

West Virginia Department of Agriculture

Kent A. Leonhardt, Commissioner
Joseph L. Hatton, Deputy Commissioner



February 19, 2025

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

Dear Vendor:

This letter is to provide farmers information on the 2025 West Virginia Farmers Market Nutrition Program. Please read this letter and any enclosures in their entirety as there are **MANY** changes with the programs, including transitioning to a Bank Free, Internet Based Solution/Electronic Redemption Model to redeem WIC & SFMNP benefits.

Both SFMNP and WIC have gone to a Bank Free, Internet-Based Solution/Electronic Redemption Model for redeeming the benefits, as was the case in 2023. Previous to 2023, the participant has presented the farmer a voucher that had to be signed by the participant and taken to a banking institution by the farmer to redeem. **Benefits CAN NO LONGER be stamped with a WVFMNP Vendor Number and redeemed at a financial institution.** In 2025, as was the case in 2024, in-order to be reimbursed for the benefits, a Bar Code will be scanned, or the unique voucher serial number inputted into a portal, utilizing an Internet connected device thus allowing electronic payment. A separate entity will be responsible for clearing transactions and making payment to the farmer via ACH payment or wire transfer. This **WILL** require a separate application to be completed by the farmer providing potential Personally Identifiable Information (PPI) to include bank account information to this entity. CDP, Inc. will be the entity identified to accept SFMNP benefits. CDP, Inc. will receive notice from the West Virginia Department of Agriculture (WVDA) that the vendor has applied and been approved to accept SFMNP benefits. CDP, Inc. has been identified and will be the company providing the electronic redemption model for the WVFMNP WIC benefits. CDP, Inc. will receive notice from the West Virginia Department of Health & Human Resources, Office of Nutrition Services (WVDHHR ONS) that the vendor has applied and been approved to accept WIC benefits. Appropriate training will be provided to the vendors on accessing the portal, inputting data and receiving payment prior to the start of the programs.

ALL vendors who wish to be involved in the West Virginia Farmers Market Nutrition Program, **MUST** complete the online training for 2025. Even if you have completed training last year, you are **REQUIRED** to complete the online training in 2025. In the past you were required to accept vouchers for both the SFMNP and WIC programs, however due to **MANY** changes with the programs you must complete an application **for each program** that you wish to participate in. 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).

mailing address: 1900 Kanawha Blvd. East, Charleston, WV 25305-0170

physical address: 217 Gus R. Douglass Lane, Charleston, WV 25312

telephone: 304-558-3550 • fax: 304-558-2203

www.agriculture.wv.gov

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West Virginia Senior Farmers' Market Nutrition Program

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Steps for Program Participation*

	Steps to be completed:
1.	READ the enclosed Farmer Guidebook in its entirety to understand the changes and the additional requirements to the WVFMNP, as well as the WVFMNP Overview.
2.	Return the applications to the indicated contact no later than April 15, 2025
3.	Complete the MANDATORY, online training by no later than May 24, 2025
4.	Watch for additional correspondence regarding how to set up the Bank Free, Internet Based Solution/Electronic Redemption Model from CDP, Inc., complete and return
5.	Accept benefits from June 1, 2024-October 31, 2024
6.	November 16, 2024 LAST DAY TO REDEEM BENEFITS VIA CDP, INC.

Assurance of Civil Rights is a required agreement, which with signature, indicates you will follow the Civil Rights as outlined. This should be completed after reviewing the enclosed Civil Rights booklet or watching the Civil Rights video. To view the video visit [Senior Farmers Market Nutrition Program : West Virginia Department of Agriculture \(wv.gov\)](https://www.wv.gov/seniorfarmersmarketnutritionprogram) and click SFMNP Civil Rights Training Video.

Vendor Verification Form must be completed in its entirety to be considered for the program. If you purchase produce from other vendors, you must list who you purchase from, as well as their physical address and telephone number. Remember, all purchases must be made within 50 miles of the West Virginia state border. Vendors may be required to provide mileage for verification.

If you have questions regarding SFMNP please reference the Farmer Guidebook, visit the WVDA website at [Senior Farmers Market Nutrition Program : West Virginia Department of Agriculture \(wv.gov\)](https://www.wv.gov/seniorfarmersmarketnutritionprogram), or contact WVDA at SeniorFarmersMarket@wvda.us.

If you have questions regarding WIC, please reference the Farmer Guidebook or contact WIC at (304) 356-0030.

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