



# Senior

## Project FRESH

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Market Fresh Food





# A Brief History of Senior Project FRESH/Market FRESH

- ▶ Started in Michigan in 2000 with 3 counties.
- ▶ As of 2016, all 83 counties are participating.
- ▶ Part of the USDA Farm Bill.
- ▶ Program was created to assist older adults (Aged 60 and better) to get more fruits and vegetables into their diets.
- ▶ A secondary effect in Michigan is putting more \$\$\$ in farmers pockets.
- ▶ The program gives ten, \$2.00 coupons to those 60 and older with a household income at or below 185% of poverty. Some counties purchase additional coupons to serve more people.



# Who is Eligible for Senior Project FRESH/Market FRESH

- ▶ Must be 60 years of age or older; or the proxy of someone 60 years of age or older;
- ▶ Total household income must be 185% of poverty or less;
- ▶ Must live in the county and/or service area of the Lead Agency where they are receiving coupons.

**OR**

- ▶ Be part of a group or agency that Senior Project FRESH/Market FRESH partners with, such as the Wisewoman Program. (No difference in the coupons or the procedures).



# Definitions

- ▶ **Farmer/Grower**: Someone who grows, on a piece of property, items that are eligible for purchase with the coupons.
- ▶ **Market Master**: Someone who collects, records, and submits coupons to the State Office for payment. Also pays, or arranges for payment to the growers.
  - ▶ May be a farmer/grower who represents themselves exclusively or represents others along with themselves.
  - ▶ May be in a business manager arrangement where they collect and process the coupons from a group of farmers, but do not sell or accept coupons themselves.



# Definitions

- ▶ **Grocery Stores**, such as Kroger, Meijer, Walmart, Target, Family Fare, etc. are not eligible to participate in the program.
- ▶ **Farmers Markets** that sell grocery store items, MAY participate if the owner/operator sells some of what he/she grows, and only accepts coupons for eligible items.
- ▶

# Registration

Registration procedure:

- Go to: <https://www.osapartner.net/spf> and create a new market account.
- Go to: <http://www.michigan.gov/SIGMAVSS>, then select GO TO VSS.  
(If assistance is needed in activating/registering your account, contact the Vendor Support Call Center at (888) 734-9749 or email [SIGMA-Vendor@michigan.gov](mailto:SIGMA-Vendor@michigan.gov)).
- Once both registrations are complete, we will email or US Mail you your market master number and other information you need to start accepting Senior Project FRESH/Market FRESH coupons.
- FIRST TIME MARKET MASTERS are required to participate in a conference call or webinar the first year.
- All returning market masters must agree to read the current year Market Master guidebook.
- You will need to update/certify your account information is accurate each year to participate in the program.



# What You Are Responsible For:

- **Signs**
  - **Coupons**
  - **Educating**
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# Signs

Senior Project FRESH/Market FRESH also allows for a sign to be placed at the entrances of markets when all participants in the market accept Senior Project FRESH.

- The free sign may be placed on a board along with other signs.
- You may incorporate the verbage, “Senior Project FRESH/Market FRESH Welcome Here” into a universal sign.
- Please notify the state project coordinator if you choose this option.



# Signs

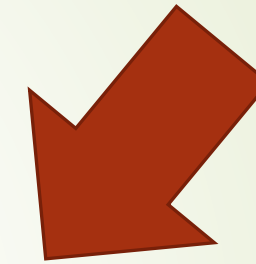
The signs are free- please email [kings1@Michigan.gov](mailto:kings1@Michigan.gov) to request them.

Each farmer you represent must have a sign indicating participation.



Front

► The sign is an 8 ½ x 11 laminated sheet.



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



Back



# Coupons

- The 2018 coupons are bright yellow.
  - Accept only the yellow coupons that have 2018 on them.
  - Have the coupon holder sign, initial, or make their mark on each coupon they are going to use.
  - Accept coupons for eligible items only.
  - Do not charge sales tax.
  - Cash change is not permitted.
- 
- Add your market master number (1,2, or 3 digit) and the farmer number if you represent others.
  - Complete a batch cover sheet and send in for reimbursement if you are the market master; if not, submit your coupons to the market master.
  - Treat coupons as cash! We cannot reimburse what we don't get.


# Coupons

**\$2**

**MICHIGAN DHHS AGING & ADULT SERVICES AGENCY  
SENIOR FARMERS NUTRITION PROGRAM  
MARKET FRESH 2018**

**\$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
<b>001003</b>		<b>COUPON EXPIRES OCTOBER 31, 2018</b> <b>Market Master must submit for payment by November 16, 2018</b>

**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 2018**

**\$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
<b>001003</b>	 <small>1234567890</small>	<b>COUPON EXPIRES OCTOBER 31, 2018</b> <b>Market Master must submit for payment by November 16, 2018</b>

**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, initial, or make their mark on the 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 2018**

**\$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
001003	 <small>1234567890</small>	<b>COUPON EXPIRES OCTOBER 31, 2018</b> <b>Market Master must submit for payment by</b> <b>November 16, 2018</b>

**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 31<sup>st</sup>. Mail your coupons for reimbursement no later than November 17th.





# Educate

- Instruct everyone that accepts or handles coupons about:
  - Eligible items.
  - Obtaining a signature, initials or a mark.
  - Not to give cash change.
  - To only accept 2018 coupons.
  - To not accept coupons after October 31<sup>st</sup>.



# Submitting Coupons for Payment

- Coupons must have a market master number on them. (1,2, or 3 digit number).
- Bundle them together with rubber bands, twine, or string.
- Complete a CURRENT batch cover sheet.
- Mail to the AASA office.
  
- Do not put your WIC Project FRESH number on the Senior coupons. The numbers are different.
- Do not send WIC Project FRESH coupons with Senior coupons.

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

**SENIOR PROJECT FRESH/MARKET FRESH 2017  
BATCH COVER SHEET**

Market Name: «MarketName»  
Payment to: «PayeeName»  
Payee Number: «PayeeNo»  
Payment Address: «PayeeAdd1»  
Payment City: «PayeeCity» Payment Zip: «PayeeZip»

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

BATCH NUMBER: \_\_\_\_\_ MARKET MASTER NUMBER: «MMNumber»

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  
Aging and Adult Services Agency  
333 South Grand Ave. 4<sup>th</sup> Floor  
Lansing MI 48933

This document may be copied as often as necessary.

Enter the number of coupons you are submitting

This number will be on the sheet

Multiply the number of coupons by 2 and enter





# Evaluation/Secret Shopper Program

- ▶ USDA requires that 10% of all markets, farmers, and roadside stands be evaluated for program compliance each year.
- ▶ Senior Project FRESH/Market FRESH uses volunteers who are given coupons who will come into your market and shop. They may try to purchase things that are not eligible.
- ▶ They will not identify themselves, nor will they say anything about violations. They fill out a checklist once they are back in their vehicle and send it in.
- ▶ If you have a violation, the project coordinator will contact you via email or phone. Depending on the severity of the violation, you may be asked to develop a corrective action plan.



# Differences between Senior Project FRESH and WIC Project FRESH

- **Eligible Items**. Senior Project FRESH/Market FRESH participants may use their coupons to purchase **HONEY**, which is not allowable with WIC.
- **Market Master Numbers**. Senior Project FRESH/Market FRESH market master numbers are one, two, or three digits long.
- **Coupon Color, Size, Value**. Senior Project FRESH/Market FRESH coupons are YELLOW for 2018, and are larger than WIC coupons. SPF coupons are worth \$2.00 each.
- **Batch Cover Sheets**. Senior Project FRESH/Market FRESH Batch Cover Sheets are an 8 ½ x 11 sheet of paper with pre-printed information on it, that needs to be filled out and sent in with coupons.



## Differences, con't

- **Coupon Redemption**. Senior Project FRESH/Market FRESH does not have any minimum or maximum numbers of coupons that you can send in during the season.
- **Address for Coupon Redemption**. Senior Project FRESH/Market FRESH and WIC Project FRESH are two separate programs in two separate buildings. Do not mix coupons when submitting for redemption, and send to the correct address.
- **Reimbursement Payment**. The Senior Project FRESH/Market FRESH program uses the State of Michigan Budget Office/Treasury to make the reimbursement payments, so there may be a difference in the length of time it takes for reimbursement from each of the programs.
- **Secret Shopper Evaluation Program**. Senior Project FRESH/Market FRESH uses volunteers to evaluate the markets each year. They will not identify themselves, but will be filling out a checklist after the visit.

# Benefits of Accepting Senior Project 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:

Sherrri King [Kings1@Michigan.gov](mailto:Kings1@Michigan.gov)

A copy of this presentation is available  
at:

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