



## NYS FreshConnect Checks Program (FCC) RULES AND PROCEDURES FOR VENDORS



### Purpose:

FreshConnect aims to expand access to fresh food in underserved communities to improve the diets of individuals in those communities and foster economic development. The FreshConnect Checks Program (FCC) was designed to increase the purchasing power of Supplemental Nutrition Assistance Program (SNAP) customers while supporting local farmers, farmers' markets, farm stands, and mobile markets in New York State.

### Eligibility:

1. Vendors who sell SNAP approved foods at a farmers' market or their own farm stand in New York are eligible to accept FCC.
2. FCC are circulated at farmers' markets where SNAP customers shop using tokens from the market. Veterans, Servicemembers and their immediate family members also receive FCC through regional Department of Veterans' Services offices on a first come, first serve basis beginning in May.

### Participation:

3. Accepting FCC is encouraged and voluntary. There is no enrollment process for this program, vendors that elect to participate should train and read the rules for vendors before accepting coupons.
4. Vendors may accept FCC for any SNAP-eligible food item that is identified using the [SNAP eligible food items list](#). This may include, but is not limited to:
  - Fruits & vegetables
  - Meats, fish & poultry
  - Dairy products
  - Honey, maple syrup
  - Seeds/plants (that produce food)
  - Apple cider
  - Breads & cereals
  - Pasta

Examples of items not SNAP-eligible:

- Alcohol, cigarettes, etc.
  - Ready-to-eat hot foods
- Vitamins, supplements, etc.
  - Pet food
- Potted plants that don't produce food

5. Vendors may accept FCC along with other payment types, including SNAP, Health Bucks, and Farmers' Market Nutrition Program (FMNP).
6. Vendors may not give change or exchange FCC for any other currency or tender.
7. Vendors may accept FCC until close of business December 31 of each coupon's year. Coupons may not be accepted beyond their expiration date.

### Redemption:

8. Reimbursement instructions are on the back of each coupon as a reference.
9. Vendors may submit coupons for reimbursement along with the required [Coupon Redemption Form](#) starting February 1, 2024 and no later than January 15, 2025.
10. FCC must be marked or canceled before submitting for redemption. Vendors enrolled in the FMNP must mark them using their FMNP stamp. Vendors not participating in the FMNP must sign or initial the coupon.

11. All mailed items must be postmarked by January 15, 2025 and sent to the Farmers' Market Federation of New York at the address below. A reimbursement check will be mailed to the contact listed on the Coupon Redemption Form and may take up to four weeks for the vendor to receive.

Contact Information:

Farmers' Market Federation of New York  
109 Twin Oaks Drive Suites U2-4  
Syracuse, NY 13206

Phone: (315) 400-1447  
Email: [jriffle@nyfarmersmarket.com](mailto:jriffle@nyfarmersmarket.com)

NYS Department of Agriculture and Markets  
Farmers' Market Team

Phone: (518) 457-7076 x 1  
Email: [farmersmarkets@agriculture.ny.gov](mailto:farmersmarkets@agriculture.ny.gov)

For more information and training on the program please visit [www.agriculture.ny.gov/farmersmarkets](http://www.agriculture.ny.gov/farmersmarkets).