In-service Guide: Another Fresh Choice – Spending Fruit and Veggie Vouchers at Authorized Farmers

- This in-service is mandatory for all staff who provide shopper education to WIC participants.
- Staff must complete this in-service before they provide shopper education on using the Fruit and Veggie vouchers at farmers or by April 30, 2010, whichever comes first.
- This in-service can be one of your agency’s required quarterly in-services.

Goals and objectives

- Agencies will have a plan in place for notifying participants about the option of using FVV to purchase produce from authorized farmers at farmers markets or farm stands.
  - Staff will be able to inform participants of the option to use the FVV to purchase produce from authorized farmers at farmers markets or farm stands.
  - Staff will be able to identify FVV authorized farmers using the WIC or Oregon Department of Agriculture websites or TWIST.
  - Staff will be able to describe the differences between purchases made with an FVV versus a FDNP check.
  - Staff will understand the basic authorization process and plan for farmers to accept Fruit and Veggie vouchers.

Materials Needed

(See Website [http://egov.oregon.gov/DHS/ph/wic/freshchoices.shtml](http://egov.oregon.gov/DHS/ph/wic/freshchoices.shtml) for electronic versions of these materials)

- Handout – Plan for Authorizing Farmers
- Handout – Compare Farm Direct Checks with Fruit and Veggie Vouchers
- Participant education – Eligible produce guide (This will be state printed in English/Spanish and distributed to your office in time for Farm Direct season.)
- Job aid – Finding Authorized Farmers
- Sample sign – Oregon WIC Fruit and Veggie Vouchers Welcome Here
- Participant notification - 1/3 sheet (This will be state printed in English/Spanish and distributed to your office as soon as it is available.)
Training Outline
Use a facilitated discussion format to cover information, identify potential issues and develop plans.

Information:
• Starting in April there will be one more Fresh Choice for participants.
• Starting in April participants will have the option of using their Fruit and Veggie vouchers at farmers who are authorized to accept them.
• Farmers who choose to be authorized to accept the Fruit and Veggie vouchers will be trained on the process and the differences between these vouchers and Farm Direct checks. (Note: To see the materials used to train the farmers, go to the WIC website.)
• Not all farmers are choosing to accept the Fruit and Veggie vouchers because they are handled different than Farm Direct Checks and have a few more regulations surrounding them.
• This process was piloted in January with 4 farmers – 2 in Marion County, and 2 in Multnomah.
• Farmers can accept only the Fruit and Veggie voucher. They will not be authorized to accept any other WIC vouchers.
• Participants will be able to use the Fruit and Veggie voucher at authorized farmers who are open all year round.
• It is individual farmers that are authorized to accept Fruit and Veggie vouchers, not Farmers Markets.
• Review handout.

Handout – Plan for Authorizing Farmers

Discussion Questions:
• What are you hearing from participants about using their Fruit and Veggie vouchers?
• What questions are you getting?
• What do they like about the Fruit and Veggie vouchers?
• What would be the advantages for participants to be able to use the vouchers at farmers?
• What will be the challenges?

Information:
• There are differences between how the Farm Direct Checks and the Fruit and Veggie Vouchers work.
• Even the fruits and veggies that can be purchased is different between the two.
• This could be confusing for those participants who have used Farm Direct checks in the past or during the Farm Direct season when we are providing both.
• Take a look at the handouts.

**Handout** - Compare Farm Direct Checks with Fruit and Veggie Vouchers

**Participant education** – Eligible produce guide

**Discussion questions:**
- What differences stand out to you?
- What will be confusing for the participant?
- How would you explain the differences to a participant?

**Information:**
- Knowing which farmers accept fruit and veggie vouchers will be helpful.
- Starting in April we expect to see a pretty large group of farmers authorized. After that, new farmers will be authorized as they apply.
- Participants can tell by looking for the ‘Oregon WIC Fruit and Veggie Vouchers Welcome Here’ signs at the farm stand or market.
- TWIST will help you. You can find particular farmers in TWIST or run reports that will tell you and the participant which farmers accept the Fruit and Veggie vouchers, accept farm direct checks, or both.
- You can also refer participants to the Oregon Department of Agriculture (ODA) website listed on the job aid. [http://oregon.gov/ODA/ADMD/farm_direct.shtml](http://oregon.gov/ODA/ADMD/farm_direct.shtml) It will have a list of authorized farmers. The ODA website pulls the information from TWIST periodically.
- Review the job aid.

**Job Aid** – Finding Farmers in TWIST

**Sample sign** – Oregon WIC Fruit and Veggie Vouchers Welcome Here

**Discussion questions:**
- What questions do you have about using TWIST to find farmers?

**Information:**
- The challenge is to figure out how we let participants know about this new option and make sure they have enough information to successfully get the fruits and veggies they want from a farmer.
• The graphics used in these materials can be used in other materials. Contact Holly Wilkalis at the state office.
• One idea from the pilot was to create a bulletin board and include a map of your service area with the authorized farmers locations marked on the map. Another idea was to have a WIC staff person attend the opening days of the Farmers Market(s) in your area.
• Information about the differences might be especially important during Farm Direct distribution.
• Review the notice and decide how you will use them.

**Participant notification - 1/3 sheet**

**Discussion questions:**
• How will we inform participants of this new option for using their Fruit and Veggie vouchers?
• How could we use the 1/3 sheet for participants?
• How will we let participants know which farmers in our area accept the Fruit and Veggie vouchers?
• What challenges, if any, should we anticipate?
• How will this change what we do for Farm Direct Check education and distribution this spring?
• What impact does this have, if any, on how we use the additional funding for Farm Direct administration?