

WIC Farmers' Market Nutrition Program: Social Media Toolkit

May 2025

Acknowledgments

The **National WIC Association (NWA)** is the nonprofit voice for the 12,000 public health nutrition service provider agencies that support over 6.7 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.

This toolkit was developed based on the findings from the WIC Farmers' Market Nutrition Program Landscape Scan Report, which was supported through work conducted by Urban Metrics Consultants.

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Background

For over 50 years, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) has supported low-income families through its prescriptive food package, breastfeeding support, nutrition education, and referrals to health and social services.

Part of WIC's mission is to nourish families with healthy foods, but why should this care be limited to grocery stores when it could also thrive in local farmers' markets and communities, where fresh, whole food options are just around the corner?

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 ranging from \$10 to \$30 per participant 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 Currently, FMNP operates across 49 states, six Indian Tribal Organizations (ITOs), and Puerto Rico.²

In April 2025, the National WIC Association (NWA) published the [Farmers' Market Nutrition Program \(FMNP\) Landscape Scan Report](#), which examines the implementation of FMNP, electronic FMNP (eFMNP), and Cash Value Benefit (CVB) programs across the nation, focusing on key facilitators and barriers to success. The findings from the Landscape Scan Report provided valuable insights into the challenges and opportunities within FMNP, highlighting key areas where increased awareness and education could drive better participation. These insights directly informed the creation of the social media toolkit, which is designed to address these gaps by offering resources and engaging content to promote the program effectively.

Help your state's FMNP flourish by spreading the word through social media! This toolkit provides valuable outreach materials to raise awareness and increase participation in FMNP through social media. By leveraging social media, we can reach WIC participants, farmers, and community advocates, ensuring that more families take full advantage of the program while supporting local agriculture.

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

² The WIC Hub. 2024 State of WIC Report: Celebrating 50 Years of Impact. Published 2024. Accessed March 18, 2025. <https://thewichub.org/2024-state-of-wic-report-celebrating-50-years-of-impact/>

Social Media Strategies and Best Practices

How to Use Social Media to Enhance WIC FMNP

This WIC Farmers' Market Nutrition Program (FMNP) Social Media Toolkit is designed to help your Agency effectively promote FMNP, increase awareness, and drive participation among WIC families, farmers, and community stakeholders. Here's how to make the most of it:

1. Strengthen Funding & Community Partnerships

Use the infographics, social media posts, and captions to quickly and easily share FMNP messaging across various social media platforms and in local clinics. Customize the content to align with your audience and Agency-specific FMNP details.

2. Choose the Right Platforms

Post on social media channels where your audience is most active.

- Facebook & Instagram: For storytelling, visuals, and engagement
- BlueSky: For quick updates and reminders.
- Tiktok: For storytelling, sharing success stories, and easy how-to content.

3. Engage Your Audience

Use hashtags to expand your reach and increase visibility, while also encouraging engagement by asking questions and inviting WIC participants to share their experiences. Highlighting success stories from FMNP participants and farmers can inspire others to take advantage of the program and showcase its positive impact on families and local communities.

4. Collaborate and Cross-Post

Partner with local farmers' markets, community organizations, and health agencies to share content and maximize outreach.

5. Educate and Empower

Post step-by-step guides on how to use FMNP benefits to help participants navigate the program with ease. Share market schedules, locations, and information on which farmers accept WIC benefits to ensure families know where to shop. Provide nutrition education to empower participants to make healthy choices and address common knowledge gaps related to benefit redemption, making the process more accessible and user-friendly.

Do

- Use the correct graphics size for the platform:
 - Instagram: 1080 by 1350 pixels
 - BlueSky, Facebook: 1600 by 900 pixels
- Know your audience
- Think your audience would respond better to different messaging? Tweak your content and see what works best!
- Use relevant hashtags
- Engage with others' content that is relevant to your topic area or audience

Don't

- Use too many hashtags (more than two)
- Over post - make sure there are a few days between posts about the same topic (such as the posts in this toolkit)
- Just post - engage with others' content and the audience as well

Ready-to-Use Infographics, Social Media Posts & Templates

To make promoting the **WIC Farmers' Market Nutrition Program (FMNP)** as easy as possible, we've created a collection of pre-written social media posts, infographics, and customizable templates for your Agency to use. These posts are designed to engage WIC participants, raise awareness about FMNP benefits, and encourage families to shop at local farmers' markets.

Use these ready-made posts as they are, or personalize them to fit your community's needs!

Infographics

Infographics make FMNP information easy to understand and share, helping to increase awareness among WIC families, farmers, and community stakeholders. These visuals are designed to highlight key program benefits, address common questions, and support outreach efforts.

For WIC Participants

These participant-facing infographics help families understand and engage with FMNP. **Post them on social media, include them in newsletters, or print them for WIC Local Clinics and farmers' markets** to ensure participants have access to essential program details.

[WIC Farmers' Market Nutrition Program \(FMNP\) Overview](#)

[FMNP vs CVB: Understanding the Differences & Maximizing Your Benefits](#)

[eFMNP vs CVB: Understanding the Differences & Maximizing Your Benefits](#)

Each State Agency runs its FMNP differently, so we've included templates to help tailor your messaging. **Share these on social media, include them in newsletters, or print them for Local Clinics and farmers' markets** after adding state-specific details like market locations, dates, and program information.

[How to: Creating an Infographic about WIC FMNP \(Paper Vouchers\)](#)

[How to: Creating an Infographic about WIC eFMNP](#)

[How to: Creating an Infographic about CVB at Farmers' Markets](#)

For Farmers

Struggling to recruit farmers for FMNP? Use this flyer to spread the word! Post it at farmers' markets, hand it to non-participating farmers, or display it in wholesale stores where farmers shop to encourage more farmers to join the program.

[Inviting Farmers to Participate in WIC FMNP](#)

Each WIC Agency runs its FMNP differently. Use this template to create an FAQ Guide for farmers!

[How to: Creating a Frequently Asked Questions \(FAQ\) Guide for Farmers](#)

For State and Local WIC Agencies

Understanding FMNP challenges and best practices is key to improving program effectiveness. These infographics highlight key findings from the FMNP Landscape Scan Report, helping agencies adjust their approach and increase participant awareness. Distribute these within State and Local Agencies through internal communications.

[WIC FMNP Landscape Scan Report Findings](#)

[WIC FMNP Promising Practices](#)



Social Media Posts

Use these pre-written social media posts to promote FMNP on platforms like Facebook, Instagram, and BlueSky. Customize them to fit your audience, add local market details, or include interactive elements like questions or polls to boost engagement.

[Download all graphics here.](#)

Facebook or Instagram

Raising Awareness of WIC FMNP

Understanding FMNP: How to Increase Participant Engagement with eFMNP Benefits

Understanding FMNP: How to Increase Participant Engagement with CVB Benefits

National Farmers' Market Week (First Full Week in August)

What Fruits are in Season? (Summer)

What Vegetables are in Season? (Summer)

What Fruits are in Season? (Fall)

What Vegetables are in Season? (Fall)

BlueSky

Did you know? WIC Farmers' Market Nutrition Program (FMNP) benefits help families buy fresh, local produce while supporting farmers! 🍎🥬 Find a market near you and shop fresh today! #WICFMNP #HealthyEating

Don't let your WIC FMNP benefits go to waste! 🥬🍎 Redeem them for fresh, local produce at participating farmers' markets before the Farmers' Market season is over! #StateFMNP #WIC

Fresh, local, and affordable! 🍎🥬 Use your WIC FMNP benefits to buy delicious fruits, veggies, and fresh herbs at _____ market [Insert Location]. A healthier family starts with fresh food! #WICFMNP #EatFresh

New to the WIC FMNP? No problem! Simply take your vouchers to a participating Farmers' Market, look for the WIC sign, and exchange your benefits for fresh fruits, veggies, and herbs. It's that easy! 🥕🍊 #WICBenefits #ShopLocal [Insert Picture of WIC Sign]

Looking for a Farmers' Market that accepts WIC FMNP benefits? Check with your local WIC office to find a participating market near you! 🥕🥕 #WICFMNP #FindYourMarket

Did you know that you can use your WIC Cash Value Benefit (CVB) at WIC farmers' markets? 🥬🍓 Check with your local WIC office to find a Farmers' Market near you! #WICFMNP #WICCVB

Other Strategies to Boost FMNP Awareness Among WIC Participants

Here are additional resources your Agency can create to help increase awareness and participation in WIC FMNP!

Help WIC Participants Identify WIC Approved Farmers

A standardized logo can help WIC participants easily recognize farmers who accept WIC FMNP benefits. Encourage farmers to display these signs in a clear, visible location so participants can easily find and use their benefits at the market.

[Download FMNP signs here.](#)



Statewide Tools to Support Participation

- **FMNP Market Map:** Create a printable map that shows all WIC-approved farmers and farmers' markets in your state.
- **Farmers' Market Schedule Guide:** Develop a comprehensive calendar of Farmers' Market dates, times, and locations for Local Agencies to easily reference and communicate to WIC participants.
- **Social Media Graphics:** Design shareable visuals on topics such as:
 - FMNP Success Stories – Showcase real participant experiences.
 - Seasonal Recipes – Encourage cooking with fruits and vegetables that can be bought at markets.
 - “Look for This Sign” Awareness – Help WIC families identify WIC farmers.
 - Step-by-Step Redemption Guide– A visual walkthrough of how to use FMNP benefits.
 - Farmers' Market Locator– A regional or county-based guide to market locations.
- **Post Updates on Upcoming Farmers' Markets:** Ensure participants know when farmers' markets are happening, including the date, time, and location, to help them plan their visit.
- **Culturally Informed Recipe Guide or Social Media Posts:** Develop a recipe guide or social media posts featuring culturally relevant recipes that incorporate foods from the WIC food package and the fresh fruits and vegetables WIC participants can buy at farmers' markets. Tailor these recipes to reflect the diverse communities you serve, ensuring they are accessible, familiar, and easy to prepare.

Local Agency Outreach Strategies to Connect WIC Families with Farmers' Markets

- **Farmers' Market Flyers**– Post in WIC clinics, community centers, libraries, and grocery stores with details on market dates, times, and how to use FMNP benefits.
- **Billboards**– Team up with local farmers' markets to post billboards across your community using grant funds that advertise the market with the WIC logo!