

Sarah Hout

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Number: APD-AR-15-015

Issue date: 3/20/2015

Topic: Food Benefits

Due date:

Subject: Senior Farm Direct Nutrition Program

Applies to (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> All DHS employees | <input type="checkbox"/> County Mental Health Directors |
| <input checked="" type="checkbox"/> Area Agencies on Aging | <input type="checkbox"/> Health Services |
| <input checked="" type="checkbox"/> Aging and People with Disabilities | <input type="checkbox"/> Office of Developmental Disabilities Services(ODDS) |
| <input type="checkbox"/> Self Sufficiency Programs | <input type="checkbox"/> ODDS Children's Intensive In Home Services |
| <input type="checkbox"/> County DD Program Managers | <input type="checkbox"/> Stabilization and Crisis Unit (SACU) |
| <input type="checkbox"/> ODDS Children's Residential Services | <input type="checkbox"/> Other (<i>please specify</i>): |
| <input type="checkbox"/> Child Welfare Programs | |

Action required:

Eligibility data for the Senior Farm Direct Nutrition Program (SFDNP) will be pulled from CMS and FSMIS on April 1, 2015. To be eligible for the program, seniors must meet all of the following eligibility criteria:

- Be 60 years old as of April 1, 2015;
- Be receiving Medicaid and/or SNAP benefits on April 1, 2015;
- Have income less than \$1,325 for an individual or \$1,793 for a couple; and
- Be living in a situation where food is not provided for them.

Oregon Health Authority (OHA) will continue to share the day-to-day operation of the program with APD this year. APD will pull the data and send the information to OHA. OHA will send out the notification letters, and APD's State Unit on Aging (SUA) will process the returned Response Cards.

Projected data indicates approximately 80,000 eligible seniors. Federal funds will not be sufficient to cover all eligible seniors, so OHA will randomly select from the response cards returned by May 15th, up to this year's service target of approximately 43,000 seniors. The SFDNP benefit amount will be \$24 in the form of \$4 checks.

Seniors will be mailed their notification letter towards the end of April and must return their signed Response Card by May 15th. Seniors can mail their Response Cards

directly to the SUA. Response Cards turned into local offices must be received by the SUA by May 19th in order to be included in the drawing.

Any Response Cards received in local offices should be forwarded to:

Lori Watt
DHS – State Unit on Aging
Senior Farm Direct Nutrition Program
Summer St NE, E-12 - 1st Floor Green 54
Salem, OR 97301

Seniors who have questions about the program can contact the SFDNP toll-free number: 1-866-299-3562.

Seniors may spend their Farm Direct checks at authorized farm stands and farmers markets to purchase fresh fruit, vegetables and herbs. Seniors can use the checks between June 1 and October 31, 2015. Any checks that are lost or stolen cannot be replaced.

Nutritional information, eligibility requirements, recipes and healthy aging information can be found on the SFDNP website. The website also has information on farm stand and farmers market locations where seniors can use their Farm Direct checks.
http://www.oregon.gov/dhs/spwpd/pages/food_fin/sfdnp/index.aspx

OHA will also send the attached fact sheet to 211info in case seniors call them, to answer basic eligibility questions. 211info is unable to access our database and will have no case specific information. If 211info is unable to assist a senior, the senior will be referred back to their local ADRC or case manager/financial worker.

Reason for action: Data to be pulled for annual invitation for SFDNP program in 2015.

Field/stakeholder review: Yes No

If yes, reviewed by: Policy group, Program managers

If you have any questions about this action request, contact:

Contact(s):	Jennifer Mead - 971-673-1035 (Consumers with questions should be referred to 866-299-3562)		
Phone:		Fax:	
Email:	jennifer.mead@state.or.us		

2015 Oregon Farm Direct Nutrition Program

What is the Oregon Farm Direct Nutrition Program?

Families in the Women, Infants and Children Special Supplemental Nutrition Program (WIC) and limited-income seniors receive checks to spend directly with local farmers who grow fruits and vegetables.

The Farm Direct Nutrition Program (“Farm Direct”) provides families and seniors an additional source of nutritious food and education on selecting and preparing fresh produce. Farm Direct also supports local farmers’ markets and farmers.



How do WIC Families receive their checks?

WIC participants receive \$20 worth of green Farm Direct checks at their local clinic via a class or during an individual appointment, or sometimes at a farmers’ market.

The Farm Direct Nutrition Program is just one of the diverse ways that WIC provides nutrition and nutrition education to participating families. WIC serves lower-income pregnant, post-partum and breastfeeding women, infants and children under age 5 who have a health or nutrition risk. Women, children and infants over 4 months of age are eligible to receive Farm Direct checks.



How do seniors receive their checks?

Eligible seniors will receive a **yellow letter** from the state in late April that will announce their eligibility to receive the checks. **Interested seniors must sign and return the “Response Card” portion of their letter to the state by the indicated date.** There is not enough funding to serve every senior who wants Farm Direct checks this year. Seniors who return their Response Card will be randomly selected to receive green Farm Direct checks worth \$24.

Seniors must be at least 60 years old and receiving Medicaid or Food Stamps on April 1, 2015, to be eligible for the Farm Direct Nutrition Program. Additionally, seniors cannot be living in a facility where meals are provided. To qualify, seniors must have a monthly income below \$1,325 for a single person and \$1,793 for a couple.



How do Farm Direct checks benefit local farmers?

Participating farmers are paid the face value of Farm Direct checks; this increases their earnings and helps them to keep farming. In turn, farmers spend those dollars in their local communities, which promotes local economic development. Farm Direct brought over \$1.13 million into the hands of local farmers in 2014. Keeping local farmers in business is important to our communities as well as our health.



Where can Farm Direct checks be used?

At participating farm stands and farmers' markets displaying a green program sign. Farm Direct recipients get a list of these along with the checks.

What foods can be purchased with Farm Direct checks?

The checks can ONLY be used for fresh locally grown fruits, vegetables and herbs. Items that can NOT be purchased include hot foods, dried foods, jams, nuts, honey, eggs, cider, meat, cheese, seafood, baked goods, plants, cut flowers, or fruits/vegetables not grown in Oregon (such as bananas, oranges, lemons, pineapples).



Why are these checks only good with LOCAL farmers?

The program helps Oregon families support local farmers and rural communities. Produce at the supermarket may not come from a local farmer. Buying directly from the farmer means they get 100% of every Farm Direct dollar.

When can Farm Direct checks be used?

Between June 1 and October 31. After this date, the farmer will not be reimbursed for these checks.



Other questions?

- WIC participation – Call **your local WIC clinic** or dial 211, toll free, to locate the nearest WIC clinic.
- Senior participation – Call **Senior Farm Direct** toll-free at 1-866-299-3562.
- Participating farmers' markets and farm stands – Call **Department of Agriculture** at 503-872-6600.



Oregon
Department
of Agriculture

Buy local...eat fresh!

USDA is an equal opportunity program and employer.
If you need this material in an alternate format,
please call 971-673-0040.

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