



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



Market Manager Rules and Procedures for the \$2.00 FreshConnect Checks Program:

1. FreshConnect Checks may be issued to Supplemental Nutrition Assistance Program (SNAP) customers, shopping with their Electronic Benefit Transaction (EBT) card, who purchase at least \$5.00 in wooden tokens from the market.
2. FreshConnect Checks may be accepted at any operating farmers' market or farms stand in New York State where eligible food items are sold.
3. Eligible food items are based on the [SNAP eligible food items list](#) and 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)
4. Copies of the "Rules and Procedures for Farmers" and the "Redemption Form." should be given to participating farmers/vendors along with an oral explanation of the program
5. FreshConnect Checks should be treated like cash and kept secure at all times to avoid loss or theft.
6. FreshConnect Checks are valid through December 31, 2020. They may be issued at the market up until that day with the caveat that customers must use the checks by December 31, 2020.
7. The "Daily Log Sheet" should be filled out as FreshConnect Checks are issued to customers.
8. Prior to submitting for reimbursement, farmers in the FMNP should stamp their FreshConnect Checks using their FMNP stamp; vendors not participating in the FMNP should sign or initial the FreshConnect Checks.
9. FreshConnect Checks should be submitted for reimbursement starting February 1, 2020.
10. FreshConnect Checks must be received by January 15, 2021 for reimbursement.
11. For reimbursement FreshConnect Checks, along with the Redemption Form should be mailed to:

Farmers' Market Federation of New York
 109 Twin Oaks Drive Suites U2-4
 Syracuse, NY 13206
12. Return the **Daily Log Sheet** and any **un-issued** FreshConnect Checks at the end of the season to:

NYS Department of Agriculture and Markets
 FreshConnect Checks Program
 10B Airline Drive, Albany NY 12235
13. Veterans, Servicemembers and their immediate family members are also issued FreshConnect Checks through regional Division of Veterans' Affairs (DVA) offices on a first come, first serve basis. For more information on the Veterans' FreshConnect Checks Program please call DVA at 1-888-838-7697.

For more information and training on the program please visit www.agriculture.ny.gov or email the Department at farmersmarkets@agriculture.ny.gov.