

# Farmers' Market Nutrition Program: Implementation Toolkit

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## Acknowledgments

The **National WIC Association (NWA)** is the nonprofit voice for the 12,000 public health nutrition service provider agencies that support over 6.8 million mothers, babies, and young children through WIC. NWA provides education, guidance, and support to WIC staff, driving innovation and advocacy to strengthen WIC as we work toward a nation of healthier families. For more information, visit [www.nwica.org](http://www.nwica.org).

In 2023, NWA received a grant from the Elevance Health Foundation to launch the Increasing Access to Healthy Food Through Farmers' Markets initiative, a groundbreaking "food as medicine" program. This three-year project aims to expand access to fresh, nutritious foods for low-income families by increasing participation in the Farmers' Market Nutrition Program (FMNP) and enhancing participants' ability to utilize the FMNP benefits and the core WIC fruit and vegetable Cash Value Benefit (CVB) at farmers' markets.

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# How to Use this Toolkit

This toolkit is designed to support WIC Agencies at various stages of implementing the Farmers' Market Nutrition Program (FMNP). Whether your agency is launching a new effort or strengthening an existing program, each toolkit section can be used individually or together, based on your agency's needs and priorities.

- **Case studies** offer real examples of how WIC Agencies have addressed common FMNP challenges and implemented promising practices.
- **Tip sheets** provide easy-to-read, practical guidance on key areas of FMNP implementation, such as farmer engagement, benefit redemption, or e-solutions. The steps laid out in the tip sheets can be applied across diverse settings to strengthen outcomes and expand community impact.
- **Videos** provide quick, actionable guidance for WIC FMNP staff on enhancing program reach, fostering farmer relationships, and supporting electronic solutions. Use videos during staff training, internal learning, or to spark conversations with community partners as you work to strengthen your program.

**Advance access to the WIC Farmers' Market Nutrition Program by strengthening the implementation of promising practices across WIC Agencies!**

## Call to Action

Building a stronger, more accessible WIC FMNP starts with state and local action, and you play a key role!

For State WIC Agencies:

- **Review the toolkit** and identify strategies that align with your goals, such as vendor recruitment, improving benefit redemption rates, or transitioning to eFMNP.
- **Support Local Agencies** in using the toolkit to inform planning, training, and outreach efforts.
- **Foster collaboration** by creating spaces for Local Agencies to share their successes, challenges, and lessons learned.

For Local WIC Agencies:

- **Reflect on your program's strengths and challenges** and identify 1-2 priority areas to focus on this FMNP season.
- **Adapt the toolkit strategies** to your local context. What is already working well? What new ideas from the toolkit can you put into action?
- **Share toolkit resources** with community partners, farmers, and market managers.

**Together, we can grow a more effective, inclusive, and impactful WIC FMNP!**

# Case Studies

WIC Agencies with successful FMNP can provide valuable insights and inspiration for other agencies working to strengthen and expand similar efforts. The following case studies highlight four states that have effectively implemented and grown their FMNP initiatives. These examples were developed from in-depth interviews conducted as part of the data collection process for the [Farmers' Market Nutrition Program Landscape Scan Report](#). The selected states showcased strong strategies in program implementation, funding, and sustained farmer engagement. Each case study is organized around key topic areas identified in the Landscape Scan as critical barriers and facilitators to FMNP implementation and WIC participant engagement.

## [Utilizing Technology to Improve Program Efficiency](#)

Tools such as QR codes, mobile apps, cellphones, tablets, and hotspots can help address barriers faced by farmers and WIC participants in rural or underserved areas, enhance the efficiency of benefit redemption, and reduce the financial burden on local vendors.

## [Participant Education & Maximizing Benefits](#)

Educating participants on how to utilize their benefits effectively is crucial for boosting redemption rates. Clear guidance, paired with food demonstrations that use seasonal and culturally relevant ingredients, empowers families to utilize and enjoy their FMNP benefits confidently.

## [Utilizing External Funding for FMNP](#)

FMNP funding has declined since fiscal year 2023. To address funding gaps, State and Local Agencies are blending public and private support and leveraging local partnerships to enhance program delivery and sustainability.

## [Farmer Engagement, Recruitment, and Retention](#)

A key facilitator of successful FMNP implementation is a site's ability to engage, recruit, and retain farmers effectively. FMNP sites have employed a range of strategies, including personal outreach, collaborative partnerships, targeted communications, and tailored training, to build strong relationships with farmers and ensure their continued participation.

# Tip Sheets

Building a strong and effective WIC FMNP requires tangible strategies that can be adapted and applied across various WIC Agency settings. The following tip sheets provide actionable guidance drawn from real-world experience and best practices across WIC Agencies and farmers. Each set of tips focuses on a key aspect of FMNP, offering simple, effective ways to strengthen program outcomes and ensure broader community impact. These tips can be shared and used by WIC participants, farmers, and WIC Agencies.

## For WIC Participants

This participant-facing tip sheet offers families simple steps to maximize their FMNP benefits. Post it on social media, include them in newsletters, or print them for WIC Local Clinics and farmers' markets to ensure participants have the tools they need to shop confidently and get the most out of their benefits.

- [Top 5 Tips to Maximize Your WIC Farmers' Market Nutrition Program Benefits](#)

## For Farmers

This tip sheet provides farmers with practical, easy-to-implement strategies to boost FMNP sales and create a welcoming experience for WIC participants. Share it through email, farmer training, or print copies for distribution at markets to help farmers make the most out of their partnership with WIC.

- [Top 5 Tips for Successful Farmers' Market Nutrition Program Sales at Your Stand](#)

## For State and Local WIC Agencies

These tip sheets offer actionable strategies for State and Local Agencies to boost farmer engagement, improve redemption rates, and support farmers in adopting e-solutions. Use these tips in planning, training, and outreach efforts to build a stronger, more accessible, and equitable WIC FMNP.

- [Top 5 Tips to Maximize Farmer Engagement in the WIC Farmers' Market Nutrition Program](#)
- [Top 5 Tips to Improving WIC Farmers' Market Nutrition Program Redemption Rates](#)
- [Top 5 Tips for Helping Farmers Use E-Solutions in WIC Farmers' Market Nutrition Program](#)

# Video Tutorials: Strengthening Your WIC FMNP Implementation

These short videos are designed to support WIC FMNP staff with actionable guidance on improving your program's reach and effectiveness. Each video offers strategies that State or Local Agencies can use for staff training, internal learning, or as conversation starters with partners and stakeholders. Together, these resources will help you grow a more accessible, responsive, and impactful farmers' market program.

## **How to Improve Your WIC Farmers' Market Nutrition Program**

Looking for simple ways to strengthen your WIC FMNP? This video shares high-impact strategies that State and Local Agencies can use to boost participation, expand outreach, and better support families in their communities.

[Access the video here.](#)

## **How to Build Relationships with Farmers in the WIC Farmers' Market Nutrition Program**

Strong relationships with farmers are crucial to a successful WIC FMNP. This video offers tips for State and Local Agencies on how to build trust, communicate effectively, and create lasting, mutually beneficial partnerships with farmers.

[Access the video here.](#)

## **Helping Farmers Use E-solutions in the WIC Farmers' Market Nutrition Program**

Transitioning to electronic systems can be challenging, but it doesn't have to be! This video outlines five key ways State and Local Agencies can support farmers in adopting e-solutions, from simplifying technology to offering hands-on training and ongoing support.

[Access the video here.](#)

# Conclusion

The WIC FMNP is more than a benefit; it's a bridge between families and farmers, nutrition and equity, current practice and innovation. Through this toolkit, we've shared tools, strategies, case studies, and insights that reflect the real-world experiences of WIC Agencies working to make FMNP more effective, accessible, and community-centered.

Advancing FMNP depends on collaboration, innovative thinking, and the dedication of those working directly with families and farmers. Whether you're just beginning or refining a long-standing program, the National WIC Association hopes these resources help you navigate challenges, spark new ideas, and strengthen State and Local FMNP implementation.

**Thank you for your dedication to building a healthier, more resilient food system. Your efforts are expanding access to fresh, local food, planting the seeds for stronger, more connected communities!**

