

Office of Regulatory Management
Economic Review Form

Agency name	Virginia Department of Aging and Rehabilitative Services
Virginia Administrative Code (VAC) Chapter citation(s)	N/A (Guidance Document)
VAC Chapter title(s)	VDA Farm Market Fresh Handbook for Farmers
Action title	2025 Handbook Revisions
Date this document prepared	May 27, 2025
Regulatory Stage (including Issuance of Guidance Documents)	Guidance Document Update

Cost Benefit Analysis

Complete Tables 1a and 1b for all regulatory actions. You do not need to complete Table 1c if the regulatory action is required by state statute or federal statute or regulation and leaves no discretion in its implementation.

Table 1a should provide analysis for the regulatory approach you are taking. Table 1b should provide analysis for the approach of leaving the current regulations intact (i.e., no further change is implemented). Table 1c should provide analysis for at least one alternative approach. You should not limit yourself to one alternative, however, and can add additional charts as needed.

Report both direct and indirect costs and benefits that can be monetized in Boxes 1 and 2. Report direct and indirect costs and benefits that cannot be monetized in Box 4. See the ORM Regulatory Economic Analysis Manual for additional guidance.

Background: Farm Market Fresh is a federal nutrition grant program administered by the Virginia Department for Aging and Rehabilitative Services (DARS) Division for Aging Services (DAS). The purpose of the program is to provide fresh fruit and vegetables, and nutrition education to participants, promote farmers' markets as a direct marketing outlet for Virginia farmers, and promote the sale of Virginia fresh fruit, vegetables and cut herbs. Farm Market Fresh authorizes local farmers to accept Senior and WIC Farmers Market Nutrition Program (S/FMNP) benefits. Last year, this program partnered with 344 farmers and assisted 22,561 older adults and 9,283 WIC recipients.

The proposed changes to the VDA Farm Market Fresh Handbook for Farmers include:

- An updated USDA Nondiscrimination Statement to conform to the USDA Nondiscrimination Policy as derived from the USDA website, plus the addition of the website for the USDA Program Discrimination Complaint Form, AD-3027.
- The Selection Criteria section now includes the availability of an eligibility waiver for farmers that do not meet the \$1,000 sell requirement, has crop failure due to events beyond human control, or another requirement they do not believe they can meet.
- The Authorization Agreement requires all farmers to attend face-to-face or virtual training to learn about the Healthy Together system for the 2025 program year.
- To match current practices, program technology, and terminology, the section titled "Vouchers" is now titled "Benefits." It now reflects new procedures including the removal of paper vouchers. Seniors and WIC recipients are now issued a digital account or a benefit card. They are instructed to keep these accounts/cards for continued use in subsequent program years. Farmers are instructed to use the Healthy Together mobile app to submit benefit redemptions. Farmers can no longer mail in vouchers for redemption.
- Throughout – "voucher(s)" is now "benefit(s)."
- Violations leading to non-payment of improperly transacted Farm Market Fresh benefits include incorrect amounts transacted between participant and farmer. After non-payment, efforts to correct the transaction will be attempted.
- Replaced the map that displays regions that participate in Farm Market Fresh and updated the reference name from "Virginia Area Agencies on Aging (AAA)" to "Farm Market Fresh Participating Agencies" with a QR code that provides this information.
- Non-substantive grammatical edits and contact information updates are made.

The changes to this document support Virginia's compliance with the federal grant requirements.

Table 1a: Costs and Benefits of the Proposed Changes (Primary Option)

(1) Direct & Indirect Costs & Benefits (Monetized)	The changes to this document support Virginia's compliance with the federal grant requirements. There are no costs associated with these changes. Direct Costs: \$0 Indirect Costs: \$0 Direct Benefits: \$416,057 Indirect Benefits: \$0	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) \$0	(b) \$416,057
(3) Net Monetized Benefit	\$416,057	
(4) Other Costs & Benefits (Non-Monetized)	The primary change to this existing document is the transition from using paper documents to issue benefits to S/FMNP recipients and for farmers to submit for redemption to using electronic accounts/benefits cards for people receiving S/FMNP and a mobile or tablet application for farmers to redeem benefits. Other changes include non-substantive, grammatical edits, and updated contact information. The benefit of these changes is greater clarity for participating partners and farmers. Further, ensuring that the document filed on the Town Hall website is updated and consistent with current practices provides the public, participating farmers, and stakeholders with clear and accessible information. This advances ORM's goals of streamlined access and transparency.	
(5) Information Sources	N/A	

Table 1b: Costs and Benefits under the Status Quo (No change to the regulation)

(1) Direct & Indirect Costs & Benefits (Monetized)	Direct Costs: \$0 Indirect Costs: \$0 Direct Benefits: \$0 Indirect Benefits: \$0
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(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) \$416,057	(b) \$0
(3) Net Monetized Benefit	-\$416,057	
(4) Other Costs & Benefits (Non-Monetized)	The changes to the Handbook ensure compliance with federal grant requirements. If DARS does not update the document accordingly, the agency could risk the loss of the federal grant funds. If the document is not updated on Town Hall to reflect current practices and information, it could create confusion among the public, participating farmers, and stakeholders, and run contrary to ORM's goals of streamlined access and transparency.	
(5) Information Sources		

Table 1c: Costs and Benefits under Alternative Approach(es)

(1) Direct & Indirect Costs & Benefits (Monetized)	There are no alternatives that result in updating this existing guidance document. Direct Costs: \$0 Indirect Costs: \$0 Direct Benefits: \$0 Indirect Benefits: \$0	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) \$0	(b) \$0
(3) Net Monetized Benefit	\$0	
(4) Other Costs & Benefits (Non-Monetized)	N/A	

(5) Information Sources	N/A
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Impact on Local Partners

Use this chart to describe impacts on local partners. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

Table 2: Impact on Local Partners

(1) Direct & Indirect Costs & Benefits (Monetized)	There are no impacts on local partners. Direct Costs: \$0 Indirect Costs: \$0 Direct Benefits: \$0 Indirect Benefits: \$0	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) \$0	(b) \$0
(3) Other Costs & Benefits (Non-Monetized)	N/A	
(4) Assistance	N/A	
(5) Information Sources	N/A	

Impacts on Families

Use this chart to describe impacts on families. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

Table 3: Impact on Families

(1) Direct & Indirect Costs &	The families who benefit from this federal grant program are low-income older adult and WIC participant households who receive Farm Market
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Benefits (Monetized)	Fresh benefits to purchase fresh produce from local Virginia farmers at farmers' markets. Direct Costs: \$0 Indirect Costs: \$0 Direct Benefits: \$0 Indirect Benefits: \$0	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) \$0	(b) \$0
(3) Other Costs & Benefits (Non-Monetized)	N/A	
(4) Information Sources	N/A	

Impacts on Small Businesses

Use this chart to describe impacts on small businesses. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

Table 4: Impact on Small Businesses

(1) Direct & Indirect Costs & Benefits (Monetized)	Local Virginia farmers who participate in this federal grant program are small businesses. Direct Costs: \$0 Indirect Costs: \$0 Direct Benefits: \$0 Indirect Benefits: \$0	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) \$0	(b) \$0

(3) Other Costs & Benefits (Non-Monetized)	The primary change to this existing document is the transition from using paper documents to issue benefits to S/FMNP recipients and for farmers to submit for redemption to using electronic accounts/benefits cards for people receiving S/FMNP and a mobile or tablet application for farmers to redeem benefits. Other changes include non-substantive, grammatical edits, and updated contact information. The benefit of these changes is greater clarity for participating partners and farmers. There are no costs associated with these changes.
(4) Alternatives	
(5) Information Sources	

Changes to Number of Regulatory Requirements

Table 5: Regulatory Reduction

For each individual action, please fill out the appropriate chart to reflect any change in regulatory requirements, costs, regulatory stringency, or the overall length of any guidance documents.

Change in Regulatory Requirements

VAC Section(s) Involved*	Authority of Change	Initial Count	Additions	Subtractions	Total Net Change in Requirements
	(M/A):				
	(D/A):				
	(M/R):				
	(D/R):				
				Grand Total of Changes in Requirements:	(M/A): (D/A): (M/R): (D/R):

Key:

Please use the following coding if change is mandatory or discretionary and whether it affects externally regulated parties or only the agency itself:

(M/A): Mandatory requirements mandated by federal and/or state statute affecting the agency itself

(D/A): Discretionary requirements affecting agency itself

(M/R): Mandatory requirements mandated by federal and/or state statute affecting external parties, including other agencies

(D/R): Discretionary requirements affecting external parties, including other agencies

Cost Reductions or Increases (if applicable)

VAC Section(s) Involved*	Description of Regulatory Requirement	Initial Cost	New Cost	Overall Cost Savings/Increases

Other Decreases or Increases in Regulatory Stringency (if applicable)

VAC Section(s) Involved*	Description of Regulatory Change	Overview of How It Reduces or Increases Regulatory Burden

Length of Guidance Documents (only applicable if guidance document is being revised)

Title of Guidance Document	Original Word Count	New Word Count	Net Change in Word Count
VDA Farm Market Fresh Handbook for Farmers	6,302 words 24 pages	6,051 words 26 pages	- 251 words + 2 pages

*If the agency is modifying a guidance document that has regulatory requirements, it should report any change in requirements in the appropriate chart(s).