



# FMNP VS CVB:

## UNDERSTANDING THE DIFFERENCES & MAXIMIZING YOUR BENEFITS

### WHAT IS FMNP?

The **WIC Farmers' Market Nutrition Program (WIC FMNP)** provides eligible families with vouchers in addition to their regular WIC benefits. These vouchers can be used to purchase **fresh, locally grown fruits, vegetables, and herbs** directly from farmers, roadside stands, and farmers' markets.

### WHAT IS CVB?

The **WIC Cash Value Benefit (CVB)** is a fixed monthly dollar amount given to WIC participants, allowing them to purchase fruits and vegetables from **authorized grocery stores and, in some cases, farmers' markets**.

Unlike FMNP, CVB is typically provided electronically through the WIC Card, making it easy to redeem at a variety of locations.<sup>1</sup>

### How are FMNP and CVS similar?

Both Programs:

- Support **WIC participants** in accessing healthy fruits, vegetables, and herbs
- Can be **used at authorized farmers' markets and roadside stands** (where permitted by State Agencies)

### How are FMNP and CVB different?

#### *Where Can They Be Used?*

FMNP: Only at authorized farmers' markets, farm stands, and roadside stands.      CVB: At grocery stores and some farmers' markets.

#### *How are Benefits Received?*

FMNP: Usually distributed as paper vouchers      CVB: Provided as an electronic benefit on the WIC Card

#### *Key Reminders for Using Benefits*

- **Use FMNP benefits first** before spending CVB funds—FMNP is seasonal and expires sooner!
- **Check with your Local WIC clinic** to confirm where CVB can be used at farmers' markets in your area.

**Understanding these differences helps you make the most of your WIC benefits while supporting local farmers and enjoying fresh, nutritious foods!**

<sup>1</sup> The WIC Hub. WIC FMNP Landscape Scan Report. Published 2025. <https://thewichub.org/farmers-market-nutrition-program-landscape-scan-report/?eType=EmailBlastContent&eld=3a015e87-4a33-4cca-b488-bdefd0ca4bf9>