



NYS FreshConnect Check Program (FCC)
RULES AND PROCEDURES FOR MARKETS



Market Manager Rules for the \$2.00 FreshConnect Check Program:

1. FreshConnect Checks are to be issued* to customers purchasing Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps) wooden tokens or making direct purchases with their electronic benefit transaction (EBT) card.
2. One (1) FreshConnect Check is to be issued for each \$5.00 purchase of wooden tokens or SNAP eligible food(s). For example, if a customer purchases \$20.00 in wooden tokens they are to be issued four (4) FreshConnect Checks.

Eligible food items include, but are not limited to:

- Breads & Cereals
- Fruits & Vegetables
- Meats, Fish & Poultry
- Honey
- Coffee (whole beans and/or ground)
- Apple Cider
- Dairy Products
- Pasta
- Baked Goods (for consumption at home)
- Seeds/Plants (which produce food)

3. Copies of the "Rules and Regulations for Farmers/Vendors" should be given to participating farmers/vendors along with an oral explanation of the Program.
4. Copies of the "Redemption Form" should also be given to participating farmers/vendors.
5. Prior to submitting for reimbursement, farmers in the FMNP should stamp their FreshConnect Checks using their FMNP stamp; farmers/vendors not in the FMNP should initial the FreshConnect Checks.
6. The "Daily Log Sheet" should be filled out as FreshConnect Checks are issued to customers.
7. FreshConnect Checks should be kept secure at all times.
8. FreshConnect Checks are valid through December 31, 2016. They may be issued at the market up until that day with the caveat that customers must use the checks by December 31, 2016.
9. FreshConnect Checks should be submitted for redemption starting March 1, 2016.
10. The last day to submit FreshConnect Checks for redemption is January 15, 2017.
11. Return the **log sheet** and any **un-issued checks** at the end of the season to:

NYS Department of Agriculture and Markets
 FreshConnect Check Program
 10B Airline Drive
 Albany NY 12235

Thank you for participating in the FreshConnect Check Program.

***Note:** FreshConnect Checks (FCC) are also being issued to Veterans, Servicemembers, and their military family members at various locations across the state where this population accesses services, similar to how WIC participants and Seniors receive their Farmers Market Nutrition Program (FMNP) booklets. These FCCs are identical in appearance to the ones you are issuing to your customers when they purchase \$5.00 in SNAP EBT tokens. Any farmer/vendor may accept a FCC in exchange for a SNAP eligible food item, so long as the farmer/vendor is at a farmers market or farm stand in New York. All FCCs are to be mailed to the address on the back of the coupon for reimbursement, regardless of which customer presents them for payment (SNAP customer vs. Veteran).