



Farmer's Markets

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History of Farmer's Markets in Monterey County

- Monterey County
 - 5 Farmer's Markets
- Tri-County (Monterey, Santa Cruz, San Benito)
 - 11 Farmer's Markets



Farmer's Markets

- Nutrition & Fitness Collaborative of the Central Coast (NFCOC) established Subcommittee
 - Access to Healthy Foods



- Markets accepting Electronic Benefits Transfers (EBT)
 - Tri-counties – 18 accept of 29 markets
 - Monterey County- 7 accept of 14 markets

Alisal Certified Farmer's Market

- In 1998- pilot WIC farmers market checks
- EBT
- Senior Farmer's Market Checks
- WIC Fruit/vegetable voucher
- Market match



Open to the Community / Abierto a la Comunidad

WE ACCEPT / ACEPTAMOS

Cash / Dinero en Efectivo

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
0000000000XX	FATTY PARTICIPANT	MAY 10 12	JUN 8 12	269534015


FOOD ITEM NUMBER: 2006
Pay to the order of: WIC Authorized Vendor
700-269534015

What to buy:
 \$10 (TEN DOLLARS) FRUITS AND VEGETABLES
 MAY COMBINE FRESH, FROZEN, AND CANNED
 PARTICIPANT MAY PAY AMOUNT OVER \$10 (TEN DOLLARS)

EXACT PURCHASE PRICE: **\$10.00**
 MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE
 FOOD ITEM NUMBER: 2006
Patty Participant
 AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

State of California WIC Program
 VOID IF NOT DEPOSITED WITHIN 45 DAYS OF FIRST DAY TO USE. * NOT VALID IF ALTERED.

State of California
WIC Farmers' Market Nutrition Program 750- XXXXXXXXXX
 SecureScan® - 15 (r. 5)

First Day to Use: May 1, 2012	Last Day to Use: Nov. 30, 2012
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VOID

\$4	Four Dollars
No Change Given	

Pay to the order of: **WIC-Authorized Farmer**
 Good only for fresh fruits, vegetables, and cut herbs.
 Good only at WIC-Authorized Farmers' Markets. Not valid at grocery stores.

Farmer Vendor 8-digit ID number (REQUIRED)

Banker: Check is payable through the California State Treasurer's Office. Farmer Vendor must write or stamp a 6-digit WIC ID number in the space provided. Do not accept if white box is blank or does not have a 6-digit ID number; Void if deposited after December 31. Lost or stolen checks will not be replaced. For verification of checks, please call 916-928-9513.


2012 SENIORS
FARMERS' MARKET NUTRITION PROGRAM 786- XXXXXXXXXX

\$2	Two Dollars
No Change Given	

Farmer Vendor WIC ID number:

Last day to deposit check: December 31, 2012

- Last day to use SFMNP checks is **NOVEMBER 30, 2012**.
- Good only at WIC authorized Certified Farmers' Markets.
- Eligible foods are **FRESH** fruit, vegetables, honey and fresh cut herbs.
- Último día para usar cheques de SFMNP es **NOVIEMBRE 30, 2012**.
- Buena solo en Mercados de agricultores certificados con autorización de WIC.
- Comida elegible son **FRESCAS** frutas, vegetales, miel y frescas hierbas cortadas.



Partnerships...

- NFCCC and members
- ALBA-Agriculture and Land-Based Training Association
- Ag Commissioner's office
- Market Managers
- Non-profits, local businesses, community organizations
- DSES- Outreach staff

Promotions...

- Food demos, taste tests
- Field trips for students
- Breastfeeding Walk, Celebrate Seniors
- Featured farmers or produce
- Murals
- Marketing
 - Radio commercials, Print advertisements, Farmer's Market brochure, Posters-local businesses, Champion Farmers



Challenges...

- Time
- Partners/staff change
- Funding
- Growing the business at the farmers market
- City permits/ordinances
- Farmer's markets vs Flea markets





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