

DEPARTMENT OF AGING

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PROGRAM MEMO

TO: AREA AGENCIES ON AGING (AAA)	NO.: PM 04- 06 (P)
SUBJECT: 2004 Senior Farmers' Market Nutrition Program (SFMNP)	DATE ISSUED: April 21, 2004
REVISED	EXPIRES: March 31, 2005
REFERENCES:	SUPERSEDES: SFMNP Tool Kit for 2003
PROGRAMS AFFECTED: <input type="checkbox"/> All <input type="checkbox"/> Title III-B <input type="checkbox"/> Title III-C1/C2 <input type="checkbox"/> Title III-D <input type="checkbox"/> Title III-F <input type="checkbox"/> Title V <input type="checkbox"/> CBSP <input type="checkbox"/> MSSP <input type="checkbox"/> Title VII <input type="checkbox"/> ADHC <input checked="" type="checkbox"/> Other: <u>SFMNP</u>	
REASON FOR PROGRAM MEMO: <input type="checkbox"/> Change in Law or Regulation <input type="checkbox"/> Response to Inquiry <input checked="" type="checkbox"/> Other Specify: <u>2004 SFMNP</u>	
INQUIRIES SHOULD BE DIRECTED TO: Carole Cory, Senior Farmers' Market Manager	

The purpose of this Program Memorandum (PM) is to transmit information on the administration of the SFMNP. Efforts for 2003 exceeded performance expectations, with redemption rates that were higher than experienced with the WIC population. With only two months of market operation, over 85% of the coupons distributed to the Area Agencies on Aging were redeemed. California Department of Aging (CDA) will again assume lead State responsibility for the 2004 SFMNP. CDA will receive budget spending authority for the United States Department of Agriculture (USDA) grant that supports the SFMNP, and will use a coupon redemption tracking system through the State Treasurer's Office (STO) to manage the distribution of the coupons during the market season.

The following guidance is provided to the AAAs for the 2004 market season. This guidance includes: 1) the methodology used to determine the allocation of the CDA SFMNP coupon booklets to AAAs; 2) transmits information on the benefit level of the SFMNP; and 3) transmits the updated SFMNP Tool Kit containing the policies and procedures for the 2004 market season.

Detailed policies and procedures are included in the SFMNP Tool Kit attached to this PM.

I. SFMNP Coupon Booklet Allocation Criteria

- A. Statewide allocation of the SFMNP coupon booklets considered the following factors:
1. AAAs that expressed interest in participating in the SFMNP and willingness to follow all policies and conditions of the program.
 2. The amount of the USDA grant and the amount of administrative funds available to cover program administrative costs.
 3. The percentage of the number of low-income older individuals in each Planning and Service Area, based on the 2000 census.
 4. The ability to provide outreach to all eligible seniors, including Title VI Native Americans.
- B. Reallocation of SFMNP coupon booklets by CDA during the course of the 2004 market season may be needed to fully spend the grant funds available. This process also ensures maximum expenditure of grant funds, making future funding more likely. Reallocation of funds will be based on the following:
1. The use of coupons in each AAA. CDA will monitor the number of coupons redeemed through the STO in order to determine each respective AAA's success in getting the coupons used (redeemed).
 2. Based on 1 above, the AAA's ability to distribute additional coupons in a timely manner.

Since the Department is still finalizing the exact amount of SFMNP funds available, AAA allocations will be sent out directly to the designated AAA contact and the AAA director.

II. Senior Farmers' Market Nutrition Program for 2004

- A. The benefit value for each SFMNP coupon booklet is \$20.
- B. SFMNP Forms (forms are included in the attached SFMNP Tool Kit):
1. Receipt of Senior Farmers' Market Nutrition Program Coupons [CDA - SFMNP – 301 (04/04)]. Please note this form includes a signature and certification by the AAA director that all policies and procedures of the 2004 SFMNP season will be followed.
 2. Coupon Control Log (CDA – SFMNP #1)

3. Coupon Issuance Log (CDA - SFMNP #2). This form is an Excel document to facilitate entering of coupon booklet serial numbers.
4. Lost Coupon (CDA – SFMNP #3)
5. Complaint Form (CDA – SFMNP #4)

III. 2004 SFMNP Tool Kit

The attached SFMNP 2004 Tool Kit includes the following policies and procedures:

- SFMNP Receipt, Allocation, and Accountability.
- SFMNP Participant Nutrition Education.
- SFMNP Complaint Procedures.

IV. Nutrition Education Handout

Nutrition education handouts for SFMNP participants will be sent directly to each AAA participating in the 2004 SFMNP by CDA. The number of handouts sent is based on the number of SFMNP coupon booklets the AAA is to receive. A sample of the handout is included in the SFMNP Tool Kit.

CDA understands and appreciates that AAAs and their providers are willing to participate in the SFMNP although there are no administrative funds available to support these efforts. A successful SFMNP could not be accomplished without their dedication to the program. Thank you in advance for your cooperation. Please contact Carole Cory, SFMNP Market Manager if you have any questions about this PM.

Original Signed by Lynda Terry

Lynda Terry
Director

Attachment - SFMNP Tool Kit (**AAA SFMNP Coordinators only**)