



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Consent

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F.29.

5/18/2021

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### **Subject:**

Approval, Re: Agreement with Feeding Florida, Fresh Access Bucks Program at the Brevard County Farmers Markets located at Wickham Park and the Titusville Welcome Center.

### **Fiscal Impact:**

There is a membership fee paid based on Fresh Access Bucks redeemed, up to \$1000.  
Fund/Cost Center: 0001/200810

### **Dept/Office:**

UF/Extension Services

### **Requested Action:**

It is requested that the Board of County Commissioners approve and authorize the Chair to execute the Fresh Access Bucks Strategic Partnership Agreement with Feeding Florida, Inc. and authorize the County Manager to execute necessary Budget Change Requests.

### **Summary Explanation and Background:**

The Brevard County Farmers Market has been accepting Supplemental Nutrition Aid Program (SNAP) and working with the Fresh Access Bucks (FAB) team since 2013. Accepting SNAP and offering the FAB program which matches SNAP benefits dollar for dollar, up to \$40 per customer per market day, UF/Extension Services can offer local, nutritious foods to audiences that often perceive Farmers Markets as being too expensive for them. This, in turn, supports our local farmers and producers and the local economy overall. Last year the Titusville location was added to serve the north end of the County. The average yearly amount of FAB redeemed is \$10,948 which represents income for our local farmers and producers and providing fresh, local produce to SNAP recipients at no cost to them.

### **Clerk to the Board Instructions:**

A total of three signed, original agreements are needed to return to Feeding Florida for signatures: (1) for Clerk to the Board; (1) for Feeding Florida; and one (1) for the UF/Extension Services Department.



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001  
Fax: (321) 264-6972  
Kimberly.Powell@brevardclerk.us

May 19, 2021

**M E M O R A N D U M**

**TO:** Beth Shephard, University of Florida Extension Services Director

**RE:** Item F.29., Approval for Agreement with Feeding Florida, Fresh Access Bucks Program at the Brevard County Farmers Markets Located at Wickham Park and the Titusville Welcome Center

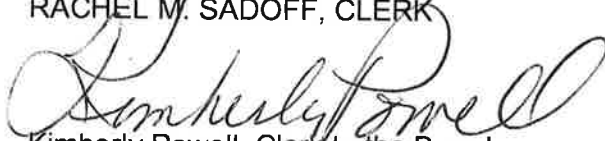
The Board of County Commissioners, in regular session on May 18, 2021, executed and approved the Fresh Access Bucks (FAB) Strategic Partnership Agreement with Feeding Florida, Inc.; and authorized the County Manager to execute any necessary Budget Change Requests. Enclosed are the executed Agreements.

**Upon execution by all parties, please return the fully-executed Agreement to this office for inclusion in the official minutes.**

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK



Kimberly Powell, Clerk to the Board

/cld

Encls. (4)

cc: Budget Office  
Finance



April 6, 2021

Gayle Orren Whitworth  
Brevard County Board of County Commissioners  
Brevard County Farmers Market  
3695 Lake Drive  
Cocoa, FL 32926

Dear Ms. Whitworth,

Feeding Florida, Inc. (FF), a 501(c)(3) nonprofit organization, is pleased to announce a formal approval of your Request for Strategic Partnership in Fresh Access Bucks (FAB). As a FAB Program Partner, your Outlet will join a network of other farmers markets, mobile markets, farm stands, CSAs, and retail settings throughout Florida that work together to help make fresh, locally grown foods more affordable and available to those most in need.

Attached is the Strategic Partner Agreement, please execute this Agreement and return within 20 business days from the date of this letter. Please let us know if you have any questions or need additional assistance. We look forward to working with you.

Sincerely,

**Mary Hathaway**  
FAB Program Manager  
Feeding Florida  
[Mary@FeedingFlorida.org](mailto:Mary@FeedingFlorida.org)

**Katie Delaney**  
FAB Program Manager  
Feeding Florida  
[Katie@FeedingFlorida.org](mailto:Katie@FeedingFlorida.org)

### **Fresh Access Bucks Strategic Partnership Agreement**

This contract between Feeding Florida, Inc. (FF) and Brevard County Board of County Commissioners, dba Brevard County Farmers Market ("Program Partner"), provides for USDA Food Insecurity Nutrition Incentive (FINI) grant funds toward the nutrition incentive program, Fresh Access Bucks, at the participating farm-to-retail venues ("Outlet") listed in Appendix A. **These grant funds will be in effect through the duration of the calendar year: June 1, 2021 - May 31, 2022 or until FINI funds are expended or program goals have been completed.**

#### **Program Partner is responsible for the following:**

1. Program Partner will participate in all aspects of and comply with all actions required by FAB in accordance with program standards and the attached Feeding Florida guidelines.
2. FAB Partner Outlets are required to have a functioning EBT machine to process SNAP benefits. Partner Outlets must provide their FNS number (FNS number is assigned by USDA upon receiving machinery) to FAB for grant and reporting purposes.
3. FAB incentives must only be used by current SNAP recipients.
4. FAB incentives must only be used by an eligible recipient for the purchase of fresh fruits and vegetables produced locally by Florida growers or growers within 50 miles of the Florida border.
5. Program Partner will conduct a minimum of 6 distinct SNAP nutrition education events such as chef/cooking demonstrations or taste tests per Outlet, reflected in FM Tracks Post Market Reports and the FAB Annual Report between June 1, 2021 - May 31, 2022, or until FINI funds are expended or program goals have been completed.

**Record Keeping and Reporting:** FF requires that the Program Partner either directly or through its Farmers Market management partners, provide to FF, Wholesome Wave and the USDA, a breakdown of SNAP and FAB benefits or incentives honored according to Feeding Florida guidelines and the USDA's guidelines referenced in the Feeding Florida guidelines.

**Evaluation & Participation:** FF requires that Program Partner staff complete a final Annual Report, a copy of which is attached for reference, due no later than 30 days following **June 1, 2022, or the date at which FINI funds are expended and/or program goals have been completed.**

Program Partner agrees to attend the FAB Annual Training and participate in regular, monthly regional calls, statewide outreach campaigns and to make use of the FAB tent and banner at market and promotional events, distribute FAB flyers, postcards and other promotional materials provided by FF.

**Payment:** Program Partner will be supported by funds outlined below in the FAB Outlet Incentive Budget. Funds will be distributed on a weekly basis via direct deposit based on vendor reimbursement data reported in FM Tracks. Please note: Individual Transactions, Vendor Reimbursement, and Post Market Reports **must be completed in full** on a weekly basis, or otherwise, as agreed upon by FF and the Program Partner.

#### **To receive payment Program Partner must provide the following:**

- Completed W9;
- Updated Outlet FNS Number;
- Signed Contract and Guidelines with FF updated annually;

- Direct Deposit information on file with FF;
- Weekly Up-to-Date Data on FM Tracks: Completed Transactions, Vendor Reimbursements, and Post Market Reports;

**Fresh Access Bucks Membership Program:** The Program Partner agrees to participate in the Fresh Access Bucks Membership Program. Program membership fees are tiered based on FAB Incentives Redeemed between June 1, 2021 - May 31, 2022 or until FINI funds are expended or program goals have been completed. Membership fees are due 90 days after FINI funds have been expended or program goals have been completed via check to FF in order to remain a member in good standing. FF will hold the final payments due under this contract until all terms have been met. A copy of the Fresh Access Bucks Membership Program is attached for reference.

FAB Redeemed at market	Membership fee due
\$500 - \$1,499	\$50
\$1,500 - \$2,999	\$150
\$3,000 - \$4,999	\$300
\$5,000 - \$7,4999	\$500
\$7,500 - \$9,999	\$750
\$10,000 and above	\$1,000

FF shall provide the Program Partner with a JPEG version of the FAB logo, as well as collaborators' logo(s), for inclusion in informational and promotional materials. The Program Partner agrees to post and distribute such material as applicable, and agrees to acknowledge its partnership with FF in any public statements or publicity relating to FAB. FF may ask Program Partner to submit for review any reports and other materials containing FF or FAB logos intended for release to the press prior to publication. FF will provide tokens relating to SNAP and FAB as needed.

FF agrees to co-develop a tailored sustainability plan with Program Partner and requests that the Program Partner seek additional local and regional funding in the growth of the Outlet(s). FF requests information and confirmation of additional leveraged funds in support of the Program Partner's innovative programs to widen access to locally grown fresh fruits and vegetables for federal and state nutrition benefit program clients and other low-income community members.

This agreement shall remain in effect through May 31, 2022 or until FINI funds are expended or program goals have been completed. Feeding Florida reserves the right to cancel this agreement for non-performance.



Accepted and Agreed by:

**Robin Safley**

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**Robin Safley, Executive Director**  
**Feeding Florida**



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**Signature**

6.4.21

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**Date**

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**Print Name, Title & Organization**

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**Signature**

=====

**Date**

#### Appendix A

Outlet: Farmers' Market, Mobile Market or CSA	City, State	FNS Number
Brevard County Board of County Commissioners, dba Brevard County Farmers Market	Melbourne, FL	387323
Brevard County Board of County Commissioners, dba Brevard County Farmers Market North	Melbourne, FL	387323

FINI Grant Calendar Year	FINI Grant Membership Fees Due Dates
Extension Year - June 1, 2021 - May 31, 2022 or until FINI funds are expended or program goals have been completed	Extension Year - 90 days after FINI funds have been expended or program goals have been completed

#### Feeding Florida FAB Staff Contact Information

##### **Robin Safley**

Executive Director

[Robin@FeedingFlorida.org](mailto:Robin@FeedingFlorida.org)

##### **Mary Hathaway**

Fresh Access Bucks Manager -Central Florida

Contact

[Mary@FeedingFlorida.org](mailto:Mary@FeedingFlorida.org)

##### **Katie Delaney**

Fresh Access Bucks Manager -North Florida Contact

[Katie@FeedingFlorida.org](mailto:Katie@FeedingFlorida.org)

##### **Heather Henderson**

Fresh Access Bucks Coordinator -South Florida

Contact

[Heather@FeedingFlorida.org](mailto:Heather@FeedingFlorida.org)

##### **Meghan Fiveash**

Fresh Access Bucks Communications Coordinator

Contact


[Meghan@FeedingFlorida.org](mailto:Meghan@FeedingFlorida.org)

Feeding Florida  
Fresh Access Bucks Strategic Partnership Agreement in Fresh Access Bucks (FAB)  
June 1, 2021 – May 31, 2022

IN WITNESS WHEREOF, the parties hereto have executed this Agreement.

ATTEST:


BOARD OF COUNTY COMMISSIONERS  
OF BREVARD COUNTY, FL

  
By: Rachel M. Sadoff Date 5/21/21

  
Rita Pritchett, Chair

As approved by the BOCC on: MAY 18, 2021

Reviewed as to form and legal sufficiency:

  
By Assistant County Attorney/Date 4/9/2021

## **FEEDING FLORIDA FRESH ACCESS BUCKS INCENTIVE PROGRAM (FAB) MARKET GUIDELINES**

Fresh Access Bucks (FAB), an initiative of Feeding Florida (FF), endeavors to provide opportunities to food insecure Florida households by making fresh, Florida grown fruits and vegetables more affordable and accessible through incentives for SNAP participants at the point of purchase at farmers markets, farm stands, mobile markets and Community Supported Agriculture (CSAs) statewide. Participating Program Partners and their farm-to-retail venues (Outlets") agree to adhere to the following FAB Market Guidelines.

### **FAB Outlets Defined**

**Farmers Market :** Two or more farmer-producers that sell their own agricultural products directly to the general public at a fixed location, which includes fruits and vegetables, meat, fish, poultry, dairy products, and grains.

**CSA :** A method utilized by farmer-producers to sell their own agricultural products directly to the general public.

A "share" of the farmer-producer's produce is typically made available or delivered during regular intervals during the harvest season.

**Mobile Farmers Market or Mobile Produce Market :** A mobile retail strategy that prioritizes the sale of local & regional food. They are able to move to various locations easily to sell the food they have collected from producers.

**Farm Stand :** Retail stands that sell Florida agricultural products grown or produced by the producer or other area farmers and also sell or offer for sale non-potentially hazardous packaged food products from an approved source. Farm stands may be located on-farm but are not required to be.

### **General Program Operation**

1. FAB funds will be available to SNAP shoppers every day the Outlet is in operation.
2. FAB funds will only be matched with SNAP purchases (i.e. Cash, Credit, Debit, other Federal Benefits or currencies are not eligible).
3. Outlets will match every \$1 in SNAP spent with \$1 in FAB funds, up to \$40 per customer per market day. Match amount limit may be adjusted due to extenuating circumstances to meet emergency needs.
4. SNAP shoppers may double their benefits at multiple FAB Outlets without penalty.
5. FAB funds will only be used to purchase Florida-grown fruits, vegetables, plants and seeds which produce food to eat.
6. Outlets agree to adhere to the following USDA (<https://www.fns.usda.gov/snap/eligible-food-items>) and FL DCF (<http://www.dcf.state.fl.us/programs/access/docs/fafactsheet.pdf>) SNAP eligibility guidelines:
  - SNAP benefits may be spent on breads and cereals, fruits and vegetables, meats, fish and poultry, dairy products, seeds and plants which produce food to eat.
  - SNAP benefits may not be spent on food products that contain alcohol or tobacco, items labeled for pet consumption, vitamins and supplements, and foods sold hot at the point-of-sale.
7. SNAP shoppers cannot receive cash back for purchases made with SNAP or FAB funds. The sale must be for the exact amount of the SNAP or FAB currency (i.e. incentive must be used in full \$1 and \$5 increments), or the shopper can make up the difference with cash. NOTE: It is against federal law to charge a SNAP recipient more than a consumer paying cash.
8. SNAP and FAB tokens do not expire. The SNAP shopper can refund back onto his/her EBT card for unused SNAP currency or they can be used at the Outlet on a future date.
9. Fresh Access Bucks tokens can be spent at any FAB Outlet regardless of where it was obtained.



### **Issuing SNAP benefits and FAB benefits to SNAP Shoppers**

1. Visit the SNAP/EBT booth at the FAB Outlet before they shop.
2. Swipe SNAP card and has SNAP funds converted to tokens in \$1 and \$5 increments. SNAP tokens are matched with green FAB tokens, up to \$40 per market day.
3. Exchange SNAP tokens for SNAP eligible items and FAB tokens good toward Florida-grown fruits, vegetables, plants and seeds which produce food to eat with participating vendors around the market.

### **Program Partner Responsibilities**

- Manage day-to-day operation of FAB (token distribution, reimbursements, record keeping, promotion)
- Use FM Tracks to report market data
- Input market distribution and redemption data by Tuesday following market date into FM Tracks
- Reimburse vendors
- Ensure only fruits & vegetables grown in Florida or within 50 miles of Florida's border are purchased with FAB funds
- Train staff on rules and procedures
- Keep FAB Managers up to date and aware of any Program Partner staff changes
- Provide 6 distinct SNAP nutrition education events such as chef/cooking demonstrations or taste tests reflected in FM Tracks Post Market Reports
- Participate in FAB regional calls and at the FAB Training.
- Provide FAB membership payment to Feeding Florida 90 days after FINI funds have been expended or program goals have been completed.

### **Feeding Florida's Responsibilities**

- Provide resources, technical assistance and train market in FAB;
- Provide incentive funding on a reimbursement basis;
- Support market in fundraising & promotional needs for greater capacity and sustainability;
- Inform markets of policy issues affecting farmers markets;
- Conduct site visits;
- Evaluate data;
- Facilitate networking between FAB partners;
- Provide FAB Training annually, FF will provide Program Partner with the following:
  - Day long training and materials
  - Reimbursement for one hotel room and gas or mileage to and from the training location for one vehicle per Program Partner based on per diem rates set by the GSA (<https://www.gsa.gov/travel/plan-book/per-diem-rates>).

### **Program Partner Reimbursement Process**

1. Outlets will be reimbursed for redeemed FAB funds automatically by FF on a weekly basis
2. Reimbursement will be based upon FAB vendor redemption data submitted via FM Tracks
3. Outlets will not receive reimbursement until they have:
  - a. Ensured that your market's profile on FM Tracks is up-to-date (Address, Hours of Operation, etc.)
  - b. Submitted - weekly up-to-date market data in FM Tracks
  - c. Retained copies of terminal batch reports (EBT machine printouts) for all market days
4. Failure to have FM Tracks data updated for weekly reimbursement will result in funds being withheld
5. Final reimbursement will be withheld until End-of-Season Reporting requirements are fulfilled

### **FM Tracks Data Collection & Reporting**

Outlets will report the following data points for all market days via FM Tracks on a weekly basis:

#### **Transaction Data**

- a. Individual SNAP and FAB Transactions with Anonymous SNAP ID Number: First Letter of First and Last Name + Last Four Digits on the SNAP card.
- b. Total SNAP and FAB Distributed

#### **Vendor Reimbursement Data**

- a. Total SNAP and FAB funds redeemed by eligible vendors

#### **Post-Market Data**

- a. Total number of vendors present (all included – agricultural, craft, prepared food, and other)
- b. Number of vendors eligible to accept SNAP
- c. Number of vendors eligible to accept FAB (i.e. vendors selling Florida-grown fruits, vegetables, plants and seeds which produce food to eat)
- d. Did any nutrition education activities take place? (Select the activity type)
- e. Number of paid staff and/or volunteers implementing SNAP/FAB

### **What is Needed to Receive Funds:**

- Completed W9;
- Updated Outlet FNS Number;
- Signed Contract with FF Updated Annually;
- Direct Deposit information on file with FF;
- Weekly Up-to-Date Data on FM Tracks: Completed Transactions, Vendor Reimbursements, and Post Market Reports.

### **Fresh Access Bucks Membership Program**

1. The time the Program Partner spends administering the FAB program will be used as part of FF's in-kind match requirement for the Food Insecurity Nutrition Incentive (FINI) Grant Program.
2. The Program Partner agrees to participate in the Fresh Access Bucks Membership Program. Program membership fees are tiered based on FAB Incentives Redeemed between June 1, 2021 -May 31, 2022 or until FINI funds are expended or program goals have been completed. Membership fees are due 90 days after FINI funds have been expended or program goals have been completed via check to FF in order to remain a member in good standing. FF will hold the final payments due under this contract until all terms have been met. A copy of the Fresh Access Bucks Membership Program is attached for reference.
3. A minimum of 6 distinct SNAP nutrition education events such as chef/cooking demonstrations or taste tests reflected in FM Tracks Post Market Reports between June 1, 2020 - May 31, 2022 or until FINI funds are expended or program goals have been completed.

### **Vendor Eligibility and Expectations**

1. SNAP and FAB eligible Market Vendors will agree to the following:
  - Post clearly marked SNAP and FAB signage for eligible products;
  - Accept tokens for eligible items only;
  - Return tokens to Market Manager for reimbursement and sign receipts;
  - Review FAB Vendor Contract and Vendor Guidelines with eligible vendors prior to misunderstanding.
2. Program Partner will distribute the attached Vendor Agreement and FAB Vendor Guideline to all eligible vendors and work with them to ensure their understanding of and compliance with the expectations of the FAB program. Program Partner will retain signed FAB Vendor Guidelines and Vendor Agreement from all participating vendors.

**Annual Report**

Program Partner staff agrees to complete a final Annual Report, a copy of which is attached for reference. All expenses associated with the FINI grant, including FF's contribution and Program Partner's in-kind match contributions, must be tracked and included in the Annual Report so that, if requested from USDA, FF can demonstrate that the spending of all these funds was in compliance with the awarded project and USDA rules.

**Nutrition Education**

In addition to increasing the affordability and accessibility of healthy foods, nutrition education efforts at FAB Outlets is integral in encouraging SNAP shoppers to taste new items and learn new, healthy cooking methods that feature seasonal, Florida-grown produce, and easy and affordable recipes. FF requires Outlets to provide a minimum of 6 distinct SNAP nutrition education events such as chef/cooking demonstrations, recipe sharing or taste tests as reflected in FM Tracks Post Market Reports.

**FAB Participation and Outreach**

- Include FAB Logo in all informational and promotional materials (including websites, social media, flyers, documents, etc.);
- Participate in annual FAB Training;
- Participate in regular, monthly regional calls;
- Participate in additional statewide program evaluation, as requested;
- Participate in statewide outreach campaigns, as applicable;
- Use FAB tent, banner and other FAB promotional materials at Outlet and promotional events;
- Host and/or organize a minimum of 6 distinct nutrition education events at Outlet;
- Distribute FAB flyers, postcards and/or brochures provided by FF.

If Program Partner fails to meet the expectations within these Guidelines, Feeding Florida reserves the right to cancel this agreement for non-performance.

By signing this agreement as an authorized Fresh Access Bucks Partner Outlet, I agree to adhere to all expectations of the Fresh Access Bucks Incentive Program, as stated in this agreement.

Print Name, Title: **BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FL**

Signature: \_\_\_\_\_

Rita Pritchett, Chair

Date: **MAY 18 2021**

As approved by the BOCC on: **MAY 18 2021**

Reviewed as to form and legal sufficiency: \_\_\_\_\_

By Assistant County Attorney/Date

ATTEST: \_\_\_\_\_

**Rachel M. Sadoff, Clerk**

**BREVARD COUNTY  
BOARD OF COUNTY COMMISSIONERS**

# CONTRACT REVIEW AND APPROVAL FORM

## SECTION I - GENERAL INFORMATION

1. Contractor: Feeding Florida		2. Amount:
3. Fund/Account #: 0001 200810	4. Department Name: UF Extension Services	
5. Contract Description: Fresh Access Bucks Partnership Agreement		
6. Contract Monitor: Lisa Wishe	8. Contract Type:  GRANT	
7. Dept/Office Director: Elizabeth Shephard		
9. Type of Procurement: Other		

## SECTION II - REVIEW AND APPROVAL TO ADVERTISE

### APPROVAL

#### COUNTY OFFICE

**YES**

**NO**

**SIGNATURE**

User Agency

☒
☐

Purchasing

☐
☐

Risk Management

☐
☐

County Attorney

☐
☐

## SECTION III - REVIEW AND APPROVAL TO EXECUTE

### APPROVAL

#### COUNTY OFFICE

**YES**

**NO**

**SIGNATURE**

User Agency

☒
☐

Elizabeth Shephard

Digitally signed by Elizabeth Shephard  
Date: 2021.04.09 11:13:12 -04'00'

Purchasing

☒
☐

*Signature*

Risk Management

☒
☐

Lairsey, Matt

Digitally signed by Lairsey, Matt  
Date: 2021.04.09 15:03:29 -04'00'

County Attorney

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☐

Caron, Justin

Digitally signed by Caron, Justin  
Date: 2021.04.09 14:31:20 -04'00'

## SECTION IV - CONTRACTS MANAGEMENT DATABASE CHECKLIST

CM DATABASE REQUIRED FIELDS	Complete ✓
Department Information	<input type="checkbox"/>
Department	<input type="checkbox"/>
Program	<input type="checkbox"/>
Contact Name	<input type="checkbox"/>
Cost Center, Fund, and G/L Account	<input type="checkbox"/>
Vendor Information (SAP Vendor #)	<input type="checkbox"/>
Contract Status, Title, Type, and Amount	<input type="checkbox"/>
Storage Location (SAP)	<input type="checkbox"/>
Contract Approval Date, Effective Date, and Expiration Date	<input type="checkbox"/>
Contract Absolute End Date (No Additional Renewals/Extensions)	<input type="checkbox"/>
Material Group	<input type="checkbox"/>
Contract Documents Uploaded in CM database (Contract Form with County Attorney/ Risk Management/ Purchasing Approval; Signed/Executed Contract)	<input type="checkbox"/>
"Right To Audit" Clause Included in Contract	<input type="checkbox"/>
Monitored items: Uploaded to database (Insurance, Bonds, etc.)	<input type="checkbox"/>