



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY**



*Comm Rpt*  
*1876*  
**32**

May 2, 1989

**APPROVED**  
BY THE CITY COUNCIL

**MAY 9 1989**

OFFICE OF THE  
CITY CLERK

Sacramento City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** Authorization for Matching Funds for Pilot Supplemental  
Nutritional Program for Recipients under the Women,  
Infants and Children (WIC) Program

**SUMMARY**

This report recommends the use of \$15,000 in excess administrative funds from our Mortgage Revenue Bond Fund to be used as matching funds in a State Department of Food and Agriculture (DFA) program which provides fresh fruit and produce to WIC recipients to supplement their diet. The food is to be provided through Certified Farmers Markets in Oak Park and South Sacramento.

**BACKGROUND**

Assemblyman Norman Waters' office has recently alerted us to a unique opportunity to help address the nutritional needs of a segment of the population which is among the most nutritionally "at risk" in Sacramento, many of whom are residents of our redevelopment and CDBG target areas and public housing units.

The State Department of Food and Agriculture has proposed a pilot program which will provide up to \$20 in special certificates to WIC recipients for redemption at Certified Farmers Markets (CFM). Fruit and produce will be the only commodities eligible to be purchased with the certificates.

5-9-89  
All Districts

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

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The certificates may be redeemed at either the McClatchy Park CFM (33rd St. and 5th Ave.) or at the Florin Mall CFM (6117 Florin Rd.). A total of 1,360 recipients serviced out of the Oak Park and South City Health Dept. offices are targeted as recipients between June and November of this year.

Under Assemblyman Waters' proposal (A.B. 1380), the DFA will put up \$25,000 of the \$85,000 program cost which will be divided between Los Angeles and Sacramento pilot sites. (All Sacramento funds will be expended in Sacramento). The balance must come from local donations. Assemblyman Waters is simultaneously seeking private donations as well. There is some possibility that, if sufficient local funds cannot be obtained, the program will have to be cancelled.

## POLICY IMPLICATIONS

The Agency, through its elderly nutrition program, Gateway Services, and programs for the homeless, has been involved in nutritional programs for seriously at-risk populations for a considerable period of time. This recommendation is an extension of that policy.

Further, the Hunger Study Group of the Community Services Planning Council has found that the WIC program is seriously under utilized in Sacramento. This may be a small step to increase its profile and appeal.

## MBE/WBE EFFORTS

Since the certificates will be handled directly out of existing Health Department offices, no contracting is expected. (The program itself will serve primarily minority participants.)

## FINANCIAL DATA

A complete program budget summary is attached. The financial impact on the Agency will result in the use of \$15,000 in excess of Mortgage Revenue Bond Administrative Funds.

## ENVIRONMENTAL REVIEW DATA

None required. This program is entirely administrative in nature.

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## VOTE AND RECOMMENDATION OF COMMISSION

At its meeting of May 1, 1989, the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolution. The votes were as follows:

AYES: Pernell, Moose, Sheldon, Simon, Simpson, Strong,  
Wooley, Yew, Wiggins

NOES: None

ABSENT: Amundson

## RECOMMENDATIONS

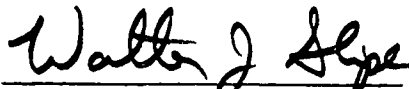
Authorize the Acting Executive Director to provide up to \$15,000 in excess Mortgage Revenue Bond Administrative Funds for use as matching funds in the State DFA pilot supplemental fruit and produce program.

Respectfully submitted,



ANDREW J. PLESCIA  
Acting Executive Director

TRANSMITTAL TO COUNCIL:



WALTER J. SIPE  
City Manager

Contact Person: John Molloy 440-1360

2410WPP(187)

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RESOLUTION NO. 89-368

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

APPROVED  
BY THE CITY COUNCIL

MAY 9 1989

OFFICE OF THE  
CITY CLERK

AUTHORIZATION FOR MATCHING FUNDS FOR PILOT SUPPLEMENTAL  
NUTRITIONAL PROGRAM FOR RECIPIENTS UNDER THE  
WOMEN, INFANTS AND CHILDREN (WIC) PROGRAM

WHEREAS, the City Council of the City of Sacramento wishes to assist in providing supplemental nutritional assistance to recipients under the Women, Infants and Children (WIC) program;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Section 1. Up to \$15,000 in Mortgage Revenue Bond administration fees is hereby approved for use on a pilot program sponsored by the State Department of Food and Agriculture to provide supplemental assistance to WIC recipients for the purpose of receiving fruit and vegetables through Sacramento's Certified Farmers Markets.

Section 2. The Acting Executive Director is hereby authorized to enter into all such contracts and agreements necessary to implement this program.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

1100WPP2(315)

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## CALIFORNIA CERTIFIED FARMERS' MARKET COUPON DEMONSTRATION PROJECT

### General Administration Requirements

The California Certified Farmers' Market Coupon Demonstration Project would distribute ten two-dollar coupons to each of the 3,760 eligible WIC participants for use in four specified certified farmers' markets (CFMs) to purchase fresh produce. Two certified farmers' markets are located in Sacramento and two in Los Angeles. The coupons will be issued in June or July during regularly scheduled WIC participant visits to the agency and must be redeemed by September 30, 1989.

The primary objective of the project is to educate disadvantaged people about the nutritional value and the availability of fresh fruits and vegetables at certified farmers' markets. The other major objective is to increase the volume of sales at the specified certified farmers' markets.

Sacramento County Health Department, WIC Program, and Public Health Foundation of Los Angeles County, WIC Program, will be the two agencies that will be responsible for distribution of the coupons to all eligible women (pregnant, breastfeeding, and postpartum) and children in the designated areas. The WIC Program's priority system will be used if all eligible participants cannot be served.

The agencies will also be responsible for presenting group nutrition education classes to all participants receiving coupons. The educational classes will focus on the fruits and vegetables participants can obtain with the coupons, their nutritional value, meal planning to incorporate fruits and vegetables into their daily diets, and proper storage of the fruits and vegetables. During the class, participants will receive a map indicating the location of the certified farmers' market, and how to use and redeem the coupons. Questions will be posed to assess the following objectives:

- participant is able to identify which foods she/he can buy with coupons.
- participant is able to select the proper amount of food she/he can buy with coupons since no cash change will be provided.
- participant is able to indicate by what date the coupons must be used.

Each participant's family file folder will be used to document the issuance of the coupon and that the participant received the education and could correctly answer all of the questions.

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Each certified farmers' market manager will be responsible for collection of the coupons from the producers, accuracy and assurance of producer compliance, and redemption of the coupons at his or her market. The manager will then forward the coupons to the California Department of Food and Agriculture (CDFA), Direct Marketing Program. Upon receipt of the coupons, CDFA will be responsible for the accounting procedures and reimbursement of the market managers.

CDFA is also responsible for designing and printing coupons, distribution of the coupons to the proper WIC agencies, monitoring the use and redemption of the coupons.

Currently, state legislation is being introduced that would appropriate General Fund money to match grant funds being made available by Section 501 of the Hunger Prevention Act. Additional funding has also been pledged by the market associations involved.

The administrative staff will consist of a Direct Marketing Specialist from CDFA who will monitor data collection, facilitate coupon redemption, and assure the overall completion of all tasks. An Office Assistant II will also be provided to assist to insure proper accounting and redemption by all CFMs involved. The Sacramento County Health Department, WIC Program will provide a Dietitian to supervise the project, a Community Health Aide to screen clients for program eligibility, evaluate diets, provide nutrition counseling and distribute nutrition materials, and a Typist Clerk II to assist in distributing coupon allotments to participants and accounting for coupon distribution. The Public Health Foundation of Los Angeles County, WIC Program will provide a Nutritionist I to supervise the project, a Nutrition Program Assistant to screen clients for program eligibility, evaluate diets, provide nutrition counseling and distribute nutrition materials, and a Voucher Clerk to assist in distributing coupon allotments to participants and accounting for coupon distribution.

The duties of the CFM manager will include instructing the producers on the proper use of the coupons, collection of the coupons at the end of the market day, proper accounting and redemption of the coupons, and forwarding processed coupons to CDFA for reimbursement.

The CDFA has an accepted computerized accounting system and adequate recordkeeping procedures in operation with which to maintain separate state and federal funds for this project in accordance with the Government Accounting Auditing Financial Report.

The Direct Marketing Program will collect the following data:

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- \* number of coupons distributed monthly, by location of WIC site (supplied by the WIC program)
  - \* number of coupons redeemed monthly, by CFM location
  - \* dollar volume of sales increases due to coupon use (supplied by CFM managers)
  - \* total number of farmers affected by the project

All data will be stored on Program computer systems and evaluated, analyzed, and summarized as needed for preparation of annual project operation and financial reports to FNS.

### **Certification and Food Delivery Requirements**

The targeted CFMs were selected because of interest and cooperation expressed by the management and the abundance of fresh, wholesome fruits and vegetables available at each market. The proximity of each CFM to high concentrations of eligible WIC participants and the estimated ethnicity of each area is listed below:

Sacramento County Health Department will serve 610 participants at their Oak Park site, 3425 Martin Luther King (previously Sacramento) Blvd., Sacramento, 95817 and 750 participants at their South City site, 7222 24th Street, Sacramento, 95822. Ethnicity for both sites is:

- 46% White
- 25% Southeast Asian
- 24% Black
- 5% Hispanic

The McClatchy Park CFM, located at 33rd Street and 5th Avenue, will serve the participants of the Oak Park agency site. The Florin Mall CFM, located at the Florin Mall Shopping Center, 6117 Florin Road, will serve the participants of the South City agency site (maps enclosed). Both CFMs are operated by the Certified Farmers' Market Association of Sacramento and managed by Dan Best.

The Public Health Foundation of Los Angeles County will serve 1,200 participants at their Alhambra Library site, 410 West Main Street, Alhambra, 91801. Ethnicity is as follows:

- 75% Hispanic
- 15% Black
- 10% White

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The Alhambra CFM, located at the corner of Chico Street and Stoneman Avenue, will serve the Alhambra Library agency site (map enclosed). The market is managed by Teresa Lees.

Public Health Foundation of Los Angeles County will also serve 1,200 participants at their Henderson Community Center, 911 East 25th Street, Los Angeles, 90011. Ethnicity is as follows:

60% Hispanic  
40% Black

The Los Angeles CFM, located at 1432 West Adams Blvd., will serve the Henderson Community Center agency site (map enclosed). The market is managed by Leilani Taliaferro.

A certified farmers' market is a location approved by the county agricultural commissioner where products may be sold by certified producers directly to consumers. A CFM may be operated by one or more certified producers, by a non-profit organization, or by a local government agency.

A certified producer is a producer authorized by the county agricultural commissioner to sell directly to the consumer at a CFM products produced upon land which the certified producer controls.

Certified farmers' markets are authorized by Title 3, Article 6.5 of the California Administrative Code.

Each of the three CFM managers involved will be trained by the participating Direct Marketing Specialist at a meeting arranged by the Direct Marketing Program. Emphasis will be placed on proper coupon collection procedures, accounting accuracy, appropriate producer compliance, and acceptable coupon redemption methods. The managers will be responsible for producer instruction and procedure implementation. The CFMs will be monitored by the Program through spot checks to ensure that coupons are being accepted only for eligible foods.

CFM's operate generally under authority of their market association rules and regulations. Since they are also governed by CDFA's Direct Marketing Regulations, CFM managers are accustomed to following procedures and adhering to rules and regulations. In the unlikely event that sanctions are necessary, CDFA will institute a disqualification process eliminating future participation in the coupon demonstration project by any market found to be in violation of the written agreement between the individual markets and CDFA.



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The WIC Program Manual 320-20 will be followed to ensure secure storage of coupons prior to and during distribution by the local agencies (copies enclosed). Coupons will not be mailed to WIC participants. Coupons being mailed for redemption will be insured for face value and forwarded by registered mail.

Two-dollar denomination coupons will be imprinted with sequential serial numbers in books of ten. Two cover pages with attached carbon on each book will be completed by the WIC participant to include name, address, city, and zip code. One cover page will be retained by the WIC Program. The other cover page will be forwarded to the redemption center. The seal of the State of California and the Direct Marketing logo, as well as the name and location of authorized CFMs that can redeem the coupons will be imprinted on each coupon. In addition, the coupons will be printed on counterfeit protected stock.

Voucher Reconciliation guidelines of the WIC Program Manual 330-10 will be implemented to ensure accurate accountability of the coupons immediately following distribution (copy enclosed). Coupon reconciliation at the redemption center will involve the following steps:

- \* WIC participant will be entered into data base upon receipt of the imprinted cover page from the WIC Program. The following information will be recorded:

- Participant name or identification number
- CFM identification
- number of coupons redeemed
- dates coupons are redeemed
- producer identification

- \* Upon accurate completion of the accounting process, a check will be mailed to the appropriate CFM managers within ten working days.

All valid coupons must be received by the redemption center no later than 5:00 P.M., Friday, October 13, 1989 to be eligible for payments. Payments to CFMs will be submitted within ten working days following receipt of the coupons.

The name of the eligible CFM will be imprinted on each coupon. Each CFM manager will deliver coupon batches to the redemption center by hand or registered mail for payment. The Direct Marketing Program will monitor the selected CFMs to ensure only eligible foods are being purchased with coupons. The selected CFMs have only one market day per week. By setting the redemption deadline within ten working days of the valid coupon date, the possibility for redeeming coupons outside the valid dates is

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eliminated. Redemption checks will only be issued to authorized CFM representatives that produce proper accounting and coupon batches received by hand or registered mail.

WIC participants with complaints about distribution will contact the California Department of Health Services, WIC Program. Farmers selling in one of the selected CFMs will have access to the Direct Marketing Program's toll-free telephone number to register informal complaints about the project.

The Direct Marketing Program will coordinate with each CFM and develop a written agreement which will detail the responsibilities of each and will be endorsed by both parties.

### **Special Features or Enhancements**

Eligible foods which participants may purchase with these coupons include all fresh fruits and vegetables sold at the certified farmers' markets. Eligible fresh fruit products include apples, apricots, blueberries, boysenberries, olalliberries, cherries, dates, figs, grapefruit, grapes, kiwifruit, lemons, cantaloupes, honeydew melons, persian melons, oranges, peaches, pears, plums, pomegranates, prunes, strawberries, tangerines, tangelos, watermelons, and any other fresh fruit produced within the State of California.

Eligible fresh vegetable products include artichokes, asparagus, avocados, beans, beets, broccoli, brussel sprouts, cabbage, carrots, cauliflower, celery, corn, cucumbers, eggplant, garlic, leeks, lettuce, mushrooms, onions, parsley, peppers, potatoes, radishes, shallots, spinach, sweet potatoes, squash, tomatoes, and any other fresh vegetable produced within the State of California.

Nuts or products that have been processed are not eligible.

Each of the CFMs has an association that assists with the market operation and the Oak Park community has a strong volunteer base. Volunteers will be recruited from participating certified farmers' market associations or community organizations to assist with administrative duties of the market managers.

The Direct Marketing Program will produce and distribute informational signs to be displayed at the CFMs. These signs will identify the markets as participating locations for redemption of the coupons.

# SECTION A - BUDGET SUMMARY

Grant Program, Function or Activity (a)	Federal Catalog No. (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1.		\$	\$	\$	\$	\$
2.						
3.						
4.						
5. TOTALS		\$	\$	\$	\$	\$

# SECTION B - BUDGET CATEGORIES

6. Object Class Categories	- Grant Program, Function or Activity				Total (5)
	(1)	(2)	(3)	(4)	
a. Personnel	\$ 15,600	\$	\$	\$	\$
b. Fringe Benefits	4,992				
c. Travel	2,000				
d. Equipment	0				
e. Supplies	3,500				
f. Contractual	2,000				
g. Construction	0				
h. Other Coupon redemption	52,640				
i. Total Direct Charges					
j. Indirect Charges	5,500				
k. TOTALS	\$ 86,232	\$	\$	\$	\$
7. Program Income	\$	\$	\$	\$	\$

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Subcommittee on Agri-Forestry

April 13, 1989

Mr. John Molloy  
Sacramento Housing and  
Redevelopment Agency  
630 I Street  
Sacramento, CA 95814

Dear John:

Thank you for agreeing to pursue funding for the Food Nutrition  
Couponing Program in AB 1380.

This is a great idea. I remain optimistic about implementing it  
in Sacramento and Los Angeles counties on a pilot project basis  
even without U.S. Department of Agriculture funding. As a result,  
staff has instructions to solicit financial support from private  
and public sources for approximately \$60,000.

Since AB 1380 is up for a vote in my Assembly Agriculture  
Committee on May 1, I am hopeful at that point that I can report  
alternative funding sources are tentatively committed. If that is  
the case, I am confident the California Department of Food and  
Agriculture's \$25,000 can still be made available.

John, I look forward to hearing from you as soon as you can.

Sincerely,



NORM WATERS, Chairman  
Assembly Agriculture Committee

NW:mfj

cc: Councilmember Lynn Robie  
Councilmember Joe Serna  
Supervisor Illa Collin