

FARMERS MARKET NUTRITION PROGRAM

CIVIL RIGHTS REQUIREMENTS

AND

CUSTOMER SERVICE COMPLAINT PROCESS

CIVIL RIGHTS REQUIREMENTS

- Requirements for participation in the Farmers Market Nutrition Program (FMNP) are the same for everyone (Seniors, WIC clients, growers and markets).
- No person shall, on the grounds of race, color, national origin, sex, age or disability, be excluded from participation, be denied benefits, or be otherwise subjected to discrimination, under the FMNP.
- The Washington State Departments of Health and Social and Health Services do not discriminate in provision of services or employment on the basis of race, color, national origin, sex, age or disability. The Washington State WIC Program is an equal opportunity provider and employer.
- If you want to file a complaint of discrimination based on race, color, national origin, sex, age or disability, write to:

The Office of Civil Rights, United States Department of Agriculture, Food and Nutrition Service, Western Region Office, 90 Seventh Street, Suite #10-100, San Francisco, California 94103 or call 1-888-271-5983. For persons with hearing disability, please call CAL Relay at 1-800-735-2922.

CUSTOMER SERVICE COMPLAINT PROCESS:

GOOD CUSTOMER SERVICE IS A KEY PART OF THE FARMERS MARKET NUTRITION PROGRAM.

- You have an impact on the satisfaction of each customer you serve.
- Dissatisfied customers take their business elsewhere.
- No matter how good you believe your service is, if customers don't feel as though they are being treated well, you are not providing quality service.

COMPLAINTS HELP DEVELOP GOOD CUSTOMER SERVICE

- When needs are not met, the result is a dissatisfied customer.
- Most customers become unhappy because of a single small incident.
- Most dissatisfied customers don't take the time to complain.
- These "nice customers" never come back and never let you know how they feel.
- The "3/11" rule suggests that if customers are satisfied they will tell three people. If they are dissatisfied, they will tell 11 people.
- If you can reverse a negative experience, it will work to your advantage.

HOW DO YOU AND WHO CAN FILE A COMPLAINT

All participants in the Farmers Market Nutrition Program (growers and WIC/Senior customers) need to have a way to file a complaint if they experience a problem and they want help resolving it. The FMNP complaint process is a way for participants to communicate problems they are experiencing in the program.

FMNP clients and FMNP authorized growers may file a complaint with the local WIC clinic, local Senior FMNP Coordinator, or state FMNP Coordinators.

Some examples of complaints are:

- If a WIC or Senior customer mentions to you that another grower was not providing good customer service, you may suggest to file a complaint with their local WIC clinic or Senior FMNP Coordinator, or see the market manager to fill out a complaint form.
- If a grower has a complaint about a WIC/Senior customer cashing their Farmers Market checks incorrectly, being rude, trying to exchange their checks for cash, etc., he or she can file a complaint with the State FMNP Coordinators.

Steps for filling out the FMNP Complaint Form:

1. Complete the Farmers Market Nutrition Program Complaint Form (attached) and provide as much detailed information as possible. If you need additional copies, you can make copies of the Complaint Form or see your market manager.
2. Send the completed form to the State WIC Office. Then, the FMNP staff will process the complaint and get back to you with the follow up action taken.