



Farmers' Market Federation of New York

117 Highbridge St., Suite U3

Fayetteville, NY 13066

315-637-4690

315-637-4691 (fax)

www.nyfarmersmarket.com

2008 Farmers' Market NY Fresh Checks Farmers Market Application/Agreement

I/We operate a multi-vendor Farmers Market authorized by the USDA Food and Nutrition Services (FNS) as an authorized agent in the Food Stamp program. Further, I/we participate in the NYS Farmers Market Wireless EBT Token Program and wish to participate in the NY Fresh Checks program to encourage food stamp recipients to use their benefits on local foods at area farmers markets.

I/We understand that the NY Fresh Checks will be \$5.00 coupons, full color, serialized and printed on embossed, watermarked paper to be attractive, prevent fraud, and allow tracking. As a market manager I am signing an agreement to participate in the NY Fresh Checks program, agreeing to safeguard unissued coupons, complete daily issuance logs, issue coupons based on program rules without discrimination, participate in season end surveys and provide assistance to farmers and sellers in accepting and redeeming coupons.

I/We as a market manager also understand, through this signed agreement, that coupons will be available on a limited basis, as funding permits. Once this agreement is signed, a series of coupons will be issued to us (market managers), with serial numbers tracked per market. I, as market manager, will issue one coupon to each customer who purchases a minimum of \$5.00 in EBT tokens at this market. I understand that there will only one coupon per market day, but no limitations on the number of times a customer can come back into the market on subsequent market days and receive a coupon based on a minimum purchase of \$5.00 in EBT benefits. The coupons can be used with any farmer or vendor in the farmers market that is selling FNS (Food stamp) authorized product and has signed a NYS Farmers Market Wireless EBT Program Farmer Agreement.

I/We as a market manager agree to maintain daily issuance logs for the distribution of the NY Fresh Checks. The logs will record the time of the sale, the dollar amount of the EBT purchase and the serial number of the NY Fresh Check issued to allow the Federation to track against redemptions. Also, while issuing the coupons, I/we will ask each customer whether they are a new or returning customer, recording this information on the NY Fresh Check issuance log. This will track new versus repeat food stamp customers.

I/We understand that redemption of the NY Fresh Checks will be handled through the Farmers Market Federation of NY with funds from the Humpty Dumpty Institute. I understand that farmers will endorse each check and mail them to the Federation for reimbursement, using a redemption form provided by the Federation. Checks will be cut from the Federation office and mailed on a timely based.

I/We understand that to participate in the new Fresh Checks program we need to be active members in the NYS Farmers Market Wireless EBT program and our market must operate for at least four months during the project period.

I/We understand that in addition to providing the NY Fresh Checks, the Federation will:

- Provide coupons to each participating market while supply and funding last;
- Provide signage, issuance logs, redemption forms and instructions for both market managers and participating farmers for the NY Fresh Checks program;
- Provide a media kit for markets to use in their promotional and outreach efforts;
- Keep all sales records for markets and farmers confidential;

Our mission is to support and promote the viability of farmers' markets through innovative services, programs and partnerships that maximize the benefits of markets to sellers, buyers and communities.

- Redeem NY Fresh Checks coupons for farmers at full face value on a timely basis.
- Track redemptions of NY Fresh Checks and conduct year end evaluation of the program.

I/We understand that the NY Fresh Checks project is a pilot project and that there may be uncertainties in the use of the NY Fresh Checks and that the NY Fresh Checks in the market’s possession could be lost or stolen, then accepted by farmers and vendors and presented for redemption. I agree to hold the Farmers’ Market Federation of NY and the Humpty Dumpty Institute harmless for any problems/claims arising from the project.

As a participating Market manager in the NY fresh Checks Project, I/We agree to:

- Issue NY Fresh Checks no sooner than June 1st and no later than November 15th.
- Maintain daily issuance logs, providing copies to the Federation on a monthly basis
- Bring an adequate supply of coupons to the market each market day.
- Safeguard the supply of coupons, both on-site and off.
- Report any lost or stolen coupons immediately to the Farmers Market Federation of NY, along with the missing serial numbers, holding the Humpty Dumpty Institute and the Farmers Market Federation of NY harmless in the event that any coupons are lost or stolen.
- Distribute one \$5.00 coupon to each customer making a minimum \$5.00 purchase of EBT Tokens with their EBT benefits, limiting each customer to one coupon per market day.
- Not discriminate on the basis of age, sex, race, ethnicity or any other basis in the distribution of the coupons.
- Distribute to all eligible farmers and vendors in the market, instructions in the acceptance and redemption of NY Fresh Checks.
- Distribute signage and redemption forms to all eligible farmers and vendors in the market so they can participate in the NY Fresh Checks program.
- Participate in a post season survey to assess the NY Fresh Checks program.
- Require each participating farmer and vendor to sign a NYS Farmers Market Wireless EBT Program Farmer Agreement, providing a copy of each signed agreement to the Federation.
- Make use of the media kit provided by the Farmers Market Federation of NY to promote the NY Fresh Checks program, the availability of EBT in the market and develop community partners to assist in promotion and outreach to food stamp recipients.
- Request additional checks when supplies begin to run low, in the event there are additional checks to be distributed.
- Not distribute any unused checks to another market without the permission of the Federation, where all transfers of serial numbers can be properly recorded.
- Remind all farmers to redeem all outstanding NY Fresh Checks with the Federation no later than the December 15th deadline to ensure reimbursement.
- Return all unused NY Fresh Checks to the Federation immediately after the November 15, 2008 expiration.

Signature of Market Sponsor

Date

USDA FNS Food Stamp #

Print Name

Organization Name

Address

City/ State/ Zip

Business Phone

Home Phone

Cell Phone

E-Mail

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