

**West Virginia Farmers Market Nutrition Program (WVFMNP)-
Senior Farmers Market Nutrition Program (SFMNP) & Women, Infants and Children (WIC)
OVERVIEW**

The WVFMNP has transitioned to a Bank Free, Internet Based Solution/Electronic Redemption Model to redeem WVFMNP WIC & SFMNP benefits. This overview is intended to provide VERY basic information regarding the changes. EVERYONE, existing or new to the program, should read the Farmer Guidebook in its entirety **prior** to deciding whether they wish to accept SFMNP or WIC WVFMNP benefits.

IF YOU ARE INTERESTED IN PARTICIPATING IN THE WVFMNP PLEASE SEE BELOW

APPLICATIONS ARE DUE APRIL 15, 2025-LATE APPLICATIONS WILL NOT BE ACCEPTED

- The vendor, also called a farmer, will be responsible for contacting the WV Department of AG, Business Development, VIA THE EMAIL ADDRESS BELOW, to request a SFMNP application. Please utilize the email address provided to ensure that your request is received and addressed in a timely manner. Include your name and complete mailing address to receive the application packet(s). SeniorFarmersMarket@wvda.us

In addition, at the time you send the email, reference which application(s) you will need, Farmer, Farmers Market or Constituent Farmer, and the number of each application(s) you will need. Reference the Farmer Guidebook for definitions of each.

The vendor will be responsible for contacting the Department of Health and Human Resources, Office of Nutrition Services (WVDHHR ONS), WIC at (304) 558-1115 or dhrwicvu@wv.gov to request a WIC application.

PLEASE NOTE A SEPARATE APPLICATION MUST BE COMPLETED FOR EACH BENEFIT YOU WILL ACCEPT. IF ACCEPTING BOTH WIC & SFMNP, 2 APPLICATIONS SHOULD BE COMPLETED.

****Please note that this is only the first step and DOES NOT ALLOW YOU TO ACCEPT WVFMNP BENEFITS.**

- Once application(s) have been completed in their entirety, to include Application, Agreement, Assurance of Civil Rights, and Vendor Verification Form (all are included in the Farmers Market Nutrition Program Packet-Vendor, Farmers Market or Constituent Farmer applications), you the vendor are required to return the packet via email or postage paid mail to the following:

WV Department of Agriculture
Business Development
ATTN: SFMNP
217 Gus R. Douglass Lane
Building 2, Suite 204
Charleston, WV 25312
SeniorFarmersMarket@wvda.us

WV WIC Program
Vendor Management Unit
350 Capitol St., Rm. 515
Charleston, WV 25301
dhrwicvu@wv.gov

**Please note that it is the vendor's responsibility to complete and return the Farmers Market Nutrition Program VENDOR, FARMERS MARKET OR CONSTITUENT FARMER application packet.

THIS STEP DOES NOT ALLOW YOU TO ACCEPT WV FMNP BENEFITS.

- Once you have completed and returned your application(s) you **MUST** complete the online training. Link will be available on the WVDA website, [Senior Farmers Market Nutrition Program : West Virginia Department of Agriculture \(wv.gov\)](#), **when available**.

ALL VENDORS ARE REQUIRED TO COMPLETE THE ONLINE TRAINING IN 2025 REGARDLESS OF WHEN TRAINING WAS LAST COMPLETED. Training is only offered online.

- If you are accepting WIC FMNP, you will receive an email or postage paid letter from DHHR, ONS or CDP, Inc. with additional instructions to access the online portal, electronic redemption model, you must accept and redeem benefits through. This correspondence will provide information on a required separate application to be completed by the farmer/vendor providing potential Personally Identifiable Information (PPI) to include bank account information to this entity. Please note that to accept the WIC benefits **you must have Internet connectivity at the location you accept the benefits** as the benefits will be assigned to the participant and redeemed by the farmer via Electronic Benefit Transfer (EBT). Participants that are eligible for the WIC FMNP will have a WIC EBT card with a QR Code that the farmer will scan with the smart device at the time the benefit is utilized.
- If you are accepting WV SFMNP, you will receive an email or postage paid letter from WVDA, Business Development or CDP, Inc. with additional instructions to access the online portal/electronic redemption model you must accept and redeem benefits through. This correspondence will provide information on a required separate application to be completed by the vendor providing potential Personally Identifiable Information (PPI) to include bank account information to this entity. **You are NOT required to have Internet connectivity at the location you accept benefits** as the SFMNP participants will have a tear off coupon with a Bar Code that you may retain. If you have a smart device and Internet connectivity you can scan the Bar Code at the time the benefit is utilized, however for WV SFMNP it is not mandatory. If you do not have a smart device, you will manually type in the unique voucher serial number into the portal for redemption from another device such as a home computer. Benefits must be redeemed by November 16, 2025.
- Once your application has been received and you have completed the online training, you will receive an approval letter, a 2025 Food Poster, and a Civil Rights Poster from WVDA and/or DHHR ONS, to display when accepting WVMNP benefits.

YOU MAY ACCEPT BENEFITS AT THIS TIME.