

2011 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. Since there is not enough funding to serve all Farm Direct-eligible WIC participants, Farm Direct checks are distributed on a first-come, first-served basis.

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 6 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 May that will announce their eligibility to receive the checks.

Interested seniors must sign and return the bottom portion of their letter to let the state know they want to receive the checks. Since there is not enough funding to serve every senior who wants Farm Direct checks this year, the checks will be distributed until the funding is exhausted. Seniors who receive Farm Direct checks will receive \$32 worth of green Farm Direct checks.



Seniors must be at least 60 years old and receiving Medicaid or Food Stamps on April 1, 2011 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 \$1,226 for a single person and \$1,655 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 \$1.16 million into the hands of local farmers in 2010. Keeping local farmers in business is important to our communities as well as our health.

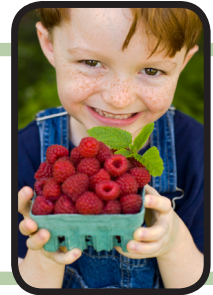


Where can Farm Direct checks be used?

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.

Oregon Farm Direct Nutrition Program

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First day to use: **June 1, 2011** Last day to use: **Oct. 31, 2011**

\$4 Four Dollars
No change given

PAY TO THE ORDER OF: **Authorized Farmers**
(Not valid at grocery stores)

Use to buy locally grown, unprocessed fresh fruit, vegetables and herbs only.

Farmer stamp here

Farmer must deposit by **Nov. 30, 2011**

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Other questions?

- WIC participation – Call **your local WIC clinic** or 1-800-SAFENET (1-800-723-3638).
- Senior participation – Call the **Oregon Health Authority** 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!

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