

2022 Farm to Clinic Pop-Up Market

A community collaboration to make local produce more accessible

On June 6th, 2022, the Carrboro Farmers' Market and the Piedmont Health Services WIC Clinic ran their second "Farm to Clinic" pop-up market. WIC FMNP-eligible shoppers attended the three hour market to receive their coupons and shop for fresh produce. WIC FMNP coupons are distributed in \$5 increments and can be used to purchase fresh fruits and vegetables.



Growing Locally: Connecting Farmers and WIC Shoppers

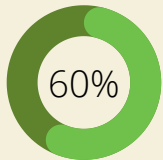
ROCKY RUN FARM
Mebane, NC

MU TAR K'PAW GARDENS
Chapel Hill, NC

LYON FARMS
Creedmoor, NC

HUANONG ECO-ORGANIC FARM
Hurdle Mills, NC

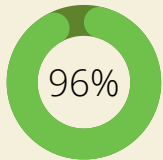
These farms were chosen to participate in the farm to clinic market based on the following criteria: accepting both WIC FMNP coupons and Double Bucks tokens; having a weekly presence at the CFM; showing interest in the goals of the pop-up market; and selling culturally relevant and affordable produce. CFM and PHS team members led guided market tours for all shoppers. Additionally, a shopper experience survey was made available in English, Spanish, and Karen. Some survey results are featured below:



were using WIC FMNP coupons for the first time



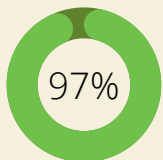
Over 80 shoppers served in three hours



were able to find food that their families enjoy



250 WIC FMNP coupons redeemed, totaling \$1,250



would recommend the market to a friend



\$660 spent in Double Bucks and SNAP/EBT



said the market was very helpful for using FMNP coupons



Over 156 pounds of produce taken home

The Carrboro Farmers' Market and Piedmont Health Services are committed to providing continued support for FMNP shoppers at CFM markets. Visit our Information Tent for guided market tours and assistance regarding the SNAP/EBT, WIC FMNP, and Double Bucks programs. Created by Nandini Singh, MPH Student at Gillings School of Global Public Health.

