



Indiana
Department
of
Health

INDIANA ELECTRONIC FARMERS' MARKET NUTRITION PROGRAMS

LEGITA WILSON

WIC COMMODITIES PROGRAM
MANAGER

02/06/2024

OUR MISSION:

To promote, protect, and improve the health and safety of all Hoosiers.

OUR VISION:

Every Hoosier reaches optimal health regardless of where they live, learn, work, or play.





Indiana eFMNP



Indiana
Department
of
Health

What is Indiana eFMNP?

An electronic replacement for farmers' market nutrition program checks that is:

- Issued to eligible WIC recipients by local WIC agencies
- Issued to eligible senior recipients by local senior services agencies
- Available to produce growers who:
 - Grow at least 51% of the produce they sell over the course of a season
 - Are approved by Indiana WIC Commodities
 - Enroll in TotilPay Go
 - Provide details (addresses, dates, days and times) of their selling locations
 - Agree to post the authorized merchant sign when they sell
 - Attend virtual training provided by the state agency (*new enrollees only)
 - Have a smart device (iOS or Android) in current support status

What did we do? – 2023 accomplishments

- **December 2022**
 - Project kickoff
- **April 2023**
 - Farmer enrollment event
- **May 2023**
 - Local agencies accessing demonstration system
- **August 2023**
 - Local agencies accessing production system
 - Muncie pilot
 - Gary pilot
 - Statewide rollout
- **Continuous**
 - Farmer recruitment, training, and onboarding
 - Solution team meetings
 - Purdue Extension meetings
- **November 2023**
 - Local agency feedback sessions
- **December 2023**
 - Local agency surveys
 - Recipient survey

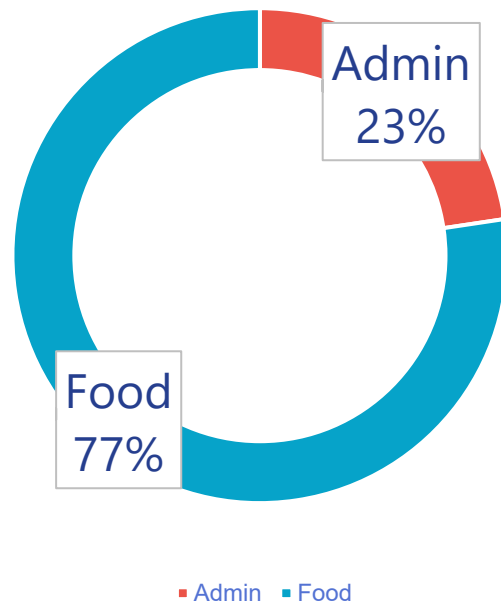
How did we do it?

- Applied and received approval for two American Rescue Plan grants – one for each program
 - WIC FMNP ARPA
 - SFMNP ARPA
- Teamwork!
 - Configuration and Implementation Team
 - Purdue Extension Team
 - WIC Training and Education Team
 - WIC MIS Team
 - WIC and senior local agencies
 - USDA FNS collaboration

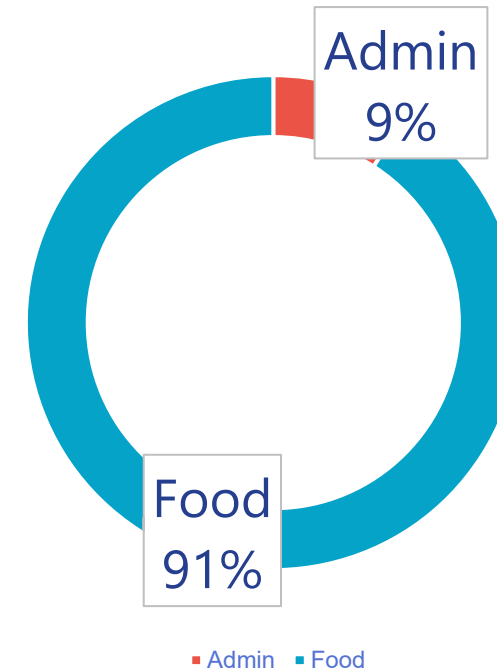


Standard program funding

WIC FMNP 2023 \$420,124



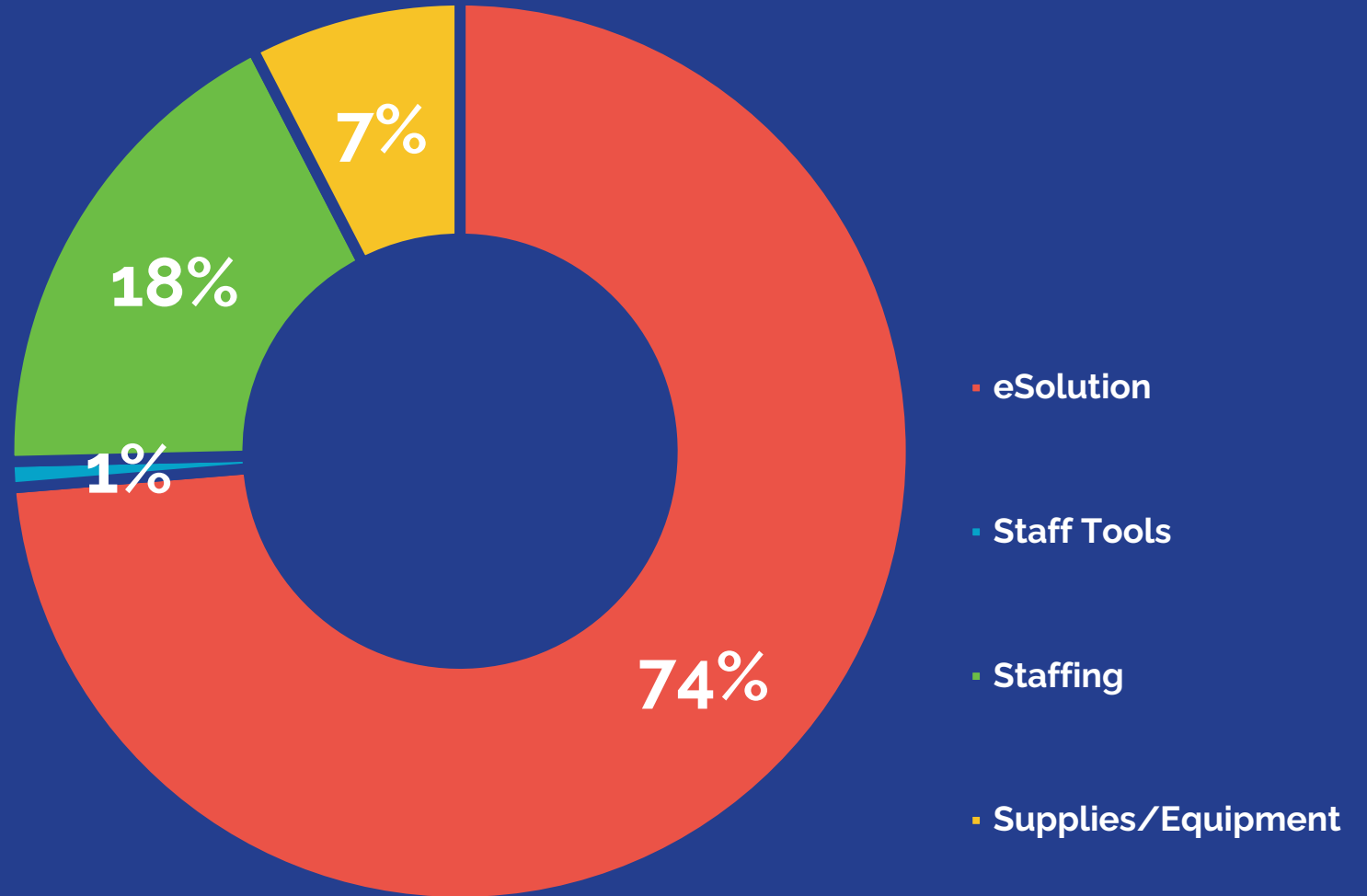
SFMNP 2023 \$144,228



WIC FMNP ARPA grant

\$336,016 includes:

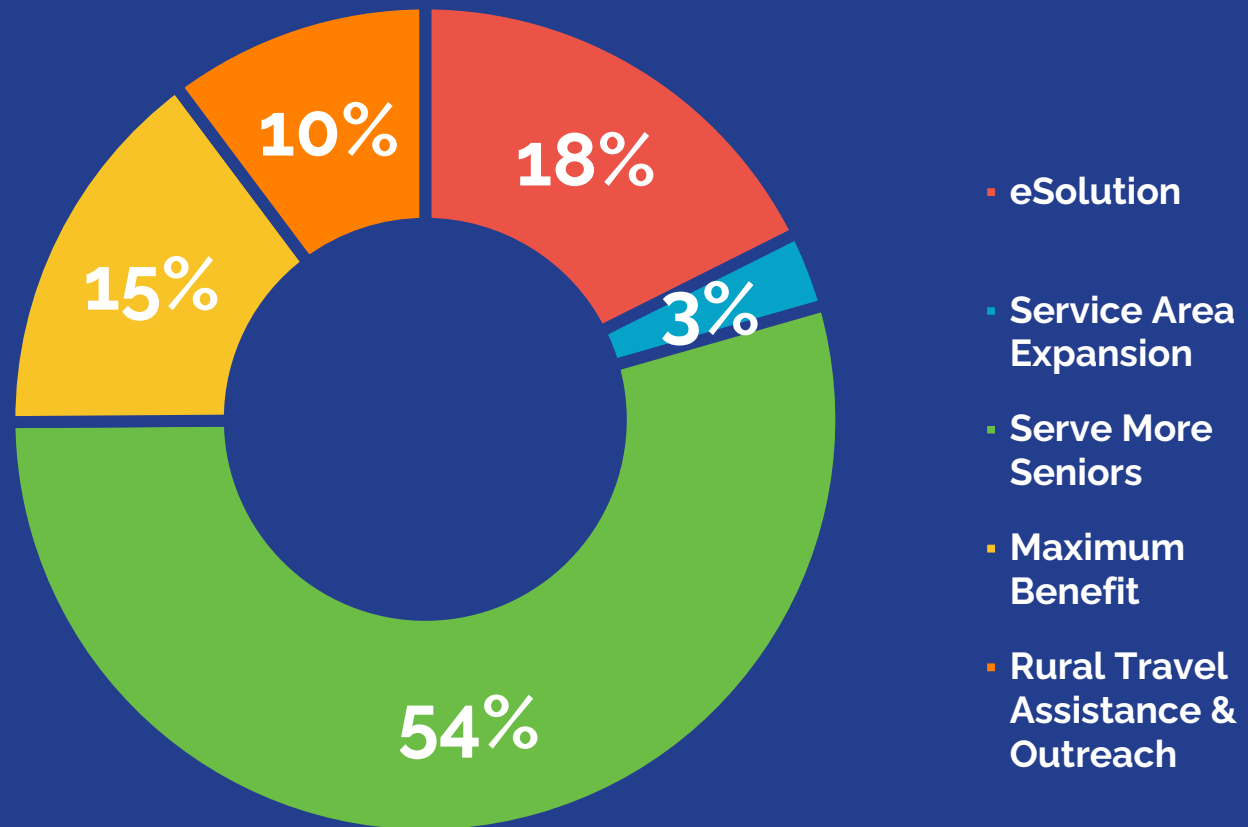
- WIC FMNP eSolution service provider costs
- Purdue Extension assistance
- Staff time and travel
- New part-time staff
- Farmer loaner equipment



SFMNP ARPA Grant

\$488,914 includes

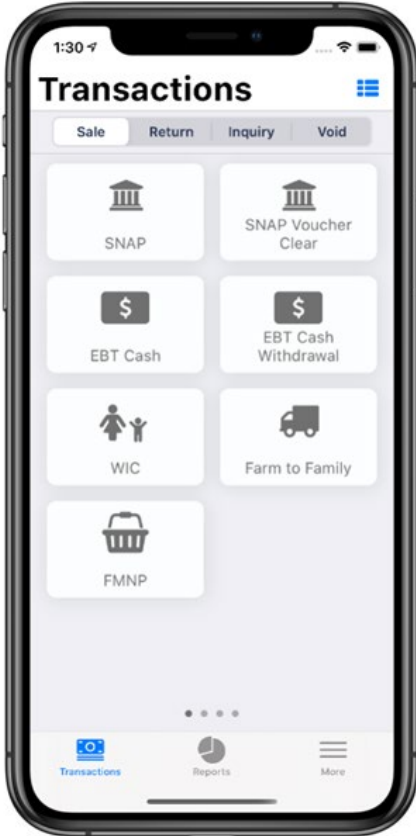
- SFMNP eSolution provider costs
- Purdue Extension assistance
- Staff time and travel
- New part-time staff
- Food funding (to serve more seniors and to issue each recipient the maximum \$50 benefit)



How it works

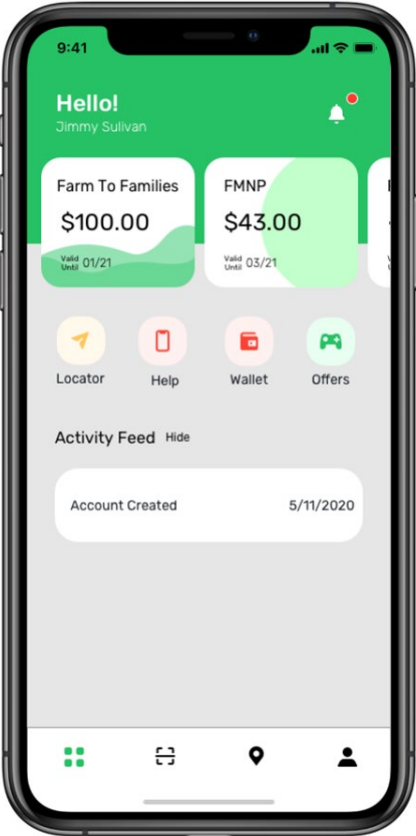
Merchant (farmer)

TotilPay Go mobile register app

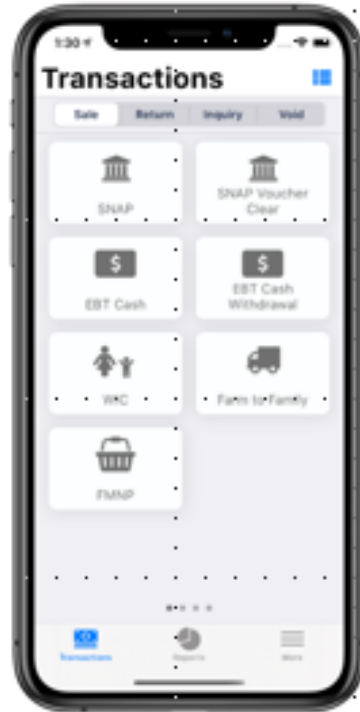


Recipient (WIC and Senior)

MyMarketLink mobile app



TotilPay Go app



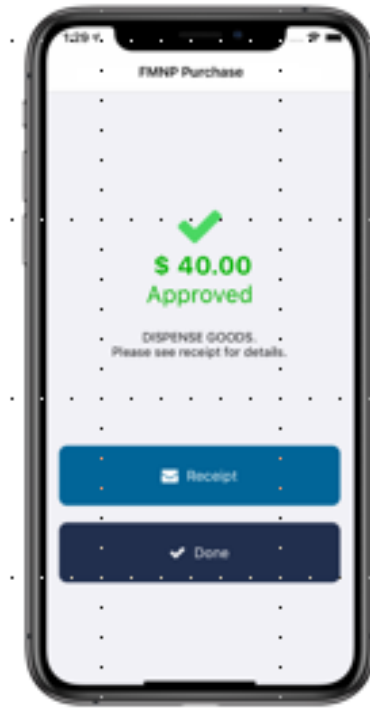
1. Select FMNP



2. Enter Amount

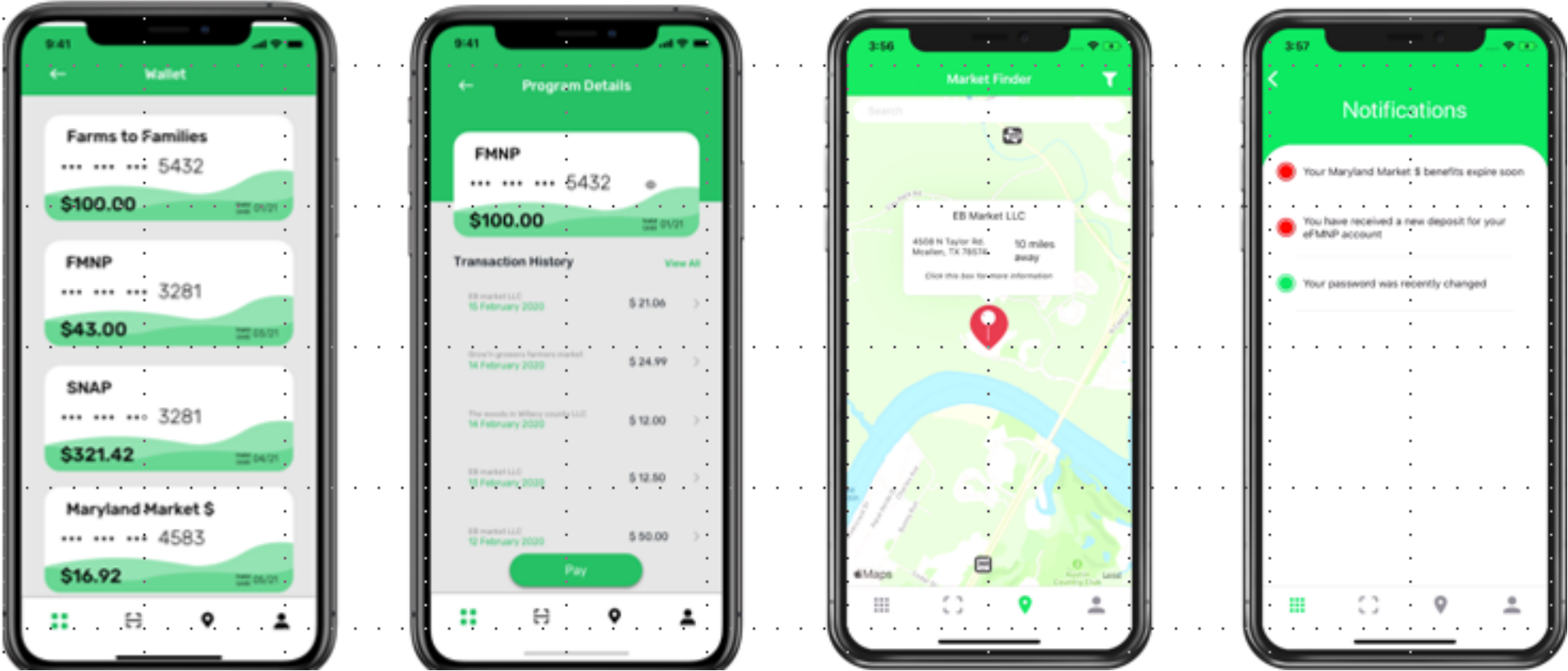


3. Type Code OR Scan QR Code



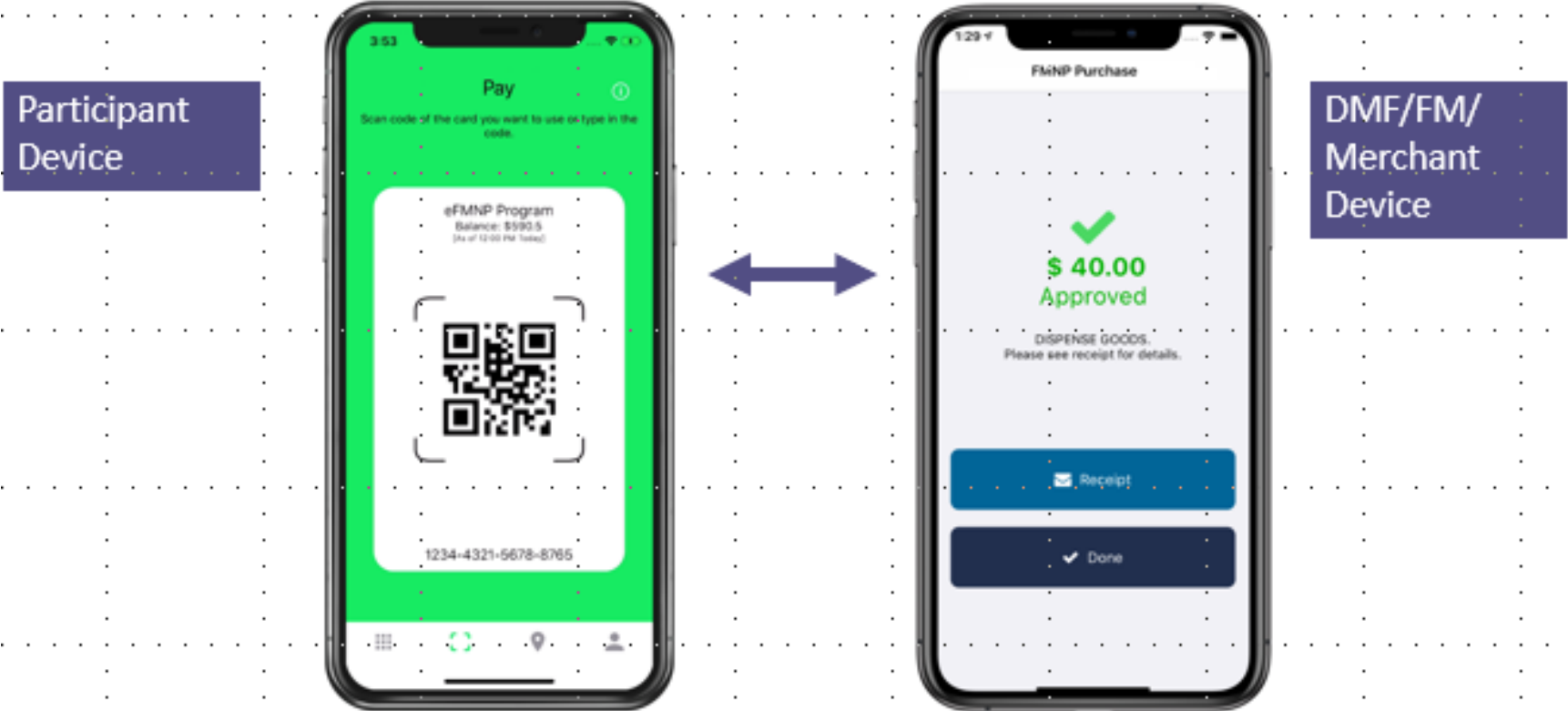
4. Approved

MyMarketLink app - Screens



MyMarketLink + TotilPay Go

Benefit redemption



Farmer enrollment process

Currently participating

- Contact WIC Commodities team for your Indiana vendor ID
- Complete the online application at www.marketlink.org/apply

Newly participating

- Complete the online application at www.marketlink.org/apply
- Attend state-provided training
- Attend NDG onboarding



Regional farmer enrollment events 2024

Hosted by Purdue Agricultural Extension

Who will be present?

- FNS SNAP staff
 - Farmers' markets and direct-marketing farmers may apply to accept SNAP
- Indiana Commodities Program staff
 - Produce growers may apply to accept WIC and Senior FMNP benefits
- Purdue Extension staff
 - Provide support and education to farmers interested in Indiana eFMNP

Other invitees:

- WIC local agencies
- Senior local agencies
- Indiana Grown
- Food banks
- SBDC agribusiness representatives
- Indiana Farmers' Market Community of Practice (INFMCP)
- USDA FNS S/FMNP staff

Regional farmer enrollment events 2024

- ❖ March 5 – 4 to 8 p.m.
1900 E. Main St., Danville
- ❖ March 12 - 10 a.m. to 2 p.m.
225 S. East St, Indianapolis
- ❖ March 19 – Noon to 4 p.m.
2200 E. Main St, Richmond
- ❖ March 25 – 9 a.m. to 1 p.m.
5117 S. Ironwood Dr., South Bend
- ❖ April 9 – 4 to 8 p.m.
900 Library Plaza, Fort Wayne
- ❖ April 18 - 10 a.m. to 2 p.m.
1950 S. 18th St., Lafayette
- ❖ May 6 - 3 to 7 p.m.
2293 N. Main St., Crown Point
- ❖ May 9 - 8:30 a.m. to 12:30 p.m.
201 E. Boonville-New Harmony Road,
Evansville
- ❖ May 23 – Noon to 4 p.m.
2333 W. Industrial Park Dr., Bloomington

Indiana eFMNP Loaner Equipment Project

- A limited number of iPad mini and mobile hotspot combinations
- For Indiana eFMNP farmers who do not have smart devices
- Allocation based on service area need
- To express interest, please contact WICCommoditiesPrograms@health.in.gov

Helpful links

- MarketLink: <https://marketlink.org/>
- National Association of Farmers' Market Nutrition Programs (NAFMNP): <https://nafmnp.org/>
- Indiana eFMNP Program Guide: https://marketlink.org/resources#panel_611
- Recipient Video:
https://videos.files.wordpress.com/UHjYL8SG/marketlinkappregistration_video_iphone.mp4
- TotilPay Go - Performing a TIMS Purchase: <https://support.novodiagroup.com/hc/en-us/articles/10907537516692-TotilPay-Go-Performing-a-TIMS-Purchase>

Questions?

Legita Wilson

WIC Commodities Program Manager

Lwilson2@health.in.gov

WICCommoditiesPrograms@health.in.gov

