

## NY Fresh Checks Program Farmers Market Manager Instructions

Coupons will be issued to each participating market with a signed NY Fresh Checks agreement. The number of checks distributed will be based on the number of EBT sales in 2007 over \$5.00, the size of the market and the size of the community. The Federation will keep strict records on the serial numbers issued to each market and may maintain a secured supply of additional coupons for markets to request additional supplies as theirs run low. Because we are tracking serial numbers, we request that there be **no trading of coupons between markets without permission from the Federation office.**

NY Fresh Checks are an extension of food stamp benefits. Therefore, all farmers and vendors in the market who have signed a NYS Farmers Market Wireless EBT Program – Farmers Agreement are eligible to accept the coupons, as long as the products sold are FNS authorized products and no change is given. Markets will be given participation agreements to enroll their farmers in the program, redemption forms, , signage and instructions.

Federal and state agencies, as well as funders for the NY Fresh Checks require year end sales and redemption reports. To facilitate these reports, each market must maintain the EBT and NY Fresh Check Issuance and Redemption Logs provided by the Federation. Copies of each must be provided monthly to the Federation.

Pre Season	In-Season	Post Season
<ol style="list-style-type: none"> <li>1. Attend Federation training program</li> <li>2. Sign Market Agreement</li> <li>3. Have farmers sign EBT program agreements               <ul style="list-style-type: none"> <li>• Provide NY Fresh Checks instructions, redemption forms</li> <li>• Provide farmers with “We Gladly Accept” signage</li> <li>• Send copies of signed agreements to Federation</li> </ul> </li> <li>4. Use media kits               <ul style="list-style-type: none"> <li>• Issue press releases</li> <li>• Distribute EBT and NY Fresh Checks posters using community partners and Cornell Cooperative Extension</li> <li>• Distribute consumer brochures</li> <li>• Use print ads</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Bring and maintain a secured supply of EBT tokens and NY Fresh Checks to market each day.</li> <li>2. Display EBT banner at EBT booth</li> <li>3. Distribute one NY Fresh Check to <b>ALL</b> EBT customers who make a minimum EBT token purchase of \$5.00. Customers are allowed only one coupon per market day, but may receive a coupon on subsequent market days.</li> <li>4. Complete issuance log for each EBT token sale and each NY Fresh Check issuance.</li> <li>5. Copies of NY Fresh Check issuance logs and EBT Issuance and Redemption Logs must be sent monthly to the Federation. This allows us to complete reporting requirements to state and federal agencies, as well as the NY Fresh Checks funder. This information will help to promote the program for a statewide, state-supported permanently funded program.</li> <li>6. Markets may request additional supplies of NY Fresh Checks. They will be distributed on a first come/ first serve basis until the supply is exhausted. Markets with excess supply may be asked to share. <b>No sharing between markets without permission from the Federation.</b></li> </ol>	<ol style="list-style-type: none"> <li>1. Be sure the Federation has copies of all NY Fresh Check and EBT Issuance and Redemption logs for the full market season.</li> <li>2. Remind farmers to redeem all NY Fresh Checks with the Federation <b>NO LATER</b> than December 15<sup>th</sup>.</li> <li>3. Returned any unused NY Fresh Checks to the Federation office.</li> <li>4. Complete the post season survey and return to the Federation office.</li> </ol>