



WIC FARMERS MARKET NUTRITION PROGRAM

WHY THE DEPARTMENT OF HEALTH MONITORS FARMERS MARKETS PARTICIPATING IN THE FARMERS MARKET NUTRITION PROGRAM

Federal regulations require that state FMNP programs monitor at least 10% of authorized growers and farmers markets each year. We must ensure that farmers markets and growers participating in FMNP are following program requirements and procedures correctly. The goal of this visit is to work together to answer any questions or address any concerns.

We are providing you with this information on monitoring because we want you to know why we monitor and what program rules to which we pay special attention. We want to work with you to have the best possible program!

When we monitor

Monitors take place June 1st – September 30th during market hours. We tell our monitors not to begin the monitor when the market first opens. We know market managers and growers are busy getting things set up.

What we look for during a monitor

The monitor will introduce herself to you and tell you that she is there to monitor your market. The monitor will first interview growers. These interviews will take about 5-10 minutes per person. When growers are interviewed, the monitor will cover the following areas of concern:

1. If a grower is authorized to accept FMNP checks, is the FMNP sign displayed in such a way that it is easy for Seniors and WIC families to see?
2. Does the grower know how to properly stamp his checks?
3. Is the grower providing full amount of produce for the value of the check?
4. Is the grower charging WIC and Senior clients the same price as other customers?
5. Is the grower providing change back when FMNP checks are used? (They should not be.)
6. Does the grower understand the complaint process when there is a problem?

The monitor is instructed to keep in mind that growers are very busy selling their produce. She will talk to the grower in between customers and observe any client transactions if possible.

After the growers are interviewed, the monitor will meet with the market manager for about 15 minutes and to get answers to the questions on the “Market Review Form” in this section. She will go over any problems or issues found during her interviews with growers, the process used to stamp FMNP checks, and how you train growers about FMNP program rules. She will document any questions, concerns, or comments you’d like her to report to state WIC and Senior program staff. The monitor will have extra FMNP signs if you need them.

After the monitor

WIC and Senior FMNP staff will review the forms sent in by the monitor. We will call you if we have any questions or if there is a program rule that needs further discussion.