

Senior

Project FRESH

Market Fresh Food

Market Master Responsibilities

Market Masters are authorized to comply with the following Senior Project FRESH/Market FRESH (SPF/MF) program rules and standards pursuant to an agreement with the Michigan Department of Health and Human Services, Behavioral and Physical Health and Aging Services Administration (BPHASA):

1. Educate all participating farmers (i.e., vendors) and their employees about the SPF/MF program, including:
 - a. What foods are eligible for purchase with SMF/MF coupons
 - b. How to accept coupons from SPF/MF participants
 - c. How to submit coupons to BPHASA for reimbursement
2. Complete scheduled training as required by the State and U.S. Department of Agriculture (USDA). Training requirements are outlined in the current SPF/MF season's Market Master Guidebook.
3. Disseminate SPF/MF program materials to participating farmers (i.e., vendors).
4. Assure that each of your participating farmers grow some of the SPF/MF eligible produce they sell. Michigan defines a 'grower' as an individual or group that has a plot of land or garden that is wholly or partially dedicated to growing produce.
5. Assure that each participating farmer has locally grown, unprocessed eligible products available for SPF/MF participants. Michigan considers produce to be locally grown if:
 - a. Grown within the borders of the State of Michigan
 - b. Grown outside of Michigan in the counties of the states of Ohio, Indiana, and Wisconsin that directly border the State of Michigan
 - c. Each Market Master and farmer must be able to prove, upon request, that all produce they sell in exchange for SPF/MF coupons are SPF/MF eligible items and locally grown

6. Permit coupons to be redeemed only for locally grown, unprocessed eligible products, as defined by BPHASA and in accordance with federal guidelines. See the list of eligible SPF/MF items.
7. Assure that each farmer accepts SPF/MF coupons as payment for SPF/MF eligible items within the date of the coupon's validity and submits the coupons to the Market Master; the Market Master is responsible for postmarking all coupons to BPHASA no later than November 15th of the current SPF/MF season.
8. Maintain a list of your farmer vendors, their address' and the unique identifying number you assigned to each farm vendor and forward that list to BPHASA.
9. Collect the SPF/MF coupons from your farm vendors and postmark them to BPHASA no later than November 15th of the current SPF/MF season.
10. Agree to be monitored for compliance with program requirements. An 'evaluator' may visit your farm, market, or roadside stand and purchase items with coupons. They will be observing compliance to program standards. If you are in violation of any standard, you will receive a letter detailing the violation. A second visit may be scheduled.
11. Be accountable for actions of employees in the provision of locally grown, unprocessed eligible products to SPF/MF program participants.
12. Report any SPF/MF program violations to BPHASA.
13. Assure that each of your vendors offers SPF/MF program participants the same courtesies and identical cost of eligible items as other market customers.
14. Assure that each farmer clearly displays the price of all SPF/MF eligible items.
15. Comply with all non-discrimination provisions within the USDA regulations.
16. Notify BPHASA if, and when, the market ceases operation.
17. Reimburse each farm vendor for their timely submission of SPF/MF coupons to their respective Market Master.