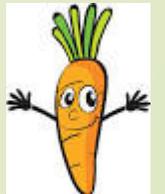


Michigan Senior Project FRESH/Market Fresh- New Market Master Information





Market Master Responsibilities

- ▶ Make sure each farmer you represent has a **SIGN**. If all the farmers at your market accept Senior Project FRESH/Market FRESH, you can have one large sign at each entrance.
- ▶ Have a **Market Master/Farmer Agreement** with each farmer, and assign each farmer a **number**.
- ▶ Email, fax or send or send with the first batch of coupons a **list** of all the **farmers you represent** with their contact info. Include the number you assign them. You can update the list during the season.
- ▶ Assure that the farmers, and the folks that work for them have a copy of the eligible items, and that they are following the rules.
- ▶ Gather the coupons on whatever schedule works for you. Follow the instructions to submit coupons for payment. **Include a batch cover sheet.**
- ▶ Distribute payment for coupons either when they turn the coupons in, or when you receive the reimbursement check/EFT.

Signs

The signs are free- please email kings1@Michigan.gov to request them.

- ▶ The sign is an 8 ½ x 11 laminated sheet.



Front



Back



The back has a list of eligible items as a reminder.

Market Master Paperwork with Farmers

- ▶ Market Masters may represent themselves exclusively as a local grower/seller of non-processed, Michigan-grown eligible products.
- ▶ Market Masters may represent themselves and others as local grower/sellers of non-processed, Michigan-grown eligible products.
- ▶ Market Masters may represent others who are local grower/sellers, while not being a grower/seller themselves.
- ▶ If you represent other local growers/sellers, you must have a written agreement with them between the you as a market and them. A template agreement is available for use. The State Office does not need a copy of this, but you must retain one for each grower/seller you represent.





Market Master Paperwork with Farmers

- ▶ You must also assign them a number. It can be in numeric order: 1,2,3... it can be 2016-1, 2016-2, etc. The number will be entered on the coupon so you will know which grower/seller it came from. This number can be the same as the one you assign the grower/seller for WIC Project FRESH.
- ▶ You will need to list all the local grower/sellers and the number you assign, as well as contact information and send it in to AASA. You may do this anytime during the season, and can update it via email if needed. You can email, fax, US Mail, or send with a coupon batch.
- ▶ You should set up a file system so you can keep track of the number of coupons each grower/seller gives you. The AASA office keeps track of the number of coupons you send in, but not by grower/seller.



Market Master Paperwork with Farmers

- ▶ You may send in coupons as often as you like, and any number of coupons.
- ▶ Please read and follow the directions on the sheet, “Submitting Coupons for Payment”. Following the steps will assure your coupons are scanned and a payment voucher is generated in a timely manner.
- ▶ You will need to send in a batch cover sheet with each batch of coupons. (This will be shown in detail in a few minutes).
- ▶ Once the fiduciary (person paying the grower/seller) receives the payment for coupons, you need to distribute the funds based on the number of coupons each grower/seller has given you.
- ▶ You will get the full \$2.00 per coupon submitted.

Coupons

\$2

**MICHIGAN DHHS AGING & ADULT SERVICES AGENCY
SENIOR FARMERS NUTRITION PROGRAM
MARKET FRESH 2016**

\$2

**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"**

MARKET MASTER NUMBER	FARMER NUMBER	Signature of Market FRESH participant/proxy
192597	 <small>1234567890</small>	COUPON EXPIRES OCTOBER 31, 2016 Market Master must submit for payment by November 17, 2016

No change is permitted Please see list of eligible items

Enter your 3 digit market
master number here.

Enter the farmer number
here if applicable.



Coupons

\$2

**MICHIGAN DHHS AGING & ADULT SERVICES AGENCY
SENIOR FARMERS NUTRITION PROGRAM
MARKET FRESH 2016**

\$2

**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"**

MARKET MASTER NUMBER	FARMER NUMBER
192597	 <small>1234567890</small>

Signature of Market FRESH participant/proxy

COUPON EXPIRES OCTOBER 31, 2016

**Market Master must submit for payment by
November 17, 2016**

No change is permitted Please see list of eligible items

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

Ask participant to sign coupon. This is IMPORTANT!!! AASA reserves the right to not pay you for unsigned coupons.



Coupons

\$2

**MICHIGAN DHHS AGING & ADULT SERVICES AGENCY
SENIOR FARMERS NUTRITION PROGRAM
MARKET FRESH 2016**

\$2

**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"**

MARKET MASTER NUMBER	FARMER NUMBER
192597	 <small>1234567890</small>

Signature of Market FRESH participant/proxy

COUPON EXPIRES OCTOBER 31, 2016

**Market Master must submit for payment by
November 17, 2016**

No change is permitted Please see list of eligible items

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

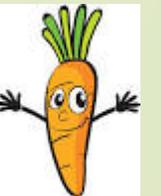
Do not accept coupons after October 31st. Mail your coupons for reimbursement no later than November 17th.



Coupons

Reminders:

- The Senior Project FRESH coupon for 2016 is YELLOW. Only accept the YELLOW coupons with 2016 on them.
- The Senior coupons are different than the WIC coupons. Senior coupons are 1/3rd of an 8 ½ x 11 sheet of paper.
- Treat coupons like cash! If we can't read them or scan them, you won't get reimbursed for them.
- Coupons are given to eligible older adults by a lead agency in each county.



Who Gets Coupons

To be eligible for coupons, one must:

- ▶ Be 60 years of age or older
 - ▶ Be at 185% of poverty
 - ▶ And live in the county they are applying for coupon in.
-
- ▶ Coupons can be used at any market in any county that displays the sign “Senior Project FRESH/Market FRESH Welcome Here”.
 - ▶ Qualified persons may have 1 or more proxies to help them with their shopping.
 - ▶ To locate the local agency that distributes coupons in your county, go to the website and download the document, “County Contacts”.



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

**SENIOR PROJECT FRESH/MARKET FRESH 2015
BATCH COVER SHEET**

NAME OF ENTITY/PERSON TO BE PAID: _____
ADDRESS OF PERSON BEING PAID: _____

BATCH NUMBER: _____ **MARKET MASTER NUMBER:** _____

Total Number of Coupons: _____

Total Dollar Amount Expected: _____

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!

Mail sheet and all coupons to:

Senior Project FRESH/Market FRESH
Office of Services to the Aging
The Chandler Plaza 3rd Floor
300 E Michigan Ave Lansing MI 48933

This document may be copied as often as necessary or may be downloaded from: <http://www.michigan.gov/marketfresh>

FOR STAFF USE ONLY	
Scanned	_____
Start Number	_____
End Number	_____
Number of Coupons Scanned	_____
Hand Count	_____
Number of Coupons Counted	_____
Date	_____
Initials	_____

Enter the number of coupons you are submitting

Don't forget this number!!

Multiply the number of coupons by 2 and enter



Other Important Information

- ▶ You as the Market Master are responsible for assuring that all participating growers/sellers are following the process and procedures outlined in the **Market Master Guidebook**. (Available on the website).
- ▶ Honey may be purchased by Senior Project FRESH/Market FRESH participants, but **NOT** by WIC Project FRESH participants.
- ▶ Only products that are “natural” to Michigan may be purchased with coupons. This means that even though you may be able to grow pineapples, oranges, etc. here in Michigan, you may not accept coupons for them.
- ▶ Your growers/sellers must grow a portion of what they sell. They may purchase locally-grown products from others to sell, but they must grow some of what they sell themselves.

Other Important Information

- ▶ Secret Shoppers. The USDA requires that at least 10% of all markets and roadside stands be evaluated for compliance. Our program uses “Secret Shoppers” that will come to your market and attempt to purchase items that do not qualify. They will also be looking for other things, such as:
 - ▶ Signs
 - ▶ Prices clearly marked, one price for an item for all participants
 - ▶ Not charging sales tax
 - ▶ Not giving change for coupons
- ▶ If a violation is discovered, you will be notified by US Mail or a phone call. You will have the opportunity to create a corrective action plan to begin meeting the standards. If your plan puts you back in compliance, you will continue to be eligible to accept coupons. If you do not become compliant, you will be taken off the registered list and will not be reimbursed for coupons.
- ▶ This process is detailed in the Market Master Guidebook.

Senior Project FRESH/Market FRESH

Benefits of Accepting Senior Project FRESH/Market FRESH Coupons:

- Get new clients into your market. Many older adults will bring adult children and grandchildren with them.
- You will get the full \$2.00 reimbursement for each coupon you send in.
- You are helping older adults get some much-needed fresh food.
- We allow proxies, so you may be serving more people than actually come to your market or roadside stand.





Thank you!

For more information:

Sherri King Kings1@Michigan.gov

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

