

# CROP CASH INCENTIVE PROGRAM (CCIP)

## MARKET AGREEMENT

The Northeast Organic Farming Association of Vermont (NOFA-VT) administers the CCIP, which is made available to all farmers markets in Vermont that accept 3SquaresVT/SNAP benefits at their market and agree to adhere to the terms of the Market Agreement.

### General Program Operation

1. CCIP will be available to 3SquaresVT/SNAP customers during every day the farmers market is in operation.
2. Only 3SquaresVT/SNAP purchases will be matched with Crop Cash (i.e. EBT Cash, Credit & Debit are not eligible).
3. Markets will match every \$1 in 3SquaresVT/SNAP spent with \$1 in Crop Cash, up to \$10 per customer per day.
4. There is no limit to the number of markets that an individual can receive Crop Cash during a market season.
5. Crop Cash can only be used to purchase **fresh fruits, vegetables and herbs**.
6. No cash change can be given for purchases made with Crop Cash (i.e. incentive must be used in full \$1 increments).
7. Crop Cash can be spent at any farmers market participating in the CCIP, regardless of where it was obtained.
8. Crop Cash will be initiated on May 1, 2016 and have an expiration date of April 30, 2017 (i.e. Crop Cash distributed at 2016 summer markets can still be used at CCIP participating markets during the 2016-2017 winter season).

### Receiving Crop Cash from NOFA-VT

1. Markets will receive an initial batch of Crop Cash prior to the start of the market season.
2. To request more Crop Cash, markets will notify Mike Good (via phone or email) that they need more.
3. Markets will not receive additional Crop Cash until markets have:
  - a. Ensured that your market's profile on FM Tracks is up-to-date (Contact Info., Hours of Operation, etc.)
  - b. Submitted up-to-date market data in FM Tracks (see requirements in *Data Collection & Reporting*)
  - c. Submitted copies of terminal batch reports (EBT machine printouts) for all previous markets to NOFA-VT.

### Issuing Crop Cash to Customers

1. Every 3SquaresVT/SNAP customer is eligible to participate in the CCIP (i.e. there is no additional requirement), and will automatically be given to 3SquaresVT/SNAP customers at the time of their purchase (i.e. the customer will not need to request Crop Cash).
2. Markets will allow senior citizens and disabled adults, who receive their 3SquaresVT/SNAP benefits as direct deposits into their personal bank accounts, to participate in the CCIP (contact NOFA-VT for more information).
3. Markets will not issue more than \$10 in Crop Cash to an individual customer during a single market.
4. Markets will not issue 2016-2017 Cash Crop beyond the April 30, 2017 expiration date.
5. If there are any complaints regarding program eligibility by customers, they should be instructed to contact NOFA-VT.

### Crop Cash Reimbursement

1. Markets will be reimbursed for redeemed Crop Cash automatically by NOFA-VT on a bi-monthly basis.
2. Reimbursement will be based upon incentive redemption data submitted via FM Tracks (Note: See the *Data Collection & Reporting* section below for data entry and reporting deadlines).
3. Markets will not receive reimbursement until they have:
  - a. Ensured that your market's profile on FM Tracks is up-to-date (Address, Hours of Operation, etc.)
  - b. Submitted up-to-date market data in FM Tracks
  - c. Submitted terminal batch reports (EBT machine printouts) for all previous markets to NOFA-VT
4. Failure to have your data updated in time for reimbursement will result in the following actions:
  - a. First Offense: You will have 3 days from the date of reimbursement to update your data, otherwise your reimbursement will be held until the next reimbursement period.
  - b. Second Offense: Your reimbursement will automatically be held until the next reimbursement period.
  - c. Third Offense: Your market will not receive reimbursement for the period(s) prior to the third offense.
5. Markets will not be reimbursed for any Crop Cash distributed or redeemed after the April 30, 2017 expiration date.
6. Final reimbursement will be withheld until End-of-Season Reporting requirements are fulfilled.
7. If a cash advance is necessary, we will make special arrangements with Mike Good. If our market receives a cash advance, we will return all advanced funds to NOFA-VT by the End-of Season Reporting deadline.

## **Data Collection & Reporting**

1. All markets must submit the required data via FM Tracks or NOFA-VT forms according to the *Dates of Importance*.

### **2. Monthly Data**

By the 7<sup>th</sup> of the following month, markets will report the following data points for all market days via FM Tracks:

#### **Transaction Data**

- a. Number of 3SquaresVT/SNAP transactions (this includes 3SquaresVT Direct Deposit customers)
- b. Total 3SquaresVT/SNAP (\$1 tokens) distributed
- c. Total Crop Cash distributed

#### **Post-Market Data**

- a. Total 3Squares VT/SNAP (\$1 tokens) redeemed
- b. Total Crop Cash redeemed
- c. Total number of vendors present (all included – agricultural, craft, prepared food, and other)
- d. Number of vendors eligible to accept 3SquaresVT/SNAP (\$1 tokens)
- e. Number of vendors eligible to accept Crop Cash (i.e. vendors selling fresh fruits, vegetables, & herbs)
- f. Did any nutrition education activities take place? (Y/N)
- g. Number of paid staff and/or volunteers implementing the CCIP
- h. Time spent administering the CCIP (includes staffing EBT machine & organizing/reporting data)

### **3. Bi-Monthly Data**

By the bi-monthly Reimbursement Deadline, markets will:

- a. Submit copies of all daily terminal batch reports (printed by machines at the end of the market) to NOFA-VT.

### **4. End-of-Season**

By the End-of Season Reporting Deadlines (Summer: November 14, 2016 | Winter: May 14, 2017), markets will:

- a. Provide one photo, story, video, and/or testimonial of the Crop Cash program. If a market submits a photo or video, they will also submit a signed copy of the *Photo and Video Release*.
- b. Complete *Market Metrics* section on FM Tracks.

5. Markets may be asked to participate in research efforts associated with this program. These activities may include customer, market manager, and vendor surveys, interviews, and focus groups.

6. The VT Department for Children and Families (DCF) and the Farmers Market Coalition (FMC) have permission to share EBT data for markets with NOFA-VT, who may share it with CCIP funders and other relevant program partners.

## **Vendor Eligibility and Expectations**

1. All vendors at the market who sell fresh fruits, vegetables & herbs are eligible and expected to participate.
2. Vendors can only receive Crop Cash as a form of payment for fresh fruits, vegetables and herbs.
3. Market staff will distribute CCIP training materials and information to all market vendors and work with them to ensure their understanding of and compliance with the expectations of the CCIP.

## **Match Tracking**

1. The time markets spend administering the CCIP will be used as part of the match requirement for the Food Insecurity Nutrition Incentive (FINI) Grant Program that funds much of the CCIP.

## **Training and Mediation**

1. A market representative is required to participate in a check-in call or an in-person EBT/Crop Cash training with NOFA-VT prior to the start of the program.
2. If a market fails to meet the reporting expectations of the program for a 60 day period or does not meet the guidelines of the program's operation, it is up to NOFA-VT to use their discretion to determine the market's ability to continue to participate in the CCIP. Any market terminated from the CCIP is expected to return all program materials associated with the CCIP, cease the distribution and redemption of Crop Cash at the market, and will not receive reimbursement for any Crop Cash redeemed after the date of termination.

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**By signing this agreement, on behalf of the \_\_\_\_\_ Farmers Market, we agree to adhere to all expectations of the Crop Cash Incentive Program, as stated in this agreement.**

Print Name: \_\_\_\_\_

Sign: \_\_\_\_\_

Date: \_\_\_\_\_