



Fruit and Vegetable Program Guide for Farmers Market Managers

What is the Fruit and Vegetable Program?

A new program from Produce Perks that allows Ohio's low-income families to purchase more healthy foods. The program has three goals:

- 1) increase fruits and vegetable consumption among eligible families
- 2) educate eligible families about the Produce Perks program
- 3) increase Produce Perks use among eligible families who also receive SNAP benefits

Who is eligible for the Fruit and Vegetable Program?

Anyone who:

- 1) has annual income at or below 200% of the Federal Poverty Level
- 2) has a minor child in the household or is pregnant
- 3) is a U.S. citizen or meets one of the citizenship exceptions as defined by the Ohio Administrative Code 5101:1-2-30* under the Immigration and Nationality Act (INA)

How does this differ from the Produce Perks program?

Customers may use the Produce Perks program only if they use SNAP benefits. **The Fruit and Vegetable Program**, however, is funded through a Temporary Assistance for Needy Families (TANF) federal block grant, so those without SNAP benefits are eligible to receive this benefit. It is possible that a shopper is eligible to use *both* Produce Perks and the Fruit and Vegetable Program.

Who is responsible for customer enrollment?

- (1) **Produce Perks** will host on-site signup days at farmers markets throughout the state.
- (2) **Regional partners**, including WIC offices and health clinics, will also be enrolling customers. Reach out if you identify an organization in your community willing to help with enrollment.

What does the enrollment process look like?

If customers meet the eligibility criteria (explained above), case workers will help customers:

- 1) **Confirm Eligibility:** by completing the required digital enrollment form, stating they meet eligibility criteria.
- 2) **Access program materials:** applicant receives \$240-worth of Fruit and Vegetable Program coupons and information about the Produce Perks program.

How does the Fruit and Vegetable Program work at farmers markets?

- 1) **Customers** spend \$5 coupons with vendors selling eligible products
- 2) **Vendors** submit coupons to their market managers for reimbursement
- 3) **Market Managers** submit paperwork to Produce Perks Midwest for reimbursement



What products are eligible?

Customers may purchase:

- Fresh fruits and vegetables
- Seeds or plants that produce fruits and vegetables

How do customers use their fruit and vegetable coupons?

Each coupon is worth \$5. It is redeemable for eligible products only and does not carry a cash value. Coupons are valid with any vendor at a participating farmers market. No change is given if customers spend less than the \$5 coupon amount.

How do vendors participate in the program?

Vendors can accept coupons in exchange for eligible products only. Do not provide change for these coupons. Keep coupons in a secure location and treat them like cash. During the markets' regular reimbursement process, vendors submit coupons to the market manager for reimbursement.

How do markets get reimbursed?

- 1) Managers collect coupons from vendors and report them to Spoke managers.
 - a. Batch coupons by month
 - b. Return coupons and carbon copy invoice to Spoke manager by reporting deadline
- 2) Submit your digital invoice as usual and include Fruit and Vegetable Coupon redemption amount.