



## **The F.R.E.S.H. Project - Shawano Farmers Market 2025**

### **\$5.00 Farmers Market Token Program**

### **Participation Agreement**

To help us better serve our community and support market vendors, The F.R.E.S.H. Project receives grants from ThedaCare and Shawano Area Community Foundation to promote the \$5.00 Farmers Market Token Program.

One of the F.R.E.S.H. Project's goals is to help people with limited financial means afford fresh and locally produced foods, while supporting rural farmers and community organizations.

To help reach this goal, qualified participants of the Wisconsin FoodShare program (SNAP Program food stamps), the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program), and the Senior Farmers' Market Nutrition Program (SFMNP) can purchase eligible foods (fruits and vegetables) at the Shawano Farmers Market, hereinafter referred to as 'the Market,' using the paper vouchers provided by these organizations.

In addition to their state benefits, qualified participants can also receive the F.R.E.S.H. Project's \$5.00 Farmers Market Tokens. These tokens are non-transferable, provided to participants free of charge, and do not count against their benefits.

For a better understanding of how the program works, and to participate in this program, please read the following information and fill out and return the agreement portion of this form with your Vendor Application.

### **Why is there a \$5.00 Farmers Market Token Program?**

Food stamp benefits were converted from paper vouchers to plastic debit cards. The Point of Sales (POS) units that process FoodShare benefits (Wisconsin's version of food stamps) require the use of electrical power and a phone line to operate, making it impractical at the Market for most vendors.

In addition, the EBT program has associated costs and creates some restrictions for the vendors, unintentionally penalizing the people this program was intended to help. Vendors who sold directly to customers at farmers markets were no longer able to accept paper food stamps and had no means of processing the new debit cards.

The F.R.E.S.H. Project wants to support participants of the FoodShare Program, the WIC Program, and the SFMN Program, by providing them with a means to purchase fresh locally grown food while also supporting local farmers at the Market.



## How does the \$5.00 Farmers Market Token Program Work

Customers enrolled in the above mentioned programs who wish to participate in the \$5.00 Farmers Market Token program must first register at the F.R.E.S.H. Project Information booth.

Eligible shoppers are given a \$5.00 token each Saturday they participate in the program. These tokens can only be used at the Market during the 2025 season.

Shoppers can use their \$5.00 tokens to purchase any food items\* (meats, fish, poultry, produce, honey, syrups, bakery foods, and prepared foods) from participating vendors at the Market.

Vendors are asked to turn in \$5.00 tokens to the F.R.E.S.H. Project personnel at the Information Booth for reimbursement at the end of the market day, or once a month, which will help us maintain accurate records.

**\*Please note that SFMNP vouchers and WIC Program vouchers can only be used to purchase fresh produce (fresh fruits and vegetables).**

## How to Participate in the \$5.00 Farmers Market Token Program

Vendors who wish to participate in the \$5.00 Farmers Market Token Program must agree to comply with the following:

- Sell only food products (fresh, frozen, preserved, or prepared food items) to \$5.00 token recipients at the Market.
- Prominently display the “We gladly accept F.R.E.S.H. Project Farmer Market Tokens” signage (provided by The F.R.E.S.H. Project) to ensure customers know you are a participating vendor.
- Complete and sign this agreement, then return it to the Market Manager with your Vendor Application.
- The Market will provide issuance and redemption services for \$5.00 Farmers Market tokens, and will reimburse participating vendors fully for the value of the tokens.



## The F.R.E.S.H. Project - Shawano Farmers Market 2024

### \$5.00 FARMERS MARKET TOKEN PROGRAM PARTICIPATION AGREEMENT

Vendor Name(s): \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Website Address (if applicable): \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Farm or Business Street Address (*if different from mailing address above*):

\_\_\_\_\_

Primary Phone: (\_\_\_\_\_) \_\_\_\_\_ Alt phone: (\_\_\_\_\_) \_\_\_\_\_

### As a participant in the \$5.00 Farmers Market Token Program, I agree to the following:

- Complete and sign this Participation Agreement and submit it with your Vendor Application.
- Prominently display the “**We gladly accept F.R.E.S.H. Project Farmer Market Tokens**” signage, provided by the F.R.E.S.H. Project, at your stall during hours of operation.
- Explain to interested customers how they can register to participate in the \$5.00 Farmers Market tokens by directing them to the F.R.E.S.H. Project Information booth.
- Accept \$5.00 Farmers Market Tokens issued by, and bearing the name of The F.R.E.S.H. Project Shawano Farmers Market, during hours of operation.
- Not to provide cash change in token transactions. For example, if a sale total is less than \$5.00, the difference can be made up with additional products of the customers own choice, but they cannot receive the difference as cash change.
- Turn in all \$5.00 Farmers Market tokens to the F.R.E.S.H. Project Information booth for reimbursement.
- Treat each customer with respect and dignity.
- Notify the Market Manager or Market volunteers if there are any questions about the program.



**Products you intend to sell: (Please check the items you anticipate selling at the Market)**

<input type="checkbox"/> Baked goods	<input type="checkbox"/> Canned items	<input type="checkbox"/> Cheese	<input type="checkbox"/> Cider/Juices
<input type="checkbox"/> Eggs	<input type="checkbox"/> Fish	<input type="checkbox"/> Fruits	<input type="checkbox"/> Herbs
<input type="checkbox"/> Honey/Jellies/Jams	<input type="checkbox"/> Maple products	<input type="checkbox"/> Meats	<input type="checkbox"/> Poultry
<input type="checkbox"/> Vegetables	<input type="checkbox"/> Vegetable plants	<input type="checkbox"/> Potted herbs	
<input type="checkbox"/> Other (please describe): _____			

**\$5.00 Farmers Market Token Program Participation Agreement Duration**

The \$5.00 Farmers Market Token Program Participation Agreement between the farmer/producer/vendor shall remain in effect until one or both of the following events occur:

1. Notice is given to the vendor from The F.R.E.S.H. Project - Shawano Farmers Market that the \$5.00 Farmers Market Token Program Participation Agreement is nullified.
2. The farmer/producer/vendor ends their contract with The F.R.E.S.H. Project - Shawano Farmers Market.

**Participation Agreement Acceptance and Liability Waiver**

The information given in this Agreement is true and by signing below, I agree to abide by the market rules and the rules outlined in this Agreement, which I have fully read and understand.

By signing this Participation Agreement, I release The F.R.E.S.H. Project - Shawano Farmers Market, its employees, agents, representatives, and volunteers working at the Market, and the owner of the land on which the Market is located, from all liability whatsoever for claims of loss, damage or injury to myself, my merchandise, my property, or my employees.

\_\_\_\_\_  
**Vendor Signature**

\_\_\_\_\_  
**Date**

**Agreement Accepted By:**

\_\_\_\_\_  
**David P. Mendoza, Shawano Farmers market Manager**

\_\_\_\_\_  
**Date**

**Submit Applications by post mail:**

The F.R.E.S.H. Project  
P.O. Box 481  
Shawano, WI 54166

**Or by email to:**

E-mail: [Dave@thefreshproject.org](mailto:Dave@thefreshproject.org)