



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



Issuing FreshConnect Checks

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 \$2 in tokens from the market.
2. Markets must issue one (1), \$2 FreshConnect Check for every \$2 in SNAP benefit tokens purchased. As of June 15, 2023 the number of FreshConnect Checks is capped at 25 per day per person (a \$50 value). Round down match to nearest even number.
3. Market may issue FreshConnect Checks only if there is no other market-based SNAP incentive benefit. Markets may implement a 'wrap around' FreshConnect Checks Program.
4. FreshConnect Checks are valid through December 31, 2023. They may be issued at the market up until that day with the caveat that customers must use the checks on or before December 31, 2023.
5. FreshConnect Checks should be treated like cash and kept secure at all times to avoid loss or theft.
6. The Daily Log Sheet should be filled out as FreshConnect Checks are issued to customers.
7. FreshConnect Checks may be accepted at any operating farmers' market or farms stand in New York State where eligible food items are sold.
8. Eligible food items are based on the [SNAP eligible food items list](#) and include, but are not limited to:

<ul style="list-style-type: none"> • Fruits & Vegetables • Meats, Fish & Poultry • Dairy Products • Honey, Maple Syrup 	<ul style="list-style-type: none"> • Seeds/Plants (which produce food) • Apple Cider • Breads & Cereals • Pasta
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9. 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
10. 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.
11. FreshConnect Checks should be submitted for reimbursement starting February 1, 2023; include the Universal Redemption Form
12. FreshConnect Checks for redemption must be postmarked to the Farmers Market Federation by January 15, 2024. Mail to:

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

NYS Department of Agriculture and Markets
 FreshConnect Checks Program
 10B Airline Drive, Albany NY 12235
14. In addition: Veterans, Servicemembers and their immediate family members are also issued FreshConnect Checks through regional Department of Veterans Services (DVS) 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 .