

Farmers' Market Nutrition Program: Implementation Toolkit

June 2026

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.

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.



National WIC Association



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General Table of Contents

How to Use this Toolkit	1
Call to Action	1
Case Studies	2
Tip Sheets	3
Video Tutorials: Strengthening Your WIC FMNP Implementation	4
Cash Value Benefit Model Application	6
Conclusion.....	8

Table of Contents by Audience

State and Local WIC Agencies

Case Studies	2
Tip Sheets	3
Video Tutorials: Strengthening Your WIC FMNP Implementation	4
Cash Value Benefit Model Application	6

Farmers and Farmers’ Market Managers

Tip Sheets	3
Video Tutorials: Strengthening Your WIC FMNP Implementation	4

WIC Participants

Tip Sheets	3
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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, transitioning to e-solutions, or troubleshooting online platforms. The steps outlined 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 relationships with farmers, and supporting electronic solutions. While most videos are intended for staff use, a video on technology troubleshooting guidance can support farmers or farmers' market managers. Use videos during staff training, internal learning, or to spark conversations with community partners and farmers as you work to strengthen your program.
- **Cash Value Benefit (CVB) Model Application** helps State Agencies amend their State Plans to include CVB at farmers' markets and support FMNP vendors in becoming authorized to accept CVB.

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 in it!

For State WIC Agencies:

- **Review the toolkit** and identify strategies that align with your goals, such as vendor recruitment and engagement, improving benefit redemption rates, or transitioning to eFMNP, or implementing CVB at markets.
- **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?
 - 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 (District of Columbia, Massachusetts, New Mexico, Washington) 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 featuring seasonal and culturally relevant ingredients, empowers families to confidently use and enjoy their FMNP benefits.

[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 and Farmers' Market Managers

These tip sheets provide farmers with practical, easy-to-implement strategies strengthen their FMNP experience, from boosting sales and creating a welcoming experience for WIC participants to addressing common technology challenges that may arise at the market. 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](#)
- [Top 5 Tips for Troubleshooting Online Platforms](#)

For State and Local WIC Agencies

These tip sheets offer actionable strategies for State and Local Agencies to strengthen every stage of FMNP implementation, from engaging with farmers and increasing benefit redemption to supporting the adoption of e-solutions and integrating CVB into State Plans. Use these tips when planning, training, and conducting outreach 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 the WIC Farmers' Market Nutrition Program](#)
- [Creating a State Plan Amendment for E-Solutions in the WIC Farmers' Market Nutrition Program](#)
- [Step-by-Step Guide: Transitioning to E-Solutions for the WIC Farmers' Market Nutrition Program](#)
- [Top 5 Tips for Choosing Your E-Solutions Platform](#)
- [Preparing a State Plan Amendment for CVB Redemption at Farmers' Markets](#)

Video Tutorials: Strengthening Your WIC FMNP Implementation

These short videos are designed to provide actionable guidance on improving your program's reach, effectiveness, and transitions to e-solutions. Together, these resources will help you grow a more accessible, responsive, and innovative farmers' market program.

For State and Local WIC Agencies

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.](#)

Top 5 Tips for Choosing Your E-Solutions Platform

A well-chosen e-solution benefits everyone; participants can redeem their benefits more easily, farmers can get paid efficiently, and staff can oversee the program effectively. This video shares tips to help guide your decision on which platform works best for you and the communities you serve.

[Access the video here.](#)

Transitioning to E-Solutions for Farmers' Market Nutrition Program

Is your State Agency looking to transition from paper vouchers to using an e-solution for your WIC FMNP operations? Watch this video for a guided walkthrough of simple steps to help ensure a smooth and successful transition.

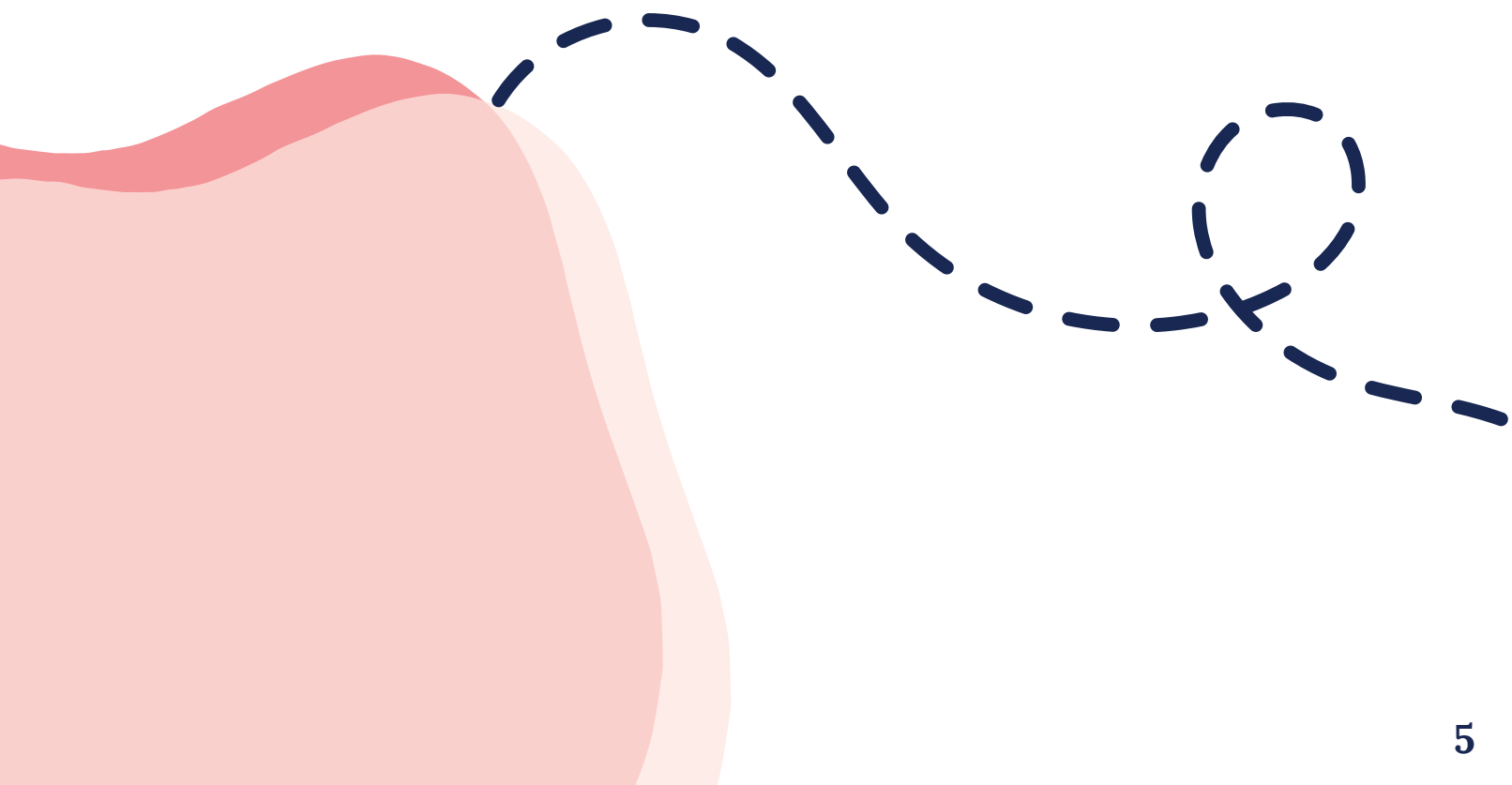
[Access the video here.](#)

For Farmers and Farmers' Market Managers

Troubleshooting Online Platforms

Are you WIC staff, a farmer, or a farmers' market manager looking for quick solutions to technology challenges? Good news! These steps are quick, easy, and often fix common issues right away.

[Access the video here.](#)



Cash Value Benefit Model Application

As we work together to promote increased access to healthy food for families across WIC, our systems must remain consistent, compliant, and adaptable. In this model application, there are sample policies, procedures, agreements, and comprehensive checklists designed to assist your State Agency in developing or updating your application process for authorizing farmers and farmers' markets to accept the Cash Value Benefit (CVB). These resources reflect 2025 federal regulations and can be used as templates for:

- Drafting policies
- Training staff
- Submitting State Plan amendments
- Supporting the transition to electronic benefit solutions (e-solutions), if applicable

The CVB Model Application is intended to support agencies at all stages; it does not matter if you are just starting to implement a CVB system or updating your existing agreements. For states that already have e-solutions in place or are working to implement both CVB and electronic solutions for FMNP (eFMNP) at markets, it's important to ensure these platforms are fully compatible. Integrating these platforms can simplify operations for farmers and markets, reduce administrative burdens, and provide participants with a smooth, unified shopping experience.

We encourage you to customize these subsequent documents to fit your program structure, state and local needs, and current technological capacity. The goal of these materials is to provide your agency with tools that reduce administrative burden, promote regulatory alignment, and ultimately strengthen the services you provide to participants.

Note: These resources have not been reviewed by the United States Department of Agriculture (USDA) Food and Nutrition Administration (FNA) and should be used as a guide in conjunction with official USDA FNA websites and federal regulations.

Tools Available to Support CVB Implementation

For State Agencies and FMNP Vendors

[Sample Application Template for Authorization to Accept WIC Cash Value Benefit](#)

This sample application provides a clear overview of the information and documentation State Agencies may require from farmers, markets, or roadside stands seeking authorization to accept WIC CVB. It can be used as a template for agencies developing their own application or as a guide to help prospective vendors understand what to expect during the approval process.

[Sample WIC CVB Agreement between Vendors and State Agencies](#)

This sample agreement outlines the roles, responsibilities, and compliance requirements for FMNP vendors authorized to accept WIC CVB. It establishes clear expectations between State Agencies and vendors, supporting smooth operations and the proper redemption of benefits. This resource can guide your development or refinement of vendor agreements to strengthen program integrity and accessibility.

For State Agencies

[Sample New Vendor Onboarding Policy for State Agencies](#)

This sample policy outlines a clear, step-by-step process for onboarding newly authorized farmers and markets to accept WIC CVB. It helps State Agencies ensure that vendors receive consistent training, understand program rules, and are fully prepared to serve WIC participants equitably and without discrimination. This resource can support the development or refinement of onboarding procedures that strengthen compliance, improve vendor readiness, and promote a smooth start to CVB operations.

[Sample Monitoring and Compliance Policy for State Agencies](#)

This sample policy provides a clear framework for how State Agencies can manage the timely renewal of vendor authorization agreements for farmers and markets accepting WIC CVB. It outlines notification timelines, required documentation, and review procedures to ensure vendors remain compliant and prepared to continue serving WIC participants.

[Sample Authorization Renewals Policy for State Agencies](#)

This sample policy establishes a standardized and transparent process for the renewal of WIC CVB authorization for farmers, farmers' markets, and roadside stands at the end of the agreement period. It offers guidance on timelines, reapplication, and communication requirements.

[WIC CVB Process Checklist for WIC State Agencies](#)

This checklist provides a step-by-step guide for State Agencies to manage the full CVB process, from onboarding new vendors to monitoring compliance and processing authorization renewals. It ensures that all tasks are completed consistently and accurately.

For FMNP Vendors

[WIC Cash Value Benefit Process Checklist for Vendors](#)

This checklist guides farmers, farmers' markets, and roadside stands through the steps needed to become authorized and remain compliant in accepting WIC CVB. Using this checklist helps vendors stay organized and meet program requirements.



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 case studies, tip sheets, videos, and templates for authorizing the acceptance of WIC CVB and eFMNP, all reflecting 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!

