

Senior

Project FRESH

Market Fresh Food

Market Coordinator Guidebook

Spring 2024

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Michigan Senior Project Fresh

What is Senior Project Fresh?

Senior Project Fresh is Michigan's Senior Farmers Market Nutrition Program (SFMNP). Senior Project Fresh is administered by the Michigan Department of Health and Human Services (MDHHS), Behavioral and Physical Health and Aging Services Administration (BPHASA) and is funded through the United States Department of Agriculture (USDA) Food and Nutrition Services and local lead agencies.

Authorized Farmers' Markets, individual farmers, and roadside stands provide eligible participants with locally grown, unprocessed fruits, vegetables, and honey through this program. The program also expands the awareness and use of farmers' markets and increases sales at such markets.

Specially printed coupons are provided on an annual basis to eligible program participants through a Lead Agency in their county of residence. These agencies include: Michigan State University Extension Offices; Commissions, Councils, and Departments on Aging; Area Agencies on Aging; Senior Centers; and other agencies that serve older adults.

Senior Project Fresh participants receive at minimum 1 coupon book containing 5- \$5.00 coupons from federal funds and may receive additional coupons based on fundraising within their counties with a limit of 2 total coupon books.

Eligibility requirements include age and income:

- Must be 60 years of age or older or 55 years of age or older and part of a Michigan federally recognized tribe or urban tribal group.
- And be at or below 185% of the USDA Poverty Guidelines, which are updated each year.
- Proof of income is not required, but applicants must attest that they are within the income guidelines.

BPHASA authorizes Lead Agencies to certify and distribute coupons, and also authorizes Farmers' Markets, individual farmers, and roadside stands to sell produce to program participants. Certification involves agreeing to rules and policies of Michigan Senior Project Fresh, as well as the USDA Rules. These certifications and policies will be explained in this manual.

Authorized Farmers' Markets, individual farmers, and roadside stands accept coupons for eligible items, then submit the coupons to BPHASA for reimbursement. The accepting agency gets the full \$5.00 for each coupon submitted.

Market Coordinator Registration

The term 'Market Coordinator' is used for Senior Project Fresh to mean a person who is fiscally responsible, or a duly authorized agent of a farmers' market or a representative of themselves (family farm) who has the legal authority to obligate the market, roadside stand, or family farm.

Types of Market Coordinators include the following examples:

***Example 1:** Tom Green decides to grow a vegetable garden. He opens a roadside stand to sell the products he grows. He is a Market Coordinator.*

***Example 2:** Tom Green has some neighbors who are growing vegetables, but don't have time to run a roadside stand. Tom offers to represent them at his roadside stand, so they enter into a Market Coordinator Farmer agreement, and Tom sells their produce also. Tom is still the Market Coordinator.*

***Example 3:** Tom Green now has many neighbors who want to join Tom in selling their locally grown produce, so Tom opens a Farmer's Market. He has a Market Coordinator Farmer agreement with each of them, and they sell at a designated space/place on specific days/hours. He is still a Market Coordinator.*

***Example 4:** Tom Green wins a lottery, and wants to travel, so he hires a college student who is a business major, and the college student becomes the Market Coordinator. The Market still has the Market Coordinator Farmer agreement in place with all the growers, but the new Market Coordinator does not grow or sell any product. He is still considered a Market Coordinator.*

Farmers' Markets, individual farmers, and roadside stands can register to become a vendor for Senior Project Fresh by completing an online registration and creating a SIGMA account.

- On-line registration is available at: <https://www.osapartner.net/spf>. See Appendix A for a step-by-step "how to register" instruction sheet. Keep your username and password in a safe place. You will need to update your registration each year and acknowledge and agree to the certifications each year.
- You will also need to create a vendor account with the State of Michigan if you do not already have one. This can be done on-line at: <http://www.michigan.gov/sigmavss>. This login information is different than the login information for your SPF account. Technical assistance with this account can be obtained by calling 517-284-0550 or by emailing SIGMA-Vendor@Michigan.gov.

If you do not have access to the Internet, please contact Suzie Genyk at (517) 599-6930 and inform her that you need assistance with registering as a Market Coordinator and/or vendor for Senior Project Fresh.

Once registration is complete, you will be assigned a Market Coordinator number. The number will be provided to the Market Coordinator via email or U.S. Mail. The Senior Project Fresh number is a one-, two-, or three-digit number.

This number will remain the same for you each year unless your payee changes.

The Senior Project Fresh number must be entered on each coupon submitted for redemption, as well as on the batch cover sheet. Failure to do this may cause you to lose reimbursement.

If you are a new Market Coordinator, you are required to participate in one (1) training conference call. The conference calls are offered twice per month, beginning in April, and ending in August. As long as you are registered, you are welcome to accept coupons prior to your participating in a conference call. The calls last approximately 45 minutes and will give you more detail about the program and answer your questions. Returning Market Coordinators are always welcome to join in on any of the calls.

Optional special topic conference calls may be offered during the season. These will be announced on the Michigan Farmers Market Listserv, as well as our Senior Project Fresh website at <http://www.michigan.gov/marketFresh>.

MARKET COORDINATOR RESPONSIBILITIES

Market Coordinators are authorized pursuant to an agreement with the BPHASA.

The Market Coordinator shall:

1. Enter into an annual written agreement with each eligible farmer within the farmers' market who wants to participate in the Senior Project Fresh Program. The BPHASA will provide the Market Coordinator with a sample agreement, as well as instructions for completing the form. This agreement includes sanctions for program violations similar to the ones outlined in this guidebook. The Market Coordinators may use the sample agreement form or design and use their own, as long as it contains all of the provisions in the sample template.
2. Assign a farmer number to each person you have an agreement with. These numbers can be the same for both Senior Project Fresh and WIC Project FRESH.
3. Provide information, as requested, to BPHASA for the periodic reports to the USDA.
4. Complete scheduled training as required. (First year: conference call; second year and thereafter: read the most recent Market Coordinator Guidebook).
5. Provide training to farmers and any employees on program procedures.

6. Disseminate program materials to participating farmers.
7. Assure that each participating farmer grows some of the produce s/he sells. Michigan defines a 'grower' as an individual or group that has a plot of land or garden that is wholly or partially dedicated for growing produce.
8. Assure that each farmer has locally grown unprocessed eligible products available for Senior Project Fresh participants. Michigan considers produce to be locally grown if it is grown within the borders of the state of Michigan or in those bordering states of Ohio, Indiana, and Wisconsin.
9. Assure that each farmer provides locally grown unprocessed eligible products at the current price charged to other market customers.
10. Permit coupons to be redeemed only for locally grown unprocessed eligible products, as defined by BPHASA according to federal guidelines. See Appendix B for a list of eligible items.
11. Assure that each farmer accepts Senior Project Fresh coupons within the date of their validity and submits the coupons for payment by November 15th each year.
12. Maintain a list of farmers and their addresses and assign each farmer a unique identifying number and forward the list to BPHASA. This number MAY be the same number as the farmer number assigned by WIC. It is the Market Coordinator's responsibility to email this list to the Statewide Coordinator @ MDHHS-SeniorProjectFRESH@michigan.gov before the season begins and keep the list updated as new vendors are added.
13. Assure that each farmer accepting Senior Project Fresh coupons has entered his/her assigned individual farmer number on the coupon in the designated space, prior to submission to the Market Coordinator. If you are representing yourself, fill in the Market Coordinator number and leave the farmer number blank.
14. In accordance with the procedures established by BPHASA, number each of the coupons with the unique Market Coordinator number assigned to you. Fill out the batch cover sheet.
(see more about this on page 12, and Appendix D) and sign it prior to submitting your coupons for reimbursement. A new batch cover sheet will be sent to you each year. You may copy it as many times as you need to.
15. Agree to be monitored for compliance with program requirements. An 'evaluator' may visit your farm, market, or roadside stand to evaluate program compliance.

If you are in violation of any standards, you will receive a letter detailing the violation. A second visit may be scheduled.

16. Comply with all state or federal laws regarding nondiscrimination on the basis of race, color, national origin, sex, age or disability (as described in the nondiscrimination provisions of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments Act of 1972, Section 504 of the Rehabilitation act of 1973, the Age Discrimination Act of 1975, and the Department of Agriculture regulation of nondiscrimination (7CFR Parts 15, 15a and 15b).
17. Be accountable for the actions of your employees, especially regarding civil rights compliance.
18. Be accountable for actions of employees in the provision of locally grown, unprocessed eligible products to program participants.
19. Report any violations of the Senior Project Fresh program rules and regulations to BPHASA.
20. Assure that each farmer offers program participants the same courtesies as other market customers.
21. Assure that each farmer clearly posts the prices of all authorized products.
22. Assure that each farmer displays the prices of all eligible items.
23. Comply with the non-discrimination provisions of the USDA regulations.
24. Notify BPHASA when/if the market ceases operation.
25. Reimburse each farmer for properly redeemed coupons.
26. Understand that the MDHHS Budget Office ceases payments during certain times of the year, so payment to Market Coordinators/Payees may be delayed (see Appendix E for more information).

The Market Coordinator and farmers **MUST NOT:**

1. Collect sales tax on Senior Project Fresh coupon purchases.
2. Take any redemption funds for administrative or other costs. 100% of coupon value must go to Market Coordinator and/or the farmer vendors the Market Coordinator represents.
3. Seek restitution from program participants for coupons not reimbursed by BPHASA.

4. No cash change is to be given to Senior Project Fresh participants when a purchase is less than the value of the coupon(s). Additional approved product may be provided, or the participant may use another form of payment (i.e., cash) for the excess cost over and above the coupon value.

SECOND YEAR OF PARTICIPATION AND ALL YEARS THEREAFTER

If you wish to continue accepting Senior Project Fresh coupons after the first year, you will need to update your information in the database. Please remember that if you change any information, including your name address or banking information you will have to contact the <https://sigma.michigan.gov/webapp/PRDVSS2X1/AltSelfService>. We cannot do that for you.

CERTIFICATION QUESTIONS

You will also be asked to 'Certify' that you will follow the rules and procedures of the program. The certification question answers are applicable for one year, so you must update each year. The certification questions are:

1. *Do you and/or each farmer you represent at your market/roadside stand carry locally grown, eligible Fresh, nutritious, unprocessed fruits and vegetables, and/or locally collected honey?*
 - a. 'Locally grown' is defined as being grown on a plot of land dedicated to growing vegetables and fruit, that is within the State of Michigan borders, OR in a state that borders the state of Michigan including: Wisconsin, Ohio and Indiana. An 'Eligible' food is one that is listed on the Eligible Products list, or is in the same family of plants, such as, if Kale is on the Eligible Products list, Purple Kale or Curly Kale may be purchased with the coupons. 'Unprocessed' means that you have not altered the state of the product after harvesting. You may wash it, remove debris or excess foliage, and package it for sale.
2. *Do all the farmers that you represent, and yourself if a seller, grow at least some of the eligible products you are selling?* Note: a grower is defined as an individual or group that has a plot of land or garden that is wholly or partially dedicated for growing produce.
 - a. See #1.
3. I agree to participate in the yearly training required by the USDA.
 - a. The first year that you register with the Senior Project Fresh program, you are required to participate in one (1) training conference call. The call will go over highlights from this guidebook, as well as answer questions that you may have. The calls are offered at least once per month from April-August. A schedule will be sent to you in your Welcome packet or email. Beginning in the

second year, you will need to review this publication, 'The Market Coordinator Guidebook'. It will be available on-line, or a hard copy can be mailed to you.

4. I have read the most current Market Coordinator Guidebook and agree to follow the rules and procedures listed in the Guidebook, as well as those issued during the current season.
5. If I participate in both Senior Project Fresh and WIC Project FRESH, I acknowledge that they are two separate programs, and that I will adhere to the rules and regulations of both programs, which may be different.
 - a. Both the Senior Project Fresh and WIC Project Fresh are funded by the USDA, but rules, policies, and regulations are different between the programs. The programs are also managed by different agencies, so it is very important to make sure you are following the rules as they apply to each program, putting the correct market coordinator number on the coupons, and sending coupons to the correct place. If you have questions about differences for a specific policy/rule, please contact us.
6. Hitting the 'Submit' button indicates "I certify that the information given is true and correct to the best of my knowledge and belief."
 - a. After you have answered all the certification questions, clicking the submit button acts as your electronic signature. You are verifying that the answers are true and correct.

SIGNS

Market Coordinators are responsible for assuring that each farmer displays a sign stating, "Senior Project Fresh Coupons Welcome Here". 8 ½ x 11 signs are emailed to the Market Coordinator after registration is complete or can be requested by emailing the Statewide Coordinator at MDHHS-SeniorProjectFRESH@michigan.gov.

Please make sure each vendor receives a copy.

If all farmers at a market are accepting the coupons and/or your market has multiple food assistance programs, you may put one (1) sign at each entrance to the market, and/or combine the wording, "Senior Project Fresh Coupons Welcome Here" within a larger sign.

COUPONS

The Senior Project Fresh coupons are each 1/5 the size of an 8 ½ x 11 piece of paper in the portrait orientation. Each year, the coupons are a different color, as coupons may not be carried over and used from year to year.

SENIOR PROJECT FRESH COUPONS

\$5 MDHHS Bureau of Aging, Community Living and Supports \$5		
Senior Farmers Market Nutrition Program 2024		
This coupon can only be used at Farmers Markets and roadside stands displaying the sign "Senior Project Fresh Coupons Welcome Here".		
Market Coordinator Number	Farmer Number	Signature of Participant/Proxy
001001		
Coupon expires October 31, 2024.		
Note to Market Coordinator: All submissions for reimbursement must be postmarked by November 15, 2024.		
MDHHS-5954 (Rev. 2-24)		

Enter your 3-digit market coordinator number here.

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

Enter the farmer number here if applicable.

Ask participant or proxy to sign, initial, or make their mark on the coupon.

This is IMPORTANT!!!

BPHASA reserves the right to not pay you for unsigned coupons.

Coupons expire on October 31st of each year. Please do not accept coupons that are presented after that date.

ACCEPTING COUPONS

1. Senior Project Fresh participants will have a coupon holder for their coupons. The holder will have the participants printed name and signature, initials, or mark on it. It may also have the printed name, signature, initials, or mark of no more than two (2) proxies on it. When you accept the coupon, you should check to see that the signatures, initials, or mark on the coupon match what is on the coupon holder. You do not have to request additional identification.
2. Refer to the Eligible Products list (Appendix B) if necessary, to assure you are selling only products that are Michigan-grown, non-processed items.
3. Treat the coupons like cash. We can only reimburse if we have the actual coupons, or proof that they were mailed in.
4. Keep the coupons out of direct sunlight when storing them. Keep the barcode and coupon number area clean from any discoloration or dirt.
5. Note: Coupons that are damaged, unsigned or missing the barcode and/or coupon number may not be reimbursed for payment.

ELIGIBLE PRODUCTS

Products that are non-processed, Michigan-grown fruits, vegetables and honey are eligible for purchase with Senior Project Fresh coupons. A list is available for your reference. Please remember that each food assistance program MAY have different items that qualify for their programs.

Items that DO NOT QUALIFY include: prepared food and drink, such as sandwiches, cider, ice cream, dried fruits and vegetables, maple syrup, cider, nuts, seeds, eggs, cheese, meat, seafood. Plants may not be purchased with the coupons. A list of Eligible Items is in Appendix B.

COMPLAINTS

The Eligible Products are determined by the USDA. If you have customers with questions or concerns about eligible items, you may refer them to the State Coordinator.

COUPON BATCHING AND PAYMENT PROCESS

Coupons may be submitted at any time during the season- May 1st through November 15th. Please batch coupons with at least 25 coupons unless it is the final batch. To submit coupons:

- All coupons must have your 3-digit Market Master number on them.
- A completed, BPHASA issued, Batch Cover Sheet must come with the coupons. Please use a universal numbering system of 1, 2, 3, 4.....
- Please refer to the “Submitting Coupons for Payment” (Appendix E) handout.

BATCH COVER SHEETS

A Batch Cover Sheet must be completed and submitted with your coupons. Please use the current year Batch Cover Sheet that was mailed or emailed to you. You can make as many copies of these as you need.

The information on the top is pre-printed for you. **Do not change this information** as it matches the payment information you have on file.

The Batch Number is the code or number you want to use to designate which mailing this is: i.e., 2017-1, 2017-A, 110,etc.

Your Market Coordinator number is very important. We can't scan the coupons without it.

Insert the number of coupons, multiply by \$5.00, and list the amount you expect.

Don't forget to sign it!

H2 A personalized batch sheet is generated from the database and emailed to MM for duplication

SENIOR PROJECT FRESH/MARKET FRESH (FISCAL YEAR)
BATCH COVER SHEET

Market Name:	[MARKET NAME]
SIGMA Vendor Code:	[SIGMA NUMBER]
Payment to:	[PAYMENT TO]
Payee Number:	[EIN/FED ID]
Payment Address:	[PAYMENT ADDRESS]
Payment City:	[PAYMENT CITY]
Payment Zip:	[PAYMENT ZIP]

BATCH NUMBER: _____ MARKET MASTER NUMBER: **[MM 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.

****PLEASE NOTE: If the Payee Address is different than what is on this sheet, please contact us at: 517-294-9694****

Mail sheet and all coupons to:

Senior Project FRESH/Market FRESH
Behavioral & Physical Health and Aging Services Administration
PO Box 30676
Lansing MI 48909

This document may be copied as often as necessary.

FOR STAFF USE ONLY

Scanned _____

Number of Coupons Scanned _____

Hand Count _____

Number of Coupons Counted _____

Date _____ Initials _____

DENIED PAYMENTS

A Senior Project Fresh Market Coordinator may not receive payment for coupons if:

- The Senior Project Fresh coupon is redeemed before the starting date, or after the ending date.
- The client's endorsement (signature, initials, or mark) is missing from the coupon.
- The Market Coordinator number is missing.
- The coupon is altered in any way.
- The coupon is not postmarked by November 15th.

If payment for a Senior Project Fresh coupon is denied for any reason, the Market Master may submit a written request for payment to BPHASA within 60 days following the receipt of the denied payment letter. The following should be included in the written appeal:

- Market Coordinator number
- Daytime phone number
- Batch number(s)
- Date of denied payment letter
- Statement of problem

All written appeals should be mailed to the BPHASA address listed on the "Contact Us" (Appendix F) page.

MONITORING AND REPORTING PROGRAM PERFORMANCE

A Senior Project Fresh market may be monitored at any time during the contract period by a representative of the Senior Project Fresh program, their representative, or the USDA. Periodic on-site visits to Senior Project Fresh markets and roadside stands will be made to monitor compliance with program regulations and to identify problems or deficiencies. The Market Coordinators will be responsible for maintaining an accurate accounting of all monies and coupons redeemed at his/her market/roadside stand. The Market Coordinator shall also provide information concerning increases in sales, customers, or other information as required by BPHASA to meet federal requirements.

PROGRAM VIOLATIONS AND ABUSE

Market Coordinators who commit the violations outlined below are subject to termination of their Market Coordinator status and a three (3) year period of disqualification.

- Charging Senior Project Fresh participants more than the current price charged to other customers.
- Allowing Senior Project Fresh coupons to be redeemed for non-food items.
- Collecting sales tax on Senior Project Fresh purchases.
- Failure to allow and/or in any manner, hinder or impede authorized local, state, or federal officials to monitor or investigate the market for compliance with Senior Project Fresh requirements.
- Providing cash or credit in exchange for Senior Project Fresh coupons.
- Refusal to allow a Senior Project Fresh participant to purchase eligible items for the full dollar amount specified on the coupon.
- Redeeming Senior Project Fresh coupons from unauthorized sources.
- Charging the Senior Project Fresh program for food not received by clients.
- Failure by the Market Coordinator to account for and/or to reimburse farmers for Senior Project Fresh coupons turned over by farmers to the Market Coordinator for submission to BPHASA.
- Allowing the return of products purchased with Senior Project Fresh coupons in exchange for cash or non-food items.

Market Coordinators/farmers who commit the following violations will receive a warning letter for the first complaint of a violation. After receipt of the warning letter, a pattern of two (2) violations will result in the termination of the authorization to participate and a two-year period of disqualification.

- Providing ineligible products or processed food in exchange for Senior Project Fresh coupons.
- Giving cash change to Senior Project Fresh participants for purchases that are in an amount less than the value of the coupon.
- Allowing a farmer who does not grow some of the produce he/she sells to accept Senior Project Fresh coupons.

Market Coordinators who commit the following violations will receive a warning letter for the first complaint of a violation. After receipt of the warning letter, a pattern of two (2) violations will result in the termination of the authorization to participate and a one-year period of disqualification.

- Failure to have a written agreement with a farmer who accepts Senior Project Fresh coupons.
- Failure to have the participant sign, initial or make their mark on the coupon, and/or failure to verify it by checking on the coupon holder.
- Not displaying a sign stating, "Senior Project Fresh Coupons Welcome Here".

- Failure to display the prices of all eligible items.
- Failure to notify BPHASA of a farmer who violates the program requirements.
- Failure to complete training as required by BPHASA.
- Failure by the Market Master to maintain records as required by BPHASA.

Market Coordinators will be subject to denial of their application and/or termination of the authorization to participate for the following violations:

- Providing false information on any application for Senior Project Fresh.
- Failure to comply with the rules, regulations, and authorization terms of the Senior Project Fresh program.

SANCTIONS/APPEALS

The BPHASA will sanction Senior Project Fresh Market Coordinators for program violations. Sanctions may include but are not limited to: denial of payment for coupons, warning letters, monetary claims, termination, disqualification, denial of application and/or judicial actions.

In the case of Termination or Termination and Disqualification, Senior Project Fresh Market Coordinators will be sent a notice at least twenty-one (21) calendar days prior to the effective date of the Termination or Termination and Disqualification. The reason(s) for such action will be included in the notice.

The Market Coordinator has the right to appeal the denial of an application to participate, a Termination, or Termination and Disqualification, monetary claims, or a Senior Farmers Market Nutrition Program sanction action by BPHASA. Market Coordinators may appeal the denial of payment for coupons to the Statewide Senior Project Fresh coordinator. Warning letters are not subject to appeal.

A farmer has the right to appeal to BPHASA a denial of authorization action by the Market Coordinator to participate in the program, or a disqualification action.

The Senior Project Fresh Market Coordinator may appeal Termination or Termination and Disqualification using the following procedures:

1. The Senior Project Fresh or farmer's request for appeal must be made in writing to BPHASA at the address indicated in the Termination or Termination and Disqualification Notice. The request for appeal must be received by BPHASA within 21 calendar days of the mailing date of the Denial, Termination, or Termination and Disqualification Notice by BPHASA.

2. Following timely receipt of the Senior Project Fresh Market Coordinator's written appeal, BPHASA will provide the Market Master with an opportunity for a hearing.

Registering for Senior Project Fresh

Website: <https://www.osapartner.net>



Don't forget the 's'

Select "Senior Project Fresh"
on the gray navigation bar on
the left and click



OSA
Michigan Office of Services to the Aging

Reporting Forms & Information Website

Welcome to OSA's Reporting Forms & Information Website

Home

**Welcome to the Aging and Adult Services Agency (AASA)
Reporting Forms and Information Website**

AASA's reporting forms and information website provides online access to resources intended to help the aging network meet a variety of programmatic and financial reporting requirements. Visitors will also find links to OSA Transmittal Letters, Operating Standards, Service Standards and Aging Information System (AIS) software resources.

If you have accessed this site looking for AASA's public website please take the link below. Our public website contains important information on programs and services for older adults and caregivers.

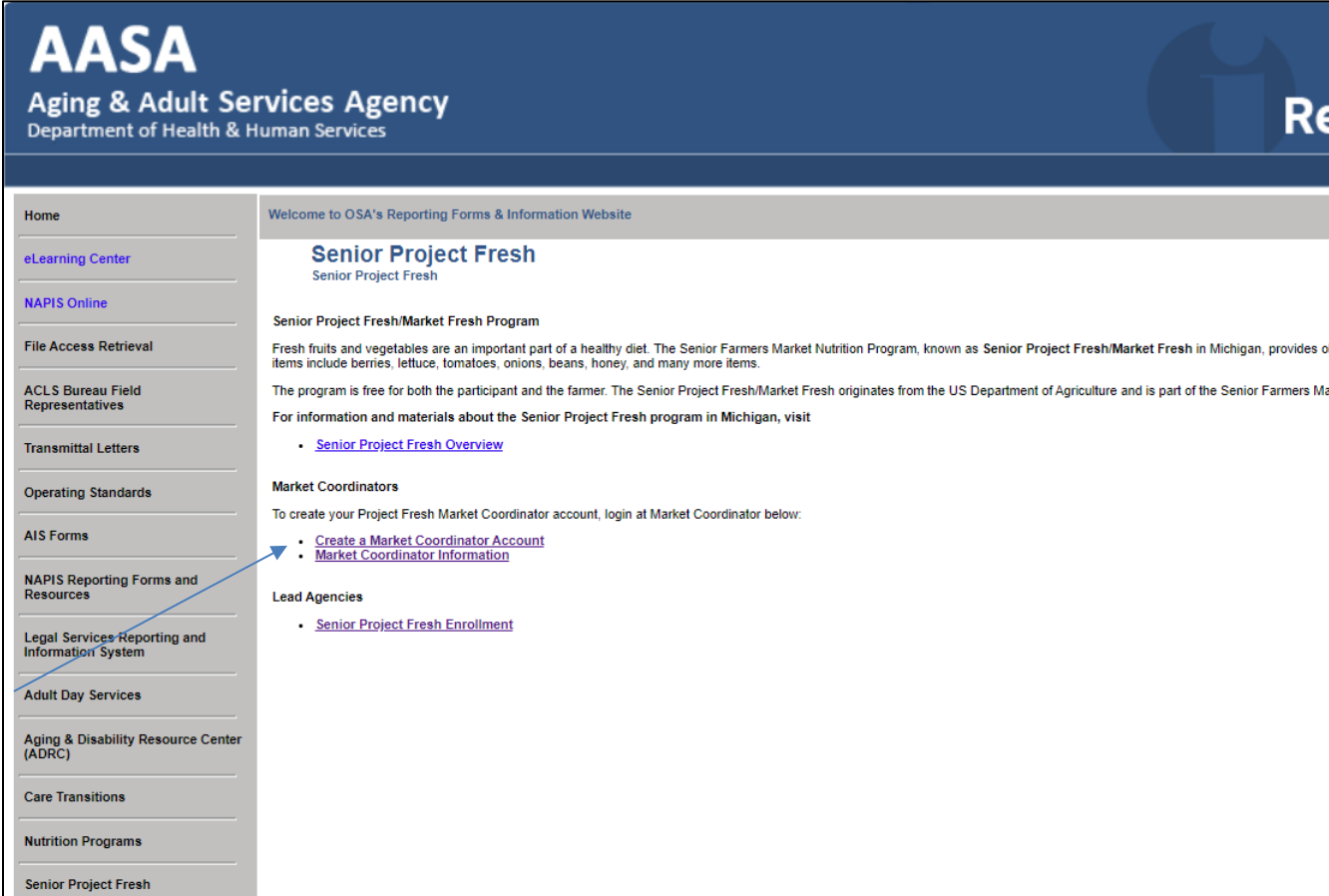
www.michigan.gov/osa

Aging network service providers that upload NAPIS data files can continue to do so from this website by selecting the "Secure File Upload" link on the left navigation.

Home
eLearning Center
AIS Forms
Aging & Disability Resource Center (ADRC)
Transmittal Letters & OSA Operating Standards
Nursing Home Diversion Program
AAA Forms and Resources
NAPIS Reporting Forms and Resources
Legal Services Reporting and Information System
Volunteer Program
Nutrition Program Materials and Resources
Senior Community Service Employment Program
Senior Project FRESH

Registering for Senior Project Fresh

Click on the words
“Create a Market
Coordinator
Account” to proceed
to the registration
form.



The screenshot shows the AASA (Aging & Adult Services Agency) website. The header includes the AASA logo and the text "Aging & Adult Services Agency" and "Department of Health & Human Services". A sidebar on the left lists various services, including "Senior Project Fresh". The main content area is titled "Senior Project Fresh" and "Senior Project Fresh". It contains a welcome message, a description of the Senior Project Fresh/Market Fresh Program, and a list of links. A blue arrow points from the text on the left to the link "Create a Market Coordinator Account" in the "Market Coordinators" section.

AASA
Aging & Adult Services Agency
Department of Health & Human Services

Home
eLearning Center
NAPIS Online
File Access Retrieval
ACLS Bureau Field Representatives
Transmittal Letters
Operating Standards
AIS Forms
NAPIS Reporting Forms and Resources
Legal Services Reporting and Information System
Adult Day Services
Aging & Disability Resource Center (ADRC)
Care Transitions
Nutrition Programs
Senior Project Fresh

Welcome to OSA's Reporting Forms & Information Website

Senior Project Fresh

Senior Project Fresh

Senior Project Fresh/Market Fresh Program

Fresh fruits and vegetables are an important part of a healthy diet. The Senior Farmers Market Nutrition Program, known as **Senior Project Fresh/Market Fresh** in Michigan, provides older adults with the opportunity to purchase fresh fruits and vegetables at a reduced cost. Items include berries, lettuce, tomatoes, onions, beans, honey, and many more items.

The program is free for both the participant and the farmer. The Senior Project Fresh/Market Fresh originates from the US Department of Agriculture and is part of the Senior Farmers Market Nutrition Program.

For information and materials about the Senior Project Fresh program in Michigan, visit

- [Senior Project Fresh Overview](#)

Market Coordinators

To create your Project Fresh Market Coordinator account, login at Market Coordinator below:

- [Create a Market Coordinator Account](#)
- [Market Coordinator Information](#)

Lead Agencies

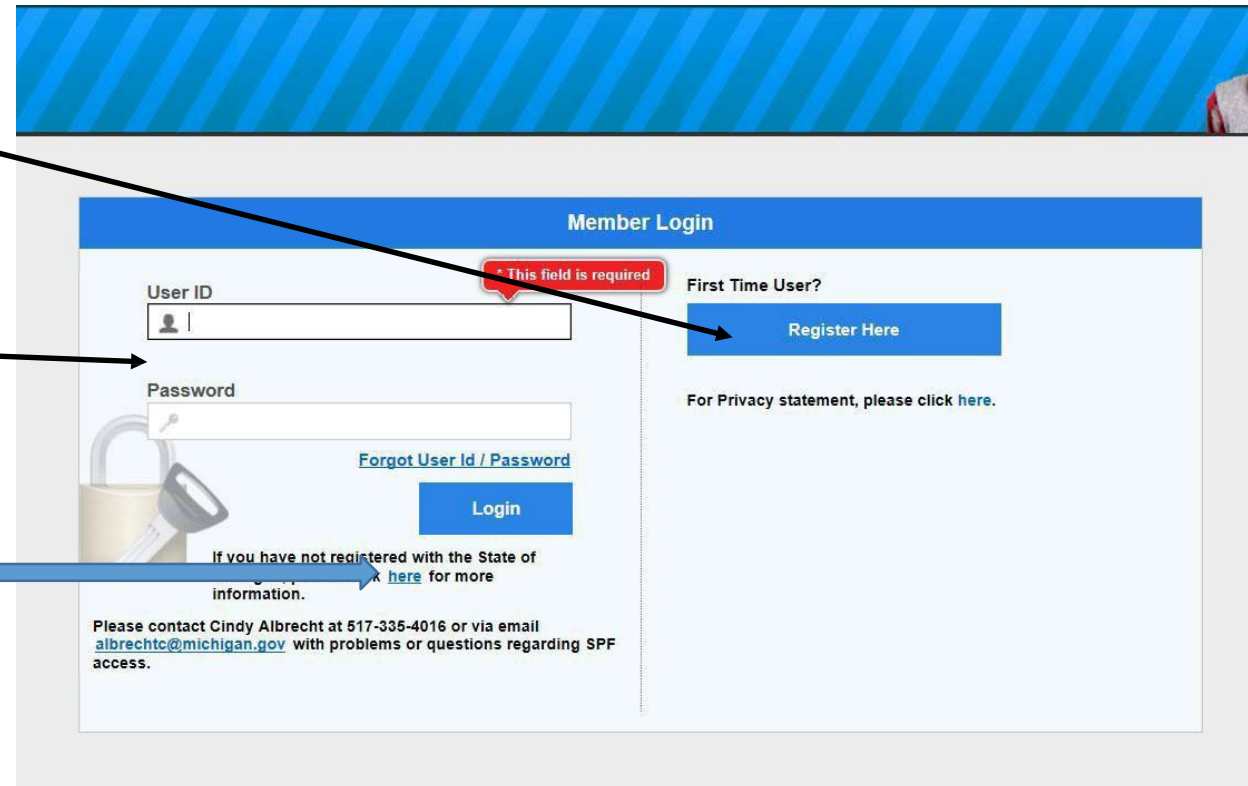
- [Senior Project Fresh Enrollment](#)

Registering for Senior Project Fresh

If this is your first time registering, click this button.

If you are a returning Market Coordinator, fill in the User ID and Password.

Please note: to be paid for your coupons, you must be registered with the MDHHS Budget Office. Visit <http://www.michigan.gov/sigmavss> to set this up.



The screenshot shows a 'Member Login' page with a blue header. Below the header, there are two main sections. The left section contains a 'User ID' field with a person icon, a 'Password' field with a key icon, and a 'Login' button. A red error message 'This field is required' is shown above the User ID field. A blue link 'Forgot User Id / Password' is located below the Password field. The right section is titled 'First Time User?' and contains a blue 'Register Here' button. Below the 'Register Here' button, there is a link 'For Privacy statement, please click here.' At the bottom of the page, there is a note: 'If you have not registered with the State of Michigan, click here for more information.' and contact information for Cindy Albrecht: 'Please contact Cindy Albrecht at 517-335-4016 or via email albrechtc@michigan.gov with problems or questions regarding SPF access.'

Annotations on the screenshot:

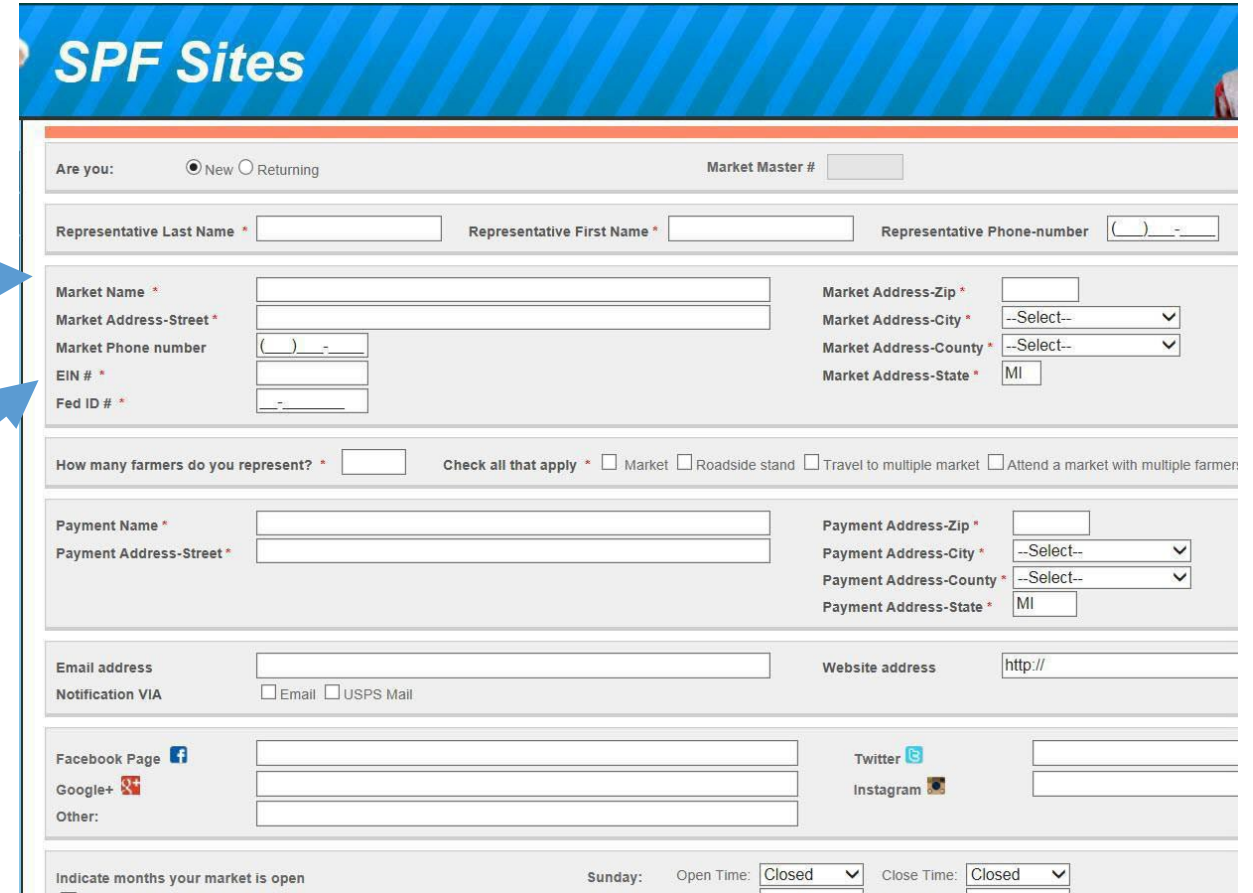
- An arrow points from the text 'If this is your first time registering, click this button.' to the 'Register Here' button.
- An arrow points from the text 'If you are a returning Market Coordinator, fill in the User ID and Password.' to the 'User ID' field.
- An arrow points from the text 'Please note: to be paid for your coupons, you must be registered with the MDHHS Budget Office. Visit <http://www.michigan.gov/sigmavss> to set this up.' to the 'Forgot User Id / Password' link.

Registering for Senior Project Fresh

The system will assign you a username and let you create a password.

Enter the market name.
Your name should go in the space market 'representative name'

You only need to enter one of these two fields. It should be the EIN or Federal ID number of the payee.



The image shows a registration form titled "SPF Sites". The form is divided into several sections. At the top, there is a header with the title "SPF Sites" in white text on a blue background. Below the header, the form is organized into rows of input fields and checkboxes. The first row asks "Are you:" with radio buttons for "New" (selected) and "Returning", and a "Market Master #" field. The second row contains "Representative Last Name", "Representative First Name", and "Representative Phone-number" fields. The third row contains "Market Name", "Market Address-Street", "Market Phone number", "EIN #", "Fed ID #", "Market Address-Zip", "Market Address-City", "Market Address-County", and "Market Address-State" fields. The fourth row contains "How many farmers do you represent?" and a "Check all that apply" section with checkboxes for "Market", "Roadside stand", "Travel to multiple market", and "Attend a market with multiple farmer". The fifth row contains "Payment Name", "Payment Address-Street", "Payment Address-Zip", "Payment Address-City", "Payment Address-County", and "Payment Address-State" fields. The sixth row contains "Email address", "Notification VIA" (with checkboxes for "Email" and "USPS Mail"), and "Website address". The seventh row contains "Facebook Page", "Google+", "Other:", "Twitter", and "Instagram" fields. The eighth row contains "Indicate months your market is open" and "Sunday: Open Time: Close Time:" fields.

SPF Sites

Are you: ☒ New ☐ Returning Market Master #

Representative Last Name * Representative First Name * Representative Phone-number () -

Market Name * Market Address-Street * Market Phone number () - EIN # * Fed ID # * Market Address-Zip * Market Address-City * --Select-- Market Address-County * --Select-- Market Address-State * MI

How many farmers do you represent? * Check all that apply * ☐ Market ☐ Roadside stand ☐ Travel to multiple market ☐ Attend a market with multiple farmer

Payment Name * Payment Address-Street * Payment Address-Zip * Payment Address-City * --Select-- Payment Address-County * --Select-- Payment Address-State * MI

Email address Notification VIA ☐ Email ☐ USPS Mail Website address http://

Facebook Page f Google+ Other: Twitter Instagram

Indicate months your market is open Sunday: Open Time: Closed Close Time: Closed

Registering for Senior Project Fresh

If you are returning, as soon as you submit this, you will be registered to accept Senior Project Fresh coupons. If you are a new market coordinator, you will receive confirmation and other materials via email before you can accept Senior Project Fresh coupons.


'Certification Date' is the date you complete and submit this

Registration (Click on the calendar to select a date, or type in)

The USDA requires all market coordinators to comply with these rules.

You can save the registration as a 'draft' in the system and finish at a later time. You will need the last 4 digits of your registration #, zip code and county name.

THESE ARE ALL REQUIRED *

Certification Date * 

☐ Do you and/or each farmer you represent at your market/roadside stand carry locally grown, eligible fresh, nutritious, unprocessed fruits and vegetables, and/or locally collected honey?

☐ Are you and/or each farmer you represent at your market/roadside stand a grower of at least some of the eligible products that you are selling? Note: a grower is defined as an individual or group that has a plot of land or garden that is wholly or partially dedicated for growing produce.

☐ If I am registering for the first time, I agree to participate in training required by the USDA.

☐ New and returning Market Masters: I agree to read the Market Master Guidebook (available on the website) and agree to follow the rules and procedures listed in the Guidebook, as well as those issued during the current season.

☐ If I participate in both Senior Project FRESH and WIC Project FRESH, I acknowledge that they are two separate programs and that I will adhere to the rules and regulations of both programs, which may be different.

☐ By hitting the Submit Button below indicates I certify that the information given is true and correct to the best of my knowledge and belief.

Daytime Phone Number if we have questions on your registration

OSA Comments

The form is a light gray box with a white border. It contains several sections: a header 'THESE ARE ALL REQUIRED *', a 'Certification Date' field with a calendar icon, a list of checkboxes for various requirements, a 'Daytime Phone Number' field, an 'OSA Comments' text area, and three buttons at the bottom: 'Save As Draft', 'Submit', and 'Print'. Blue arrows point from the surrounding text to specific parts of the form: one to the 'Certification Date' field, one to the 'Submit' button, and one to the 'Save As Draft' button.

Registering for Senior Project Fresh

- Forms and other information about Senior Project Fresh are available at: <http://www.Michigan.gov/marketFresh>
- Save your market coordinator number, vendor registration number, username, and password so you can use it again when updating and re-certifying each year.
- Once the registration is complete, visit SIGMA to create an account to be paid by MDHHS: <http://www.michigan.gov/sigmavss>. Technical assistance with this account can be obtained by calling 517-284-0550 or by emailing SIGMA-Vendor@Michigan.gov.
- Share the SIGMA generated Customer Vendor code with MDHHS-SeniorProjectFRESH@michigan.gov. This can take several days to generate.

SENIOR PROJECT FRESH ELIGIBLE COUPON ITEMS

Michigan Department of Health and Human Services

Apples	Fennel-Finocchio	Potatoes
Artichoke-Cardoon	Garlic	Pumpkins (for eating only)
Asparagus	Grapes	Radishes
Barley Grass	Green Dandelions	Raspberries
Basil	Greens (all)	Rhubarb
Beans (all)	Honey (all types)	Rosemary
Beets	Horseradish	Rutabagas
Blackberries	Howell Melons	Sage
Blueberries	Jerusalem Artichoke	Salsify & Scorzonera
Bok Choy	Jute	Saskatoon berries
Brussels Sprouts	Mallow/Mloukhia	Scallions
Cabbage	Kale & Collards	Shallots
Cantaloupe	Kohlrabi	Sorrel
Carrots	Leeks	Spinach
Cauliflower	Lemon Balm	Sprouts
Celeriac	Lemon Grass	Squash (all)
Celery	Lettuce (all)	Strawberries
Cherries	Lovage	Summer Savory
Chicory	Marjoram	Sunchokes
Cilantro	Mint	Sweet Potatoes
Corn (not ornamental or popcorn)	Onions (all)	Swiss Chard
Cranberries	Oregano	Thyme
Cucumbers	Parsley	Tomatillo
Currants	Parsnips	Tomatoes
Cutting celery	Peaches	Turnips
Dill	Pears	Watercress
Eggplant	Peas	Watermelon
Baby Eggplant	Peppers (all)	White Strawberries
Elder berries	Persimmons	
Epazote	Plums	

Other Items Michigan-Grown & Non-Processed. Ineligible Examples: Bananas, Oranges

The Michigan Department of Health and Human Services (MDHHS) does not discriminate against any individual or group on the basis of race, national origin, color, sex, disability, religion, age, height, weight, familial status, partisan considerations, or genetic information. Sex-based discrimination includes, but is not limited to, discrimination based on sexual orientation, gender identity, gender expression, sex characteristics, and pregnancy.

This institution is an equal opportunity provider.

SENIOR PROJECT FRESH AGREEMENT BETWEEN MARKET COORDINATOR AND FARMER

THE MARKET COORDINATOR RETAINS THE ORIGINAL. DO NOT SEND TO MDHHS

Market Coordinator Name (Legal Name):

Market Coordinator Address:

Phone: () _____ County/Local Agency _____

This agreement by and between _____ **Market Coordinator**, and
_____ **Farmer**, whose address is

_____ is effective between _____, 2024

and **October 31, 2024**. This agreement is for the purpose of authorizing the above-mentioned Farmer to
accept Senior Project Fresh coupons at

_____ (Market Location) from authorized Senior Project
Fresh participants in exchange for eligible products.

SECTION I BY SIGNING THIS AGREEMENT, THE FARMER AGREES TO:

- (a) Have the client sign the coupon and verify that the client's signature on the Senior Project Fresh coupon matches the signature appearing on the coupon holder.
- (b) Display a sign, provided by the state agency, stating
"Senior Project Fresh Coupons Welcome Here."
- (c) Not to accept Senior Project Fresh coupons outside of their date of validity.
- (d) Display the prices of all authorized products.
- (e) Be a grower of some of the products that are exchanged for Senior Project Fresh coupons. **NOTE:**
A grower is an individual or group that has a plot of land or garden that is wholly or partially dedicated for growing produce.
- (f) Provide only eligible, locally grown, products in exchange for Senior Project Fresh coupons. "Locally grown" is considered any part of Michigan, and the bordering counties of Ohio, Indiana or Wisconsin.
- (g) Not give cash change for purchases of less than the value of the coupon(s).
- (h) Provide eligible locally grown products at the current price or less than the current price charged to other customers.
- (i) Not allow the return of products purchased with Senior Project Fresh coupons in exchange for cash or for non-food items.
- (j) To be monitored by the Market Coordinator or the state agency for program compliance.
- (k) Not provide cash or credit in exchange for Senior Project Fresh coupons.
- (l) Not collect sales tax on Senior Project Fresh purchases.
- (m) Not redeem Senior Project Fresh coupons from unauthorized sources.
- (n) Not charge the Senior Project Fresh program for food not received by the clients.
- (o) Not redeem Senior Project Fresh coupons for non-food items

(MORE)

(p) Comply with all state or federal laws regarding nondiscrimination on the basis of race, color, national origin, sex, age or disability (as described in the nondiscrimination provisions of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments Act of 1972, Section 504 of the Rehabilitation act of 1973, the Age Discrimination Act of 1975, and the Department of Agriculture regulation of nondiscrimination (7CFR Parts 15, 15a and 15b).

(q) Be accountable for the actions of your employees, especially in regards to civil rights compliance.

SECTION II **THE MARKET COORDINATOR AGREES TO:**

- (1) Collect and submit properly redeemed Senior Project Fresh coupons from the Farmer to the state agency for reimbursement, and timely account for and pay the farmers for those coupons.
- (2) Provide training to the Farmer on the rules and regulations of the Senior Farmers' Market Nutrition Program (Senior Project Fresh).

SECTION III **SANCTIONS**

A Farmer and/or his/her employees who violate provisions (a), (b), (c) or (d) of Section I of this agreement will receive a warning letter from the state agency for the first complaint of a violation. After receipt of the warning letter, a pattern of two violations will result in the state agency disqualifying the Farmer from accepting Senior Project Fresh coupons at any location in the State of Michigan for a period of one year.

A Farmer and/or his/her employees who violate provisions (e), (f) or (g) of Section I of this agreement will receive a warning letter from the state agency for the first complaint of a violation. After receipt of the warning letter, a pattern of two violations will result in the state agency disqualifying the Farmer from accepting Senior Project Fresh coupons at any location in the State of Michigan for a period of two years.

A Farmer and/or his/her employees who violate provisions (h), (i), (j), (k), (l), (m), (n) or (o) in Section I of this agreement will be subject to the state agency disqualifying the Farmer from accepting Senior Project Fresh coupons at any location in the State of Michigan for a period of three years for the first violation.

A Farmer who has been denied authorization by a Market Coordinator to accept Senior Project Fresh coupons or who has been disqualified by the state agency from participation in the Project Fresh Program may appeal to: Senior Project Fresh, Michigan DHHS Behavioral and Physical Health and Aging Services Administration, 400 South Pine St., PO Box 30676, Lansing MI. 48909. The appeal must be in writing and received within 21 days of notification of an authorization denial or disqualification.

SECTION IV **CERTIFICATION:**

The Farmer, through signature below, accepts all terms of this agreement. This agreement becomes valid only upon signature of the Farmer and the Market Coordinator.

Farmer Name:

Date:

Signature:

Market Name:

Market Coordinator:

Date:

Signature:

**2024 Senior Project Fresh
Market Coordinator
Vendor List**

	Vendor Name	Contact person	Phone	Months, Days, Hours (from-to) Vendor attends market	SPF Farmer #
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

SENIOR PROJECT FRESH COUPONS



\$5

MDHHS Bureau of Aging, Community Living and Supports
Senior Farmers Market Nutrition Program 2024

\$5

This coupon can only be used at Farmers Markets and roadside stands displaying the sign
"Senior Project Fresh Coupons Welcome Here".

Market Coordinator Number

Farmer Number

Signature of Participant/Proxy

001001



Coupon expires October 31, 2024.

MDHHS-5954 (Rev. 2-24)

**Note to Market Coordinator: All submissions for reimbursement
must be postmarked by November 15, 2024.**

WELCOME HERE

BATCH COVER SHEETS

APPENDIX D

If information does change, contact Vendor Self-Service from the SIGMA website.

1,2,3,4, etc. for ease of tracking redeemed batches.

on the 'Total Dollar Amount Expected' line.

may sign the Batch Cover Sheet.

sheets around the coupons.

BATCH COVER SHEET

Payment Zip: 01234

BATCH NUMBER: _____ MARKET COORDINATOR NUMBER: **012**

Total Number of Coupons: _____

Total Dollar Amount Expected: _____

Signature of Market Coordinator

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

****PLEASE NOTE: If the Payee Address is different than what is on this sheet, please contact us at: 517-599-6930****

Mail sheet and all coupons to:

Lansing MI 48909

This document may be copied as often as necessary.

FOR STAFF USE ONLY

Scanned_____

Number of Coupons Scanned_____

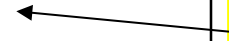
Hand Count_____

Number of Coupons Counted_____

Date _____ Initials _____

WIC #

coupons here.



Instructions for Submitting Senior Project Fresh Coupons for Reimbursement

1. All COUPONS must be post-marked by **NOVEMBER 15, 2024**. Coupons post-marked after this date will **not** be accepted.

2. Your reimbursement will come from the MDHHS Budget Office. Please note:
- a. You must be registered as a vendor with the State.
 - b. The quickest payment method is Electronic Funds Transfer (EFT). Paper checks may take 1 week longer than EFT payment.

IMPORTANT! PLEASE NOTE:

The MDHHS Budget Office does not issue payments during the last week of September through the middle of November or until fiscal year end closing processes are completed. The MDHHS Budget Office may be short staffed during December due to the holidays.

3. **USE THE SENIOR PROJECT FRESH BATCH COVER SHEET.** Our Batch Cover Sheets are different than the WIC Batch Sheet. Please use the correct sheet, as it will expedite coupon processing.

4. Enter your **SENIOR PROJECT FRESH** Market Coordinator Number on the coupon. **Please use only the Senior Project FRESH market coordinator number. It is a one-, two-, or three-digit number. The Market Coordinator number is located on the Batch Cover Sheet.**

5. Secure the coupons together with a rubber band, string, or other device that will hold them together in a bundle. Please bundle them with at least 25 coupons before submitting them unless it is the final batch.

6. **Use only ONE batch cover sheet per box or envelope.** Do not wrap the batch cover sheet around the coupons.

7. Send your coupons to: Senior Project Fresh, Behavioral and Physical Health and Aging Services, 400 S. Pine St., Floor 6, PO Box 30676, Lansing MI 48909.

8. We encourage you to send coupons in for reimbursement on a regular basis during the season. If you wait and send them all at the end, there could be a delay in your reimbursement. (See above statement about payment from the MDHHS Budget Office).

9. **PLEASE** submit all coupons that you collect. We use the mailed in coupons to calculate the redemption rate of coupons for the state as well as each county. Even 1 coupon can make a difference! So please send them all in.

10. **Please note** that you are responsible for keeping proof that coupons were mailed to BPHASA. You should save a copy of each Batch Cover Sheet, as well as get proof from the Post Office or shipper that they received your envelope/box and processed it. If you feel you have not received payment, please contact BPHASA immediately.

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CONTACT INFORMATION

Suzie Genyk, MPH, RD

Statewide Coordinator/Program Manager

Senior Project Fresh [MDHHS-
SeniorProjectFRESH@michigan.gov](mailto:MDHHS-SeniorProjectFRESH@michigan.gov)

400 S. Pine St., Floor 6

PO Box 30676

Lansing MI 48909

Phone: 517-599-6930

Fax: 517-241-2345

Coupon Mailing Address

Senior Project Fresh

PO Box 30676

Lansing MI 48909

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To file a complaint of discrimination, write USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call toll free (866) 632-9992 (Voice).

Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.