



TOP 5 TIPS

TO MAXIMIZE YOUR WIC FARMERS' MARKET NUTRITION PROGRAM BENEFITS

WHAT IS FMNP?

The WIC Farmers' Market Nutrition Program (FMNP), established in 1992, enhances WIC's mission by connecting WIC participants with fresh, locally-grown produce for families, fostering both nutritional well-being and community development!¹ FMNP provides annual benefits during the farmers' market season, which can be used to purchase fresh fruits, vegetables, and herbs from authorized farmers, farmers' markets, and roadside stands.¹

It can be challenging at first to plan a shopping trip to a farm or farmers' market, especially if it's your first time visiting. This is a guide to help you plan your trip to the farmers' market and how to get the best value for your benefits. Following these tips can help ensure you get the most out of your WIC FMNP benefits and be so happy with the produce you were able to get for you and your family to enjoy.

1)

WHERE TO SHOP

To find participating FMNP farmers' markets or farm stands near you, contact your Local WIC Agency. They will be able to tell you specific locations that are convenient for you to get to and work with your schedule. Your state's FMNP website is also a great place to look for participating locations.

2)

PLANNING YOUR TRIP

Before heading out, check the market's hours of operation to make sure it's open when you plan to go. Some farmers' markets may only be open on the weekend or operate certain days of the week. It's also helpful to make a list of the fruits and vegetables you want to buy so you can shop with a purpose. If you're bringing young children, don't forget your stroller so they have a place to sit if they get tired. It's also helpful to pack a few snacks or toys to help keep them entertained while you shop! If possible, see if another adult can accompany you.



¹ Food and Nutrition Service. Overview. Accessed March 18, 2025. <https://www.fns.usda.gov/fmnp/overview>

3)

PLAN YOUR MEALS AND SNACKS FOR THE WEEK

Think about how you want to spend your FMNP benefits before you arrive. Consider which fruits and veggies you and your family enjoy, and plan how much you want to spend on each item. Perhaps you want to make a meal that requires more tomatoes or maybe your kids like strawberries!

To get the most out of your benefits, try comparing prices at different stands and choosing in-season fruits and vegetables, which are often more affordable. You can also maximize your purchasing power by combining FMNP benefits with other food assistance programs like SNAP, CVB (Cash Value Benefit), or local food dollars*.

4)

ARRIVAL AT THE FARM/MARKET

Arriving early gives you the best selection of fresh produce, as popular items may sell out quickly. Take your time walking through the market to explore your options and make the most of your visit. Giving yourself plenty of time helps you avoid feeling rushed and enjoy the experience more fully. If you have older kids with you, turn it into a fun learning activity by having them identify colors or count different fruits and vegetables!

5)

TALK TO FARMERS

Farmers are happy to answer questions and offer advice. Ask about how to pick the freshest produce, how to store it at home, or how to use your WIC FMNP benefits wisely—they're a great source of helpful information.



*SNAP- The Supplemental Nutrition Assistance Program (formerly known as the Food Stamp Program), is a federal government food purchasing assistance program. Some states offer a program that gives additional benefits at the Farmers' Market (sometimes called Double UP Food Bucks). Check to see if this is something offered by your state.
CVB- Cash Value Benefit is a component of WIC that provides a monthly allowance to purchase fruits and vegetables. In some states it can be used at the farmers' market. Check your state to see if this is available for you to use.