

# Vermont Farm to Family Farm Stand Training



# Vermont Farm to Family

Farm to Family provides eligible Vermonters \$30 in coupons to buy fresh vegetables, fresh fruits and fresh cut herbs at participating Vermont farmers markets and farm stands, plus information about fresh produce.

The goals of the program are to increase the consumption of locally grown foods by nutritionally at-risk Vermonters and to increase the use of farmers markets and farm stands.

**Please spend all of your  
Farm to family coupons!**

They expire October 31 and locations close before then.

Check your Farm to Family *Information for Coupon Shoppers* brochure for schedules and to see which locations also **accept EBT cards** (3SquaresVT benefits).

Spending Farm to Family coupons and 3SquaresVT benefits puts healthy, locally grown food on your table and supports Vermont farmers!



# Eligible Food Choices

Apples	Celery	Lettuce	Plums
Asparagus	Chard	Melons	Potatoes
Beans	Cilantro	Mesclun	Pumpkins for eating
Beets	Corn	Mushrooms	Radicchio
Berries	Cucumber	Nectarines	Radishes
Bokchoy	Eggplant	Okra	Rhubarb
Broccoli	Garlic	Onions	Scallions
Brussels sprouts	Greens	Parsnip	Spinach
Cabbage	Herbs, fresh cut	Peaches	Squash, Summer
Carrots	Kale	Pears	Squash, Winter
Cauliflower	Kohlrabi	Peas	Tomatoes
Celeriac	Leeks	Peppers	Turnips

# Non-Eligible Food Choices

Other non-local produce/processed foods/animal products

Baked Goods	Cheese	Eggs	Maple Syrup	Pickles
Cider	Honey	Meats	Potted Plants	Jams/Jellies
Nuts	Seafood	Canned goods	Sweets/Candies	Juice



When farm stands sell both eligible and ineligible fresh produce, produce that is not locally grown must be segregated from the coupon-eligible foods and displayed with a sign stating that it may not be bought with Farm to Family coupons.



# Vermont Farm to Family Coupons

**VERMONT  
FARM TO  
FAMILY  
PROGRAM**



Vendor #: \_\_\_\_\_

**2019** 

**VALID ONLY FOR FRESH FRUITS OR VEGETABLES**  
Coupon may be redeemed only at locations listed in the 2019 Farm to Family  
"Information For Coupon Shoppers" brochure. Coupon may not be used for  
eggs, meat, honey, syrup or prepared foods like jams, pickles or cider.

 **NO CASH CHANGE:**  
may be given for this coupon. See back.  
**COUPON EXPIRES:** October 31, 2019

Bar code & number here

## Who can accept coupons?

- ❑ Coupons may be accepted only at locations and times listed in the current-year Farm to Family *Information For Coupon Shoppers* brochure. Coupons MAY NOT be accepted at additional sites used by a farm stand after the early May deadline for submitting data to ESD.
- ❑ Only farm stands displaying a Farm to Family sign may accept coupons. Coupon recipients are told to look for the sign to identify participating vendors. Failure to display the sign may result in suspension. All farm stands receive a sign when they first enroll and are offered another free sign at the start of each season.
- ❑ A farm stand may only redeem coupons after they have received their acceptance packet from ESD. **The farm stand must write the vendor number from their current-year agreement on each coupon before submitting coupons to ESD for payment.** All farm stand agreements and numbers are valid for just one season.





# Coupon Sales

- Coupons have a face value of \$6.00 and should be treated like cash. Farm stands should quickly void each coupon accepted by writing their vendor numbers on them and store the coupons in a secure location to protect from loss or theft prior to redemption by the farm stand.
- No state or local taxes may be collected for coupon purchases.
- Under no circumstances may shoppers be given cash or ineligible products as "change" for a coupon. (*See Rules and Procedures regarding disqualification.*) There are no exceptions. A shopper wanting only a small amount of fresh produce may need and welcome advice on how to prepare or store larger quantities.
- Farm stands must offer eligible foods to coupon shoppers at no more than the price charged to other customers. If the price of a sale is less than the value of a coupon, you must offer the coupon shopper additional allowable foods to make up the difference.
- Offer coupon recipients the same courtesies as other customers.
- Farm stands may accept cash for sales to coupon shoppers. Example: a \$6.35 purchase may be made with one coupon and 35 cents. Coupon recipients are urged to bring some cash to the market for this purpose.

# Important Review Accepting and Storing Coupons

- Farm stands should quickly void each coupon accepted by writing their assigned number on them.
- Every coupon accepted **must** be marked with a valid vendor number.
- Store the coupons in a secure location to protect from loss or theft prior to redemption by the market.
- A coupon theft should be reported to the police.



# Submitting Coupons

- \*Ensure each coupon has a valid farm stand vendor number.
- \*Verify coupons are correctly counted and numbered.
- \*Send batches of redeemed coupons to ESD with a Tally form.
- \*Ensure Tally form is complete, legible and accurate.
- \*Submit coupons at least monthly. Immediately submit when the value collected reaches \$500.
- \*Submit last batch of coupons for payment 15 days after the farm stand closes or November 10th, whichever is first.**

*Coupon Batch Slip*

Vendor # \_\_\_\_\_ Coupon Value: \$ \_\_\_\_\_

Date coupons submitted to Market: \_\_\_\_\_

Received by: \_\_\_\_\_  
Market Representative

FARM STAND TALLY OF REDEEMED COUPONS								
Date: _____		Farm Stand Name: _____						
Person completing form: _____				Phone: _____				
Vendor Number		* Vendor agreement enclosed	\$ Value of Coupons This Batch	THIS SECTION FOR STATE AGENCY (ESD) USE ONLY				
			Verification of Coupon Value Submitted					
			Auth. Vendor	State	Senior	WIC	LF	Totals

# Coupon Redemption

- Coupons may not be accepted after October 31. Expired coupons must be refused and will not be redeemed for cash.
- Farm stands must abide by the current Farm to Family *Financial Policies and Procedures*. Farm stands need to submit their last batch of coupons for payment 15 days after the farm stand closes for the season, or November 10, whichever is first. **ESD will not reimburse a farm stand for any coupons that are delivered or mailed to ESD later than November 30.**

# Payments from Farm to Family

- ❖ Farm to Family makes payments only to farm stands or their sponsoring organizations, not to individuals.
- ❖ If the farm stand chooses direct deposit, the bank account and address the used for F2F payments must remain active and unchanged from May through December to assure that all F2F payments and documents are deliverable and timely. The Postal Service does not forward mail sent by the State Treasurer.
- ❖ Reimbursements are paid to farm stands 30 days after the tally form/invoice has been submitted to ESD.

# Recipients of Farm to Family



# Equitable Treatment of Recipients

- No person shall, on the grounds of race, color, national origin, age, sex (including gender identity and sexual orientation), or disability, be denied participation in, or otherwise subjected to discrimination under this program.
- Farm stands must offer coupon shoppers the same courtesies offered to other customers and may be suspended from the program if they violate this policy.
- Farm stands should assume that any customer with coupons obtained them legitimately. Relatives or friends may do the shopping for a coupon recipient.
- Farm stands must offer eligible foods to coupon shoppers at the same price charged to other customers. If the price of a sale is less than the value of a coupon, you must offer the shopper additional allowable foods to make up the difference.

# Complaint Process: Civil Rights Violations

A participant that claims discrimination should be referred to the process below to file a complaint. A market manager or farmer that has a complaint of their own should file the complaint directly with the Farm to Family program.

- In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex (including gender identity and sexual orientation), religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.
- Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.
- To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:
  - (1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
  - (2) fax: (202) 690-7442; or
  - (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).
- This institution is an equal opportunity provider.

# Monitoring of Farm Stands, Markets, and Vendors

Participating farm stands, vendors, and markets will be monitored by ESD, and possibly by the U.S. Department of Agriculture, for compliance with program guidelines.

Monitoring may include:

- Undercover coupon purchases
- Ensuring the Farm to Family Sign is displayed
- Check to see if fresh produce that is not coupon-eligible is displayed separately from the coupon-eligible foods with a sign stating that they may not be bought with the coupons
- Inspection of a food production site where a vendor is suspected of accepting coupons for foods that are not locally grown

# Form Reference

- Farm stand participation agreement
- Rules and procedures
- Financial policies and procedures



# Congratulations on completing the Farm Stand Training!

If you have any questions, please contact the Farm to Family team:

Lisa Arnold

Emily Hammond

Email: [ahs.dcffarmtofamily@vermont.gov](mailto:ahs.dcffarmtofamily@vermont.gov)

Phone: 802-498-8872