available for review upon request by WIC participants, local agency WIC staff, and state agency WIC staff.	
Briefly describe how your local agency plans to distribute FMNP benefits equitably, securely, and by the state set deadline. Please share plans for all participating sites if different.	
<ul style="list-style-type: none">When your agency will issue FMNP benefits (i.e. every day starting June 1st, every Tuesday, first and third Thursdays, etc.).Where your agency will issue benefits (i.e. from the clinic, at the market, remotely).What the maximum number of participants per family your agency will provide benefits to. Select one box.<ul style="list-style-type: none"><input type="checkbox"/> 3 per family (max per state guidance)<input type="checkbox"/> 2 per family<input type="checkbox"/> 1 per familyHow your agency will provide participants with the two required materials, FMNP brochure and list of authorized markets/growers, that provide required benefit issuance education. Click all box(es) that apply and explain if using combination.<ul style="list-style-type: none"><input type="checkbox"/> WICShopper app<input type="checkbox"/> Links to FMNP webpage (Participant page)<input type="checkbox"/> Printed copies<input type="checkbox"/> Combination of the above (i.e. printed brochure and links to growers on the web)	
Continue to the next page if issuing benefits at a farmers market.	
Last revised 4/7/2025	

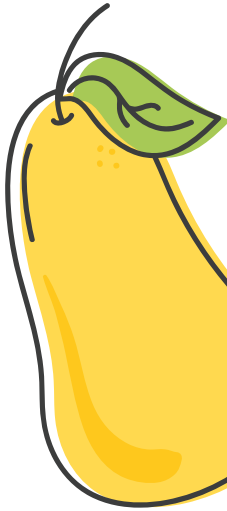
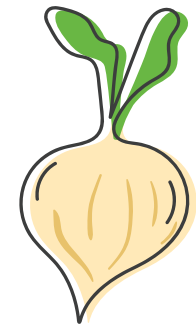
Local Agency Farmer Market Nutrition Program Policy (template)
If benefits are issued at a farmers market site, include the following:
<ul style="list-style-type: none">Procedures for issuing:
<ul style="list-style-type: none">Internet connectivity source: (Use only secure internet connections. No Public-WiFi)
<ul style="list-style-type: none">Plan for keeping laptops secure and participant information confidential:
Last revised 4/7/2025



Local Agency Administrative Funding

Each agency will receive a small increase in administrative funding to support some local agency costs for the Farmers Market Nutrition Program.

- Agencies will receive:
 - \$200 per site, and
 - \$0.50 per participant
- This funding was included in the May 1st contract amendment.



Farmers Market Funding Allocations in



Create and/or Update Your Farmers Market Contacts

Each year local agencies must confirm or create their Farmers Market Contacts.

Only staff who have a Clinic Administrative role can create and update Farmers Market Contacts.

Farmers Market Contacts must confirm the Farmers Market allocation changes in Cascades.

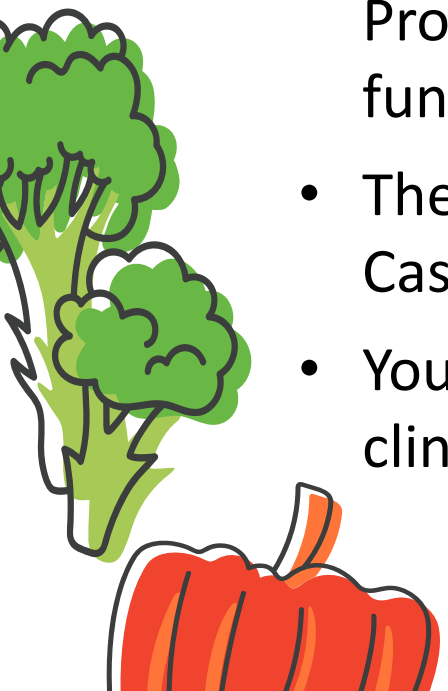
Follow these steps:

Cascades Steps: Create & Update a Farmers Market Contact

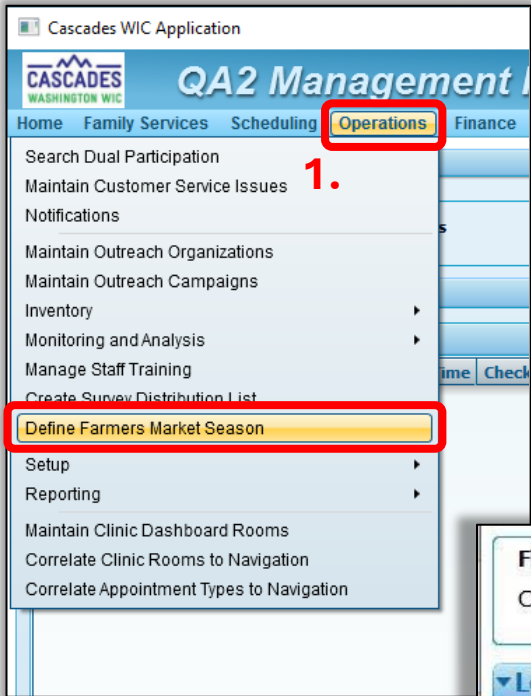


FMNP Funding Allocations

- Unfortunately, we are unable to provide FMNP benefits to all interested participants due to limited federal funding.
- The state allocates farmers market funding based on approximately 30 - 40% of your agency's eligible caseload.
- Each agency who agrees to participate in the Farmers Market Nutrition Program received a memo in March stating your agency's FMNP funding allocations for the year.
- The state adds the FMNP funding allocations for your agency into Cascades the last week of May.
- Your Farmers Market Contacts may reallocate the funds to individual clinics within your agency based on your community and clinic needs.



Review Funding Allocations in Cascades



1. Log into Cascades at the Local Clinic level, select **Operations** then **Define Farmers Market Season**.
2. See the available FMNP funds for your clinic in the **Balance \$** column.

Fiscal Year
Calendar 2024

▼ Local Agency or Clinic Definition

Select Location to Add Local Agency Clinic
☒ Local Agency ☐ Clinic L01 - Adams County Health Dept Add

Farmers Market Funding Allocations

			Local Agency	Clinic	Issued \$	Balance \$	Max \$	Start Date	End Date
				L01C01 - Adams CHD-Othello	\$150.00	\$60.00	\$210.00	1/9/2024	10/31/2024

Total Allocation \$210.00

Reallocate FMNP Funds

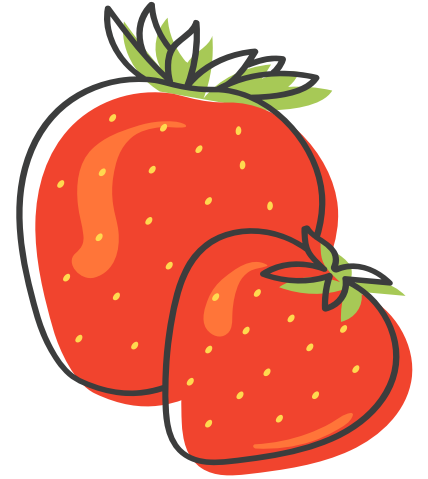
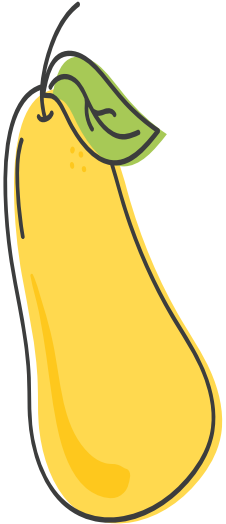
After the state adds your FMNP funds into Cascades, the Farmers Market Contact(s) may reallocate FMNP funds between clinics based on your clinic and community needs.

Follow these steps:

Cascades Steps: Reallocate Farmers Market Program Funds

Remember:

Agencies are required to notify the state at wicfmnp@doh.wa.gov **by August 1st** if they can't use all the agency's FMNP allocation funds.



FMNP Reports in






3 FMNP Reports

Find reports: Operations > Reporting > Generate Reports > Clinic

1. WA WIC Eligible Participants who have not been issued FMNP Benefits

2. Remaining FMNP Issuance Allocations Available to be Issued to Participants

3. WIC FMNP Benefit Issuance and Redemption

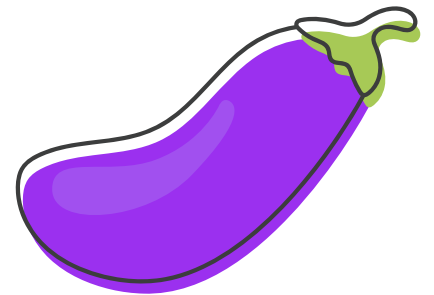
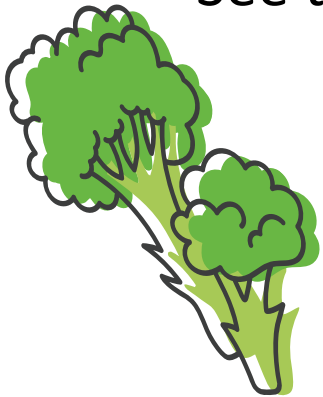


WA WIC Formula MDF Expiration
Shopping List Issued Benefits
WA WIC Eligible Participants who have not been issued WIC FMNP Benefits
WA WIC FMNP and CVB Participation by Issuance
WA WIC Remaining FMNP Issuance Allocations Available to be Issued to Participants
WA WIC Separation of Duties Report: Post PHE Waiver
WA WIC FMNP Benefit Issuance and Redemption
WA WIC High Risk Participants
WA WIC Proof of WIC Participation Letter
WA WIC Certified Client List

WA WIC Eligible Participants who have not been issued FMNP Benefits Report

Staff can use this report to identify eligible participants who may be interested in receiving FMNP but haven't received them yet.

See this report on the next slide.

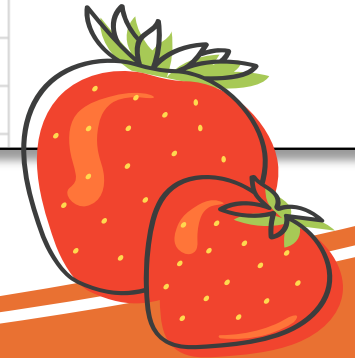


WA WIC Eligible Participants who have not been issued WIC FMNP Benefits

Participants currently issued WIC food benefits who have not been issued WIC FMNP benefits and are eligible

Clinic(s): All

Clinic ID	Clinic Name	Agency Name	Family ID	Participant Id	Category
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Pregnant
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Breastfeeding
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child
L01C01	Adams CHD-Othello	Adams County Health Dept			Child



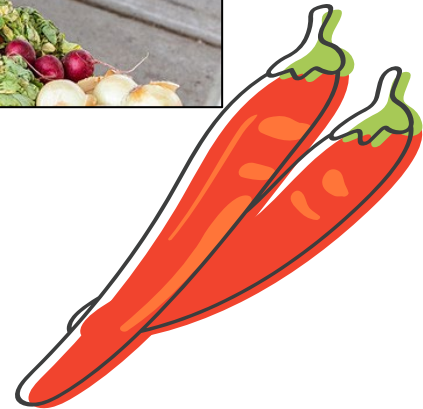
Remaining FMNP Issuance Allocations Available to be Issued to Participants Report

This report shows any allocations remaining for each clinic.

Use this report to manage your FMNP allocations and determine if:

- funds need to be reallocated to different clinic(s).
- additional outreach efforts needed.
- prior to August 1st, funds need to be turned back to state to be reallocated to another agency.

See this report on the next slide.



WA WIC Remaining FMNP Issuance Allocations Available to be Issued to Participants

Total amount of FMNP benefits left to be issued for the season.

Clinic(s): L05 / L05C01 - VIRGINIA MASON FRANCISCAN HEALTH-LAKEWOOD, L05 / L05C02 - VIRGINIA MASON FRANCISCAN HEALTH-PARKLAND, L05 / L05C03 - VIRGINIA MASON FRANCISCAN HEALTH-BURIEN, L05 / L05C04 - VIRGINIA MASON FRANCISCAN HEALTH-HARRISON MEDICAL

Clinic ID	Agency Name	Clinic Name	Remaining FMNP Balance
L05C01	VIRGINIA MASON FRANCISCAN HEALTH	VIRGINIA MASON FRANCISCAN HEALTH-LAKEWOOD	\$112.60
L05C02	VIRGINIA MASON FRANCISCAN HEALTH	VIRGINIA MASON FRANCISCAN HEALTH-PARKLAND	\$30.00
L05C03	VIRGINIA MASON FRANCISCAN HEALTH	VIRGINIA MASON FRANCISCAN HEALTH-BURIEN	\$0.00
L05C04	VIRGINIA MASON FRANCISCAN HEALTH	VIRGINIA MASON FRANCISCAN HEALTH-HARRISON MEDICAL	\$0.00

Please note: This example shows made up allocations available for Virginia Mason.



WA WIC FMNP Benefit Issuance and Redemption Report

This report shows:

Participants who have been issued FMNP benefits

and

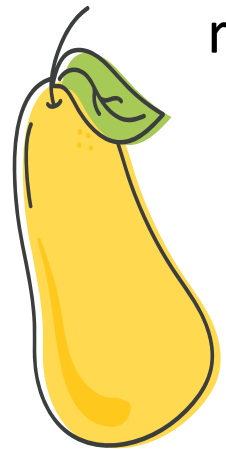
How many benefits haven't been redeemed or are left to use.

See this report on next slide.

How to use:

Staff have the option to reach out to participants:

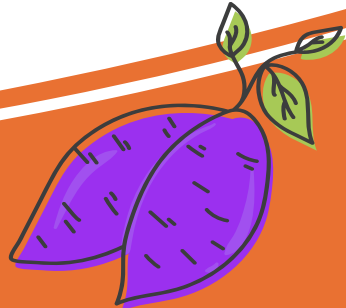
- to encourage them to use their benefits and
- assess if they're having problems and provide assistance, as needed.



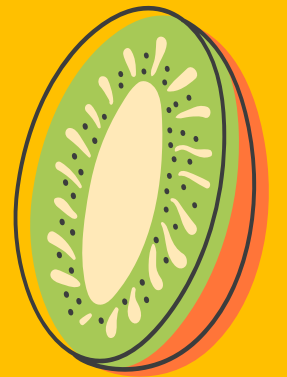
WA WIC FMNP Benefit Issuance and Redemption

The report displays a list of participants who have been issued FMNP benefits. The purpose of the report is to provide this information so staff have the option to reach out to these participants to encourage them to use benefits and identify if they're having problems. Staff can provide assistance if participants are having problems.
Clinic(s): L30 / L30C01 - MultiCare HS-Boze Elementary School, L30 / L30C02 - MultiCare HS-Bonney Lake, L30 / L30C03 - MultiCare HS-Buckley, L30 / L30C04 - MultiCare HS-Eatonville, L30 / L30C06 - MultiCare HS-Gig Harbor, L30 / L30C07 - MultiCare HS-Joint Base Lewis McChord, L30 / L30C08 - MultiCare HS-Key Pen

Clinic ID	Agency Name	Clinic Name	Family ID	Participant Id	Participant WIC Category	Amount of Benefits Issued (\$) Participant	Amount of Benefits Issued (\$) Household	Date Issued	Amount of Benefits Redeemed by Household (\$)	Percent Redeemed by Household	Next Appointment Date	Staff Who Issued the Benefits	Nutrition Education Topic (Jun 1-Oct 31)	Primary Telephone
L30C10	MultiCare Health Systems				C	\$30.00	\$30.00	6/19/2024	\$0.00	0%		Sheila Tiffany		2532028485
L30C10	MultiCare Health Systems				B	\$30.00	\$30.00	6/7/2024	\$28.55	95%		Paola Wilcox	Breastfeeding; Fruits; Vegetables	5096996995
L30C10	MultiCare Health Systems				P	\$30.00	\$60.00	6/7/2024	\$28.33	47%	5/19/2025	Paola Wilcox	Breastfeeding; Fruits; Vegetables	5096796593
L30C10	MultiCare Health Systems				C	\$30.00	\$60.00	6/7/2024	\$28.33	47%		Paola Wilcox	Fluoride; Fruits; Vegetables	5096796593
L30C10	MultiCare Health Systems				C	\$30.00	\$30.00	6/14/2024	\$0.00	0%		Sheila Tiffany	Division of Responsibility; Family meals	2532307142
L30C10	MultiCare Health Systems				P	\$30.00	\$60.00	6/14/2024	\$59.02	98%		Conchita Beasley	Breastfeeding; Fruits; Vegetables	7609978183
L30C10	MultiCare Health Systems				C	\$30.00	\$60.00	6/14/2024	\$59.02	98%		Conchita Beasley	Fruits; Tips for Picky Eating; Vegetables	7609978183
L30C10	MultiCare Health Systems				C	\$30.00	\$60.00	6/6/2024	\$19.50	33%	5/7/2025	Paola Wilcox	Fruits; Vegetables	2084099115
L30C10	MultiCare Health Systems				C	\$30.00	\$60.00	6/6/2024	\$19.50	33%	5/7/2025	Paola Wilcox	Fruits; Vegetables	2084099115
L30C10	MultiCare Health Systems				C	\$30.00	\$30.00	7/9/2024	\$0.00	0%		Paola Wilcox	Fruits; Vegetables; Vitamin/mineral supplements	2534148361
L30C10	MultiCare Health Systems				C	\$30.00	\$30.00	6/6/2024	\$30.00	100%		Paola Wilcox	Fruits; Vegetables	2532413629
L30C10	MultiCare Health Systems				B	\$30.00	\$60.00	6/18/2024	\$60.00	100%		Paola Wilcox	Fruits; Vegetables	2535006294

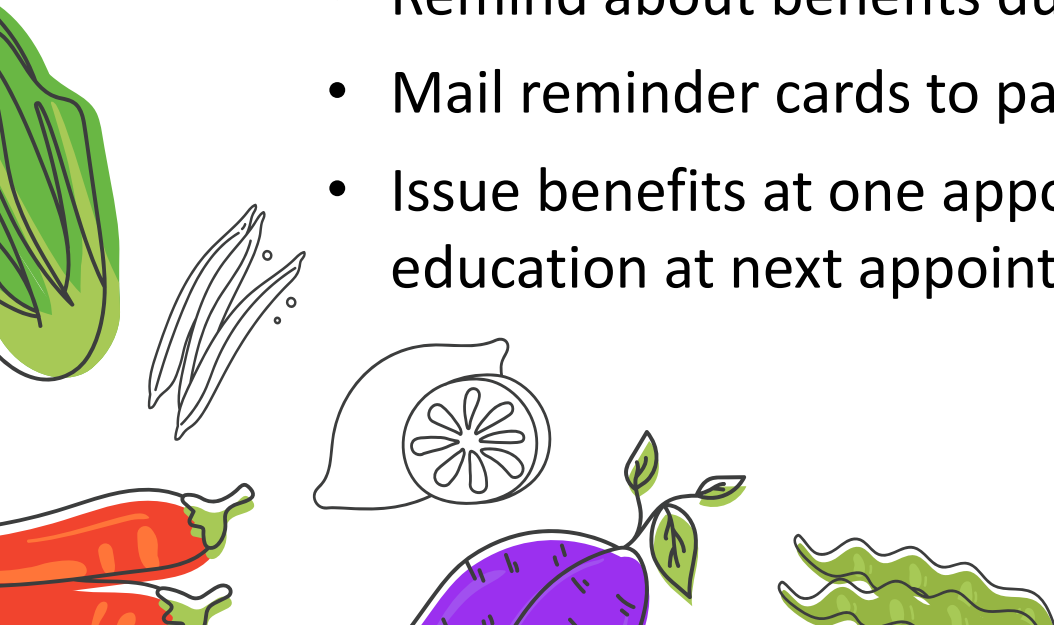


Increasing FMNP Redemption



Ideas for Increasing Redemption Rates from Local Staff

- Check “WIC FMNP Benefit Issuance and Redemption” report and call participants to remind them of benefits during the season.
- Watch for Family Alert about FMNP issuance, check participant’s redemption and ask participant at next appointment.
- Remind about benefits during appointment reminder calls.
- Mail reminder cards to participants mid-way through the season.
- Issue benefits at one appointment and complete fruit and vegetable education at next appointment. Ask about using FM benefits.

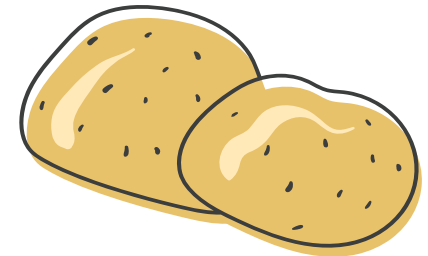
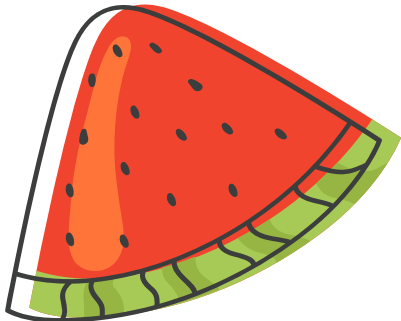
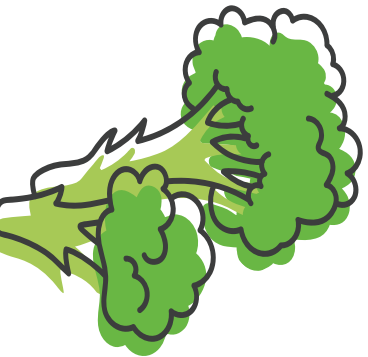


One Local Agency's Story...

This agency increased their FMNP redemption from 57% in 2023 to 74% in 2024.

Here's how they did it:

- They identified in January and February which days they would be at the Farmers Market during the season.
- They began telling participants in March the days they were going to be at the market.
- The **key to their success** was asking participants which date(s) they plan to go to the market:
 - Sent reminders to participants 3 days before the market date.
 - Suggested participants add it to their calendar, so they received reminder on phones.



State Support Available and Next Steps



State Staff Support is Available!

Cascades Support Contact:

- June 1- October 31 hours:
 - 8:00 am - 5:00 pm Monday-Friday
 - 9:00 am – 4:00 pm Saturday - Sunday

Contact:

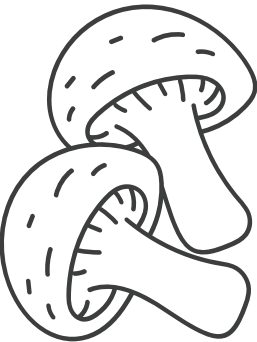
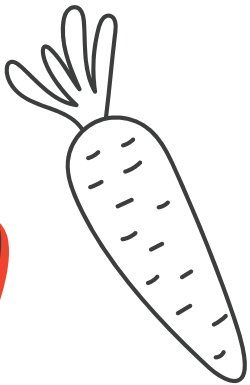
1-800-841-1410, press 0

Or email:

cascades.support@doh.wa.gov

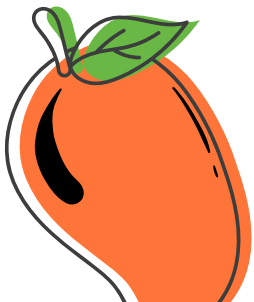
For assistance with:

- Issues with Cascades, WIC Card or QR code.
- Participant needs QR code.
- Participant having purchase issues at the market.



State Staff Support is Available!

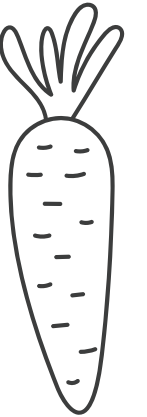
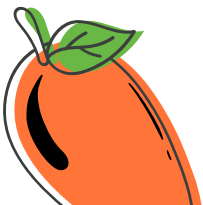
<p>Policy Support Contact: 8:00 am - 5:00 pm Monday-Friday</p> <p>Contact: Call 1-800-841-1410, choose option 3, then option 1 Or email: wicpolicysupport@doh.wa.gov</p>	<p>For assistance with:</p> <ul style="list-style-type: none">• Questions about FMNP policy or Nutrition Education Care Plans.• Questions about Benefit Issuance Education and documentation.• Staff training.• Participant nutrition education materials and shopping bags.
<p>Farmers Market Team Contact: 8:00 am - 5:00 pm Monday-Friday</p> <p>Contact: 1-800-841-1410, choose option 2, then option 2 Or email: FMNPTeam@doh.wa.gov</p>	<p>For assistance with:</p> <ul style="list-style-type: none">• Questions about farmers market allocations.• Problems with growers or markets.• Not being able to use all funds.



Next Steps

- Ensure all staff complete the 2025 FMNP Training prior to issuing benefits.
 - If you offer training as a group, complete [Group Training Documentation fillable form](#) and email the form to WAWICTraining@doh.wa.gov,
- Look at updated [Chapter 8 – FMNP](#) policy and Local Agency FMNP policy that describe how your agency will issue benefits this year.
- Help all staff become familiar with FMNP brochure, growers' lists, nutrition education materials and other FMNP resources.
- Continue talking to participants about this great opportunity to get more locally grown produce at nearby Farmers Markets and Farm Stores.
- Complete the new WIChealth FMNP lesson “Enjoy More Local Produce with Farmers Market Benefits!”
- Sign up for FMNP Growers and Markets newsletter to keep informed (refer to March 2025 WIC Update Webinar recording).

Plan a trip to your local Farmers Market or Farm Stores and have some fun too!



Thank you!



Proctor Farmers Market



Yakima Farmers Market

For everything YOU do to support Washington families!!

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or email wic@doh.wa.gov.



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To request this document in another format, call 1-800-525-0127. Deaf or hard of
hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.