

# Welcome!

Senior Project FRESH/Market FRESH  
2014

Website:

<http://www.michigan.gov/marketfresh>

# Senior Project FRESH/Market FRESH

- The official program title is “[Senior Farmers Market Nutrition Program](#)” and was created and funded by the USDA.
- The intent was to get older adults to eat more locally grown, non-processed fruits and vegetables, as well as to put more money into the agricultural industry.

# Michigan

- Senior Project FRESH started in 2000 in Michigan as a demonstration project with 3 counties. Elder Law of Michigan and OSA ran the program.
- Beginning in 2005, more counties were added and work began with MSU Extension Offices to distribute coupons.
- In 2006, we began to offer the opportunity to counties to purchase additional coupons.
- Shortly after that, we began partnering with the [Wisewoman](#) program who purchased coupons for their participants.

# Michigan, con't

- This year, we have 82 of our 83 counties participating.
- We have 88 agencies distributing coupons.
- Persons who are 60 and better, have a total household income of 185% of poverty or less, and live in the county where the coupons are being distributed can qualify for the coupons.
- The Wisewoman program serves women at risk for uterine and cervical cancer ages 42-64.
- As of August, we have distributed 231,000 coupons to approximately 20,000 older adults and Wisewoman participants.

# Market Masters

- As a market master, you are responsible for:
  - Educating your farmers and their staff on how the program works.
  - Ensuring that the rules and policies are followed by everyone that accepts the coupons.
  - Sending in a list of the farmers you represent with their contact info and the number you assign to them.
  - Having an [agreement](#) with each farmer you represent.

# Educating

- Each farmer you represent should have a copy of the “[Eligible Foods](#)” list. Remind them that they can only accept coupons for Michigan-grown, non-processed foods. The exception is HONEY.
- The list may not be totally inclusive- as more and more heirloom fruits and veggies become popular, we may not have them listed. The criteria is Michigan-grown and non-processed.
- Please note that tropical fruits such as oranges and bananas may be grown in Michigan, but they are not acceptable for this program.

# Educating

- The farmers you represent must grow at least some of what they sell. As a market master, you do not need to be a grower. If you are a grower and seller, you must also grow some of what you sell.
- Your farmers may sell produce grown in border counties- Indiana, Ohio, Wisconsin, as long as they are selling products grown by them.

# Educating

- Please refer to the Market Master Guidebook for more information. You are welcome to copy any of the material to give to your farmers. This can be found at the website: <http://www.michigan.gov/marketfresh>.
- The list of eligible foods is also on the website.

# Market Masters con't.

- Writing your market master number on each coupon, and a farmer number if applicable.
- Completing a [batch cover sheet](#) for each batch of coupons you send in.
- Keeping your information up to date with the [State Budget Office](#).
- Reimbursing the farmers you represent in a timely fashion.

# Signs

- Each of the farmers you represent must display a sign that states, “Senior Project FRESH/Market FRESH Welcome Here”.
- Signs can be obtained free by contacting Sherri King at: [kings1@michigan.gov](mailto:kings1@michigan.gov) or leave a phone message with number of signs and mailing address.
- The exception to the above is if a Farmers Market with multiple farmers displays a sign at the entrances listing all the programs that the market participates in, the individual farmers do not need a sign.

# Coupons

<b>\$2</b>	<b>MICHIGAN OFFICE OF SERVICES TO THE AGING SENIOR FARMERS NUTRITION PROGRAM MARKET FRESH 2014</b>	<b>\$2</b>
<b>This coupon is good for Michigan-grown, unprocessed products. May only be used at farmers markets and roadside stands displaying the sign "Senior Project FRESH/Market FRESH Welcome Here"</b>		
Market Master Number	Farmer Number	Signature of Market FRESH participant/proxy
<b>105179</b>		<b>COUPON EXPIRES OCTOBER 31, 2014</b>
		Market Master must submit for payment by <b>November 21, 2014</b>
<b>No change is permitted Please see list of eligible items</b>		

Enter your 3 digit market master number here.

Enter the farmer number here if applicable.

# Coupons

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Ask participant to sign coupon.



Do not staple or deface coupon on the number or barcode.

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Do not give cash money as change.  
Offer additional produce or accept  
participant money to supplement the  
coupons.

Do not accept coupons after  
October 31<sup>st</sup>. Mail your  
coupons for reimbursement no  
later than November 21<sup>st</sup>.

# Coupons

- You can mail as many or as few coupons in for reimbursement. Find the instruction sheet for mailing the coupons on the website.
- The Batch Cover Sheet is important! Include only 1 with each batch of coupons.
- You must be registered with the State Budget Office to receive payment. An instruction sheet for registering is also on the website.

**SENIOR PROJECT FRESH/MARKET FRESH 2014  
BATCH COVER SHEET**

<b>FOR STAFF USE ONLY</b>	
Start Number	_____
End Number	_____
Number of Coupons Scanned	_____
Date	_____
Initials	_____

This can be anything you want to help keep track of what you submitted.

Don't forget this number!!

BATCH NUMBER: \_\_\_\_\_ DATE MAILED: \_\_\_\_\_ MARKET MASTER NUMBER: \_\_\_\_\_  
MARKET MASTER NAME: \_\_\_\_\_

Total Number of Coupons: \_\_\_\_\_ Total Dollar Amount: \_\_\_\_\_

Signature of Market Master

I hereby certify that the coupons represented herein have been properly exchanged for authorized products only.

Don't forget to sign it!

Enter the number of coupons you are submitting

Multiply the number of coupons by 2 and enter

Mail sheet and all coupons to:  
Senior Project FRESH/Market FRESH  
Office of Services to the Aging  
The Chandler Plaza 3<sup>rd</sup> Floor  
300 E Michigan Ave Lansing MI 48933

# Other

- Please feel free to refer people to the Program Coordinator, Sherri King at: [kings1@michigan.gov](mailto:kings1@michigan.gov) or 517-373-4064 if they have questions about the program.
- You may want to check the lead agency in your area to see if you can coordinate a coupon distribution day at the market, or some food/cooking demos using eligible products with the lead agency. A list of lead agencies is available on the website.

# Other

- You are only required to do the conference call the first year you are a market master. Starting next year, you can read the updated [Market Master Guidebook](#).
- You will be notified in February of the website to update/verify information about your market. You will need to have your State Budget Office number to do this, so please keep it handy.

THANK YOU!

