

# WIC & Senior Farmers Market Nutrition Program (FMNP)

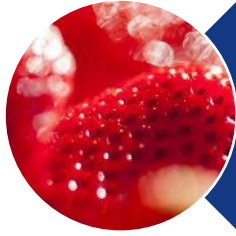


WISCONSIN DEPARTMENT  
of HEALTH SERVICES

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SPAN, May 27<sup>th</sup> 2025

Presented by Allie Valitchka, FMNP Coordinator



## Overview Farmers' Market Nutrition Program (FMNP)



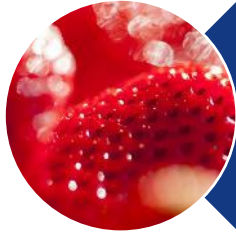
Changes in 2023 and 2024



2025



Resources and questions



## Overview of Farmers' Market Nutrition Program (FMNP)



Changes in 2023 and 2024



2025



Resources and questions

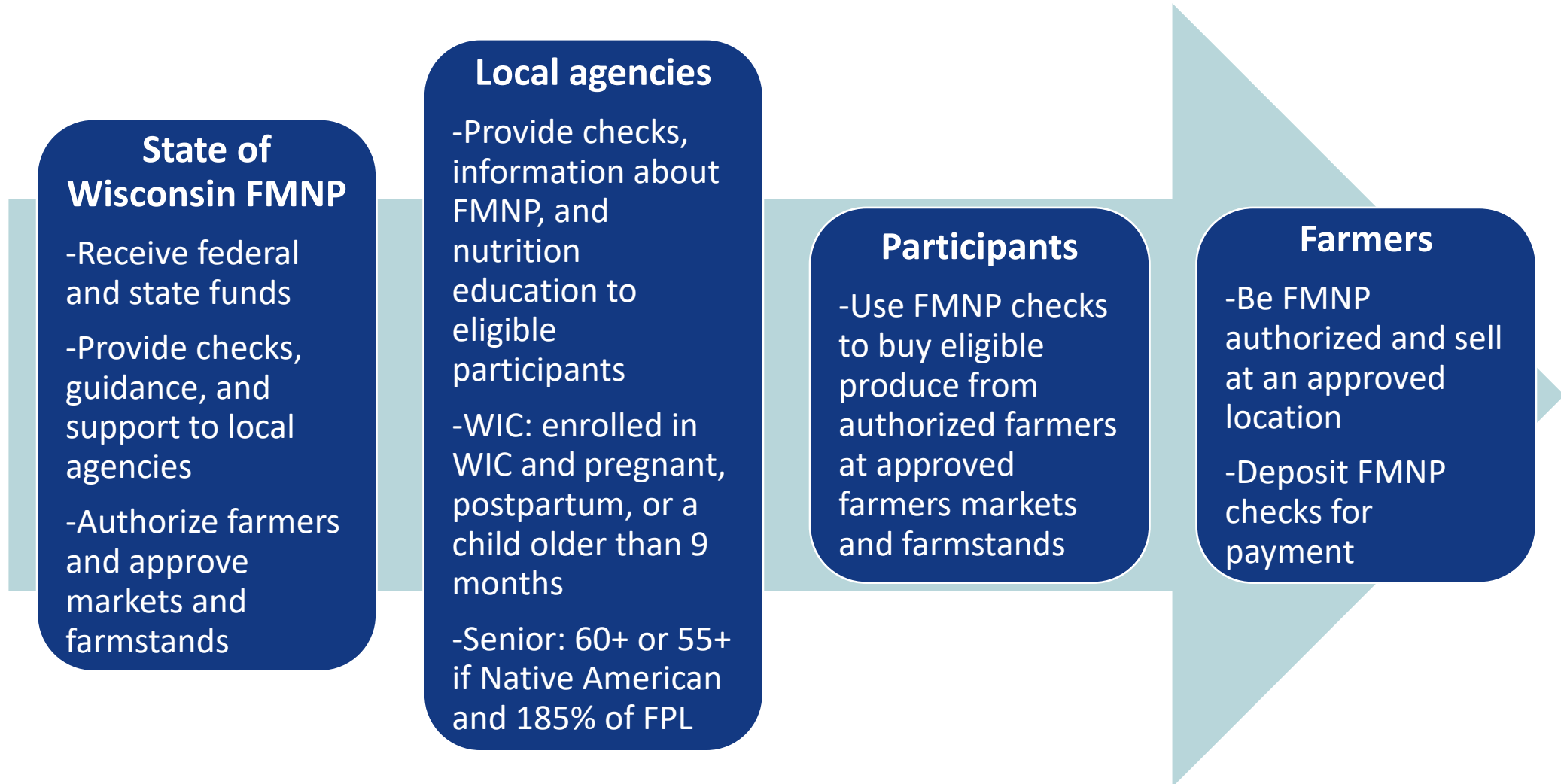


# Goals of FMNP

- Provide fresh, nutritious, locally grown, and unprepared fruits, vegetables, and cut herbs from local farmers at farmers markets and farmstands to The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) participants and income eligible seniors
- Increase awareness, use of, and sales at farmers markets and farmstands



# Flowchart of FMNP



# Timeline of FMNP

- Paper checks are issued to participants June–September.
- Checks can be use by participants with farmers June–October.
- Farmers must deposit checks by mid November.



# How Farmers Get Paid

Farmers deposit checks for 1-to-1 reimbursement.





## Overview of Farmers' Market Nutrition Program (FMNP)



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2025



## Resources and questions



# Modernization

- Farmers and market managers complete nearly all paperwork using DocuSign.
- FMNP has an online map of approved locations and added it to the DHS website.
- Checks include a QR code for electronic deposit with an option to mail in checks for deposit.
- Farmers deposited checks using the fmVendor app.



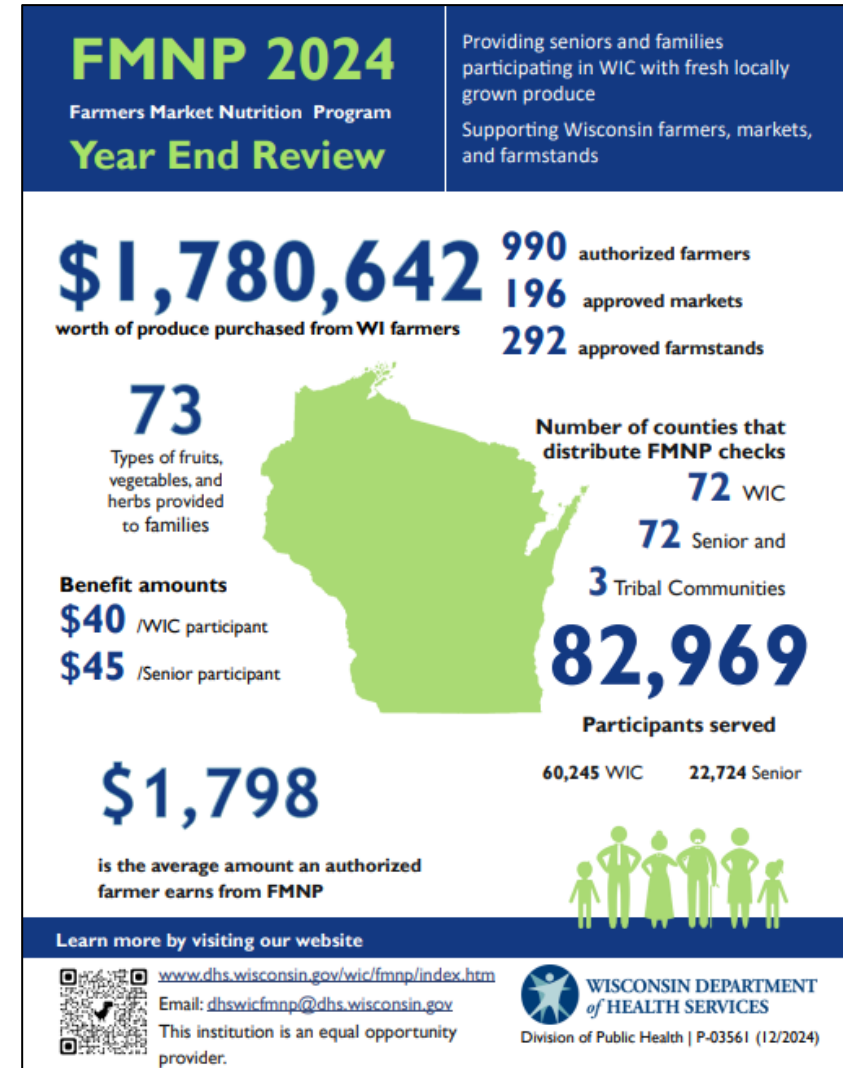
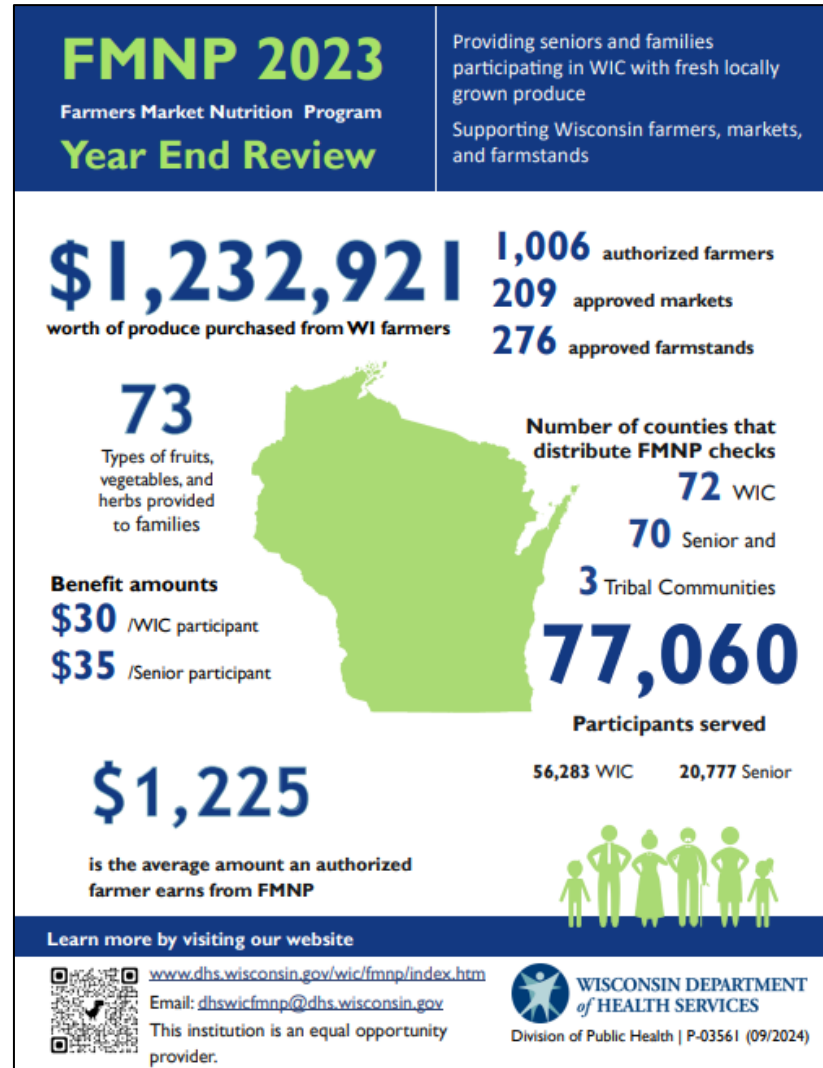
fmVendor

# Expansion

- Offer Senior FMNP in all counties
- Have an approved market or farmstand in all counties
- Serve more WIC and senior participants and increase redemption of checks issued
- Train additional farmers and include more markets and farmstands



# End of Year Data





## Overview of Farmers' Market Nutrition Program (FMNP)



## Changes in 2023 and 2024



2025



## Resources and questions



# Online Farmer Training

- Available on FMNP farmer [webpage](#).
  - Qualification questionnaire
  - Training
  - Post-training quiz
- Farmers can train at their own pace and on their own schedule.
- In-person, phone, and virtual training available at the local WIC clinic.





## Overview of Farmers' Market Nutrition Program (FMNP)



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2025



## Resources and questions

# Resources

## Outreach materials:

- [WIC FMNP Partner Outreach](#)
- [WIC FMNP Participant Outreach](#)
- [WIC FMNP brochure](#)
- [SFMNP Partner Outreach](#)
- [SFMNP Participant Outreach](#)
- [SFMNP brochure](#)

# Questions?

Thank you for letting me share about FMNP!

Please contact Allie Valitchka at [allison.valitchka@dhs.wisconsin.gov](mailto:allison.valitchka@dhs.wisconsin.gov)





# Nutrition Incentives in Wisconsin

Kelly Hammond, MS  
UW-Madison Extension Healthy Retail Specialist



FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program– SNAP and Expanded Food and Nutrition Education Program - EFNEP.

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# We Are FoodWise



Our program is part of the University of Wisconsin-Madison Division of Extension. We are federally funded by:



Throughout Wisconsin, we engage with people experiencing limited incomes.



UW-MADISON EXTENSION

# SNAP and SNAP-Ed

The Supplemental Nutrition Assistance Program-Education (SNAP-Ed ) helps people make healthy food choices and be physically active to prevent chronic conditions, such as high blood pressure, heart disease, and obesity. SNAP-Ed works with people eligible for, or receiving, SNAP benefits, which is called FoodShare in Wisconsin.



## 6% of Wisconsinites

ate enough fruits and veggies to be healthy.



## 145,733 Wisconsinites

received SNAP-Ed nutrition and physical activity education.



Every \$1 spent on nutrition education **saves \$10 in long-term health care costs.**



## Six Implementing Agencies

- Fit Families
- FoodRight Youth Chef Academy
- FoodWise (UW-Extension)
- Great Lakes Inter-Tribal Council
- Ho-Chunk Nation
- Hunger Task Force

Learn more about  
**SNAP-Ed**





# What is SNAP/EBT at the Market?



**Farmers Markets in  
WI receive less than  
\$650K out of nearly  
\$1.3B FoodShare  
dollars.**

**That's only 0.04% or  
\$1 for every \$2,500 spent  
elsewhere!**

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# Definitions

## SNAP

Supplemental Nutrition Assistance Program  
USDA/FNS program: federally funded

## FoodShare

Wisconsin's SNAP Program

## EBT

Electronic Benefits Transfer  
Process used to access SNAP funds

## Quest Card

Debit-style FoodShare card

## Nutrition Incentive Program

Extra funds for customers that incentivise **Fruit and Vegetable** purchase made with SNAP dollars  
(Double Dollar/Double Up Bucks)



***"The market allows us to use SNAP benefits to support the local community"***

**-Wausau FoodShare User**

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# What are

# Market Incentive Programs?

What do Double Dollars, Double Bucks, & Market Match all have in common? All are **market incentive programs** & encourage low-income customers to shop at the Farmers Market.

## SNAP Incentive

All SNAP foods are eligible for matching funds



OR

## Nutrition Incentive

Only fruits & vegetables are eligible for matching funds\*





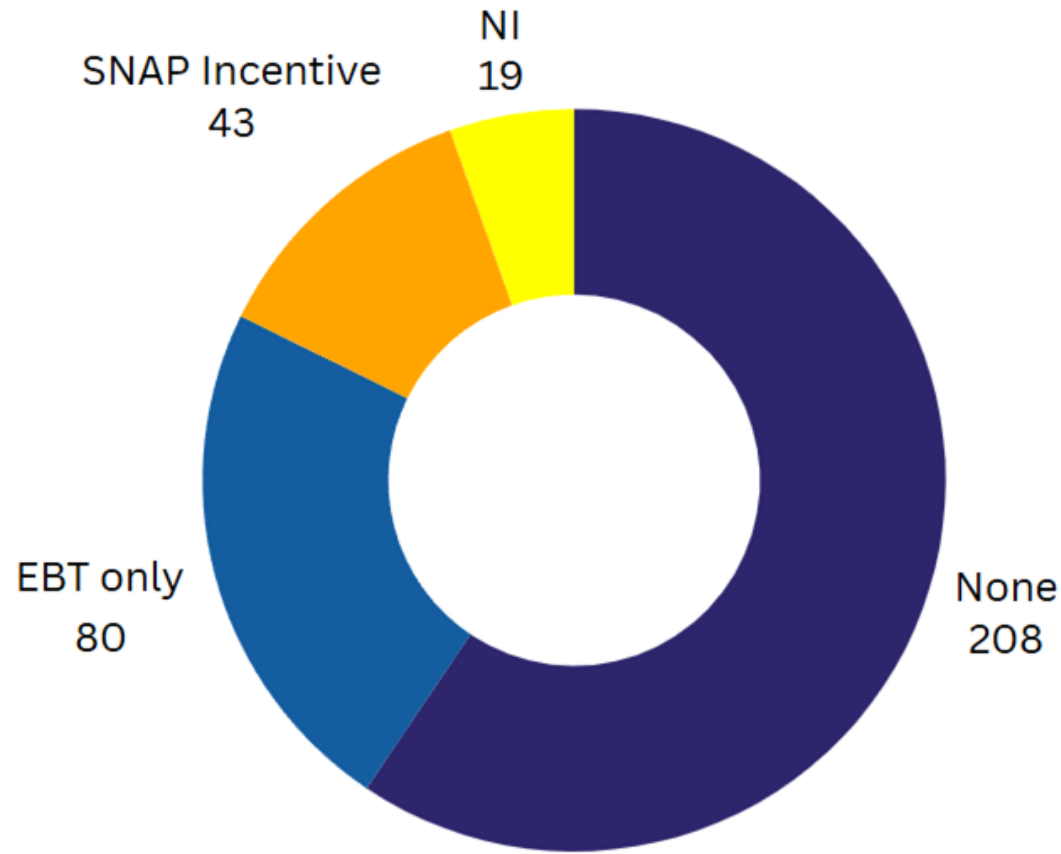
1. **Help Americans afford nutritious food**
2. **Help farmers sell more food**
3. **Boost the economy**



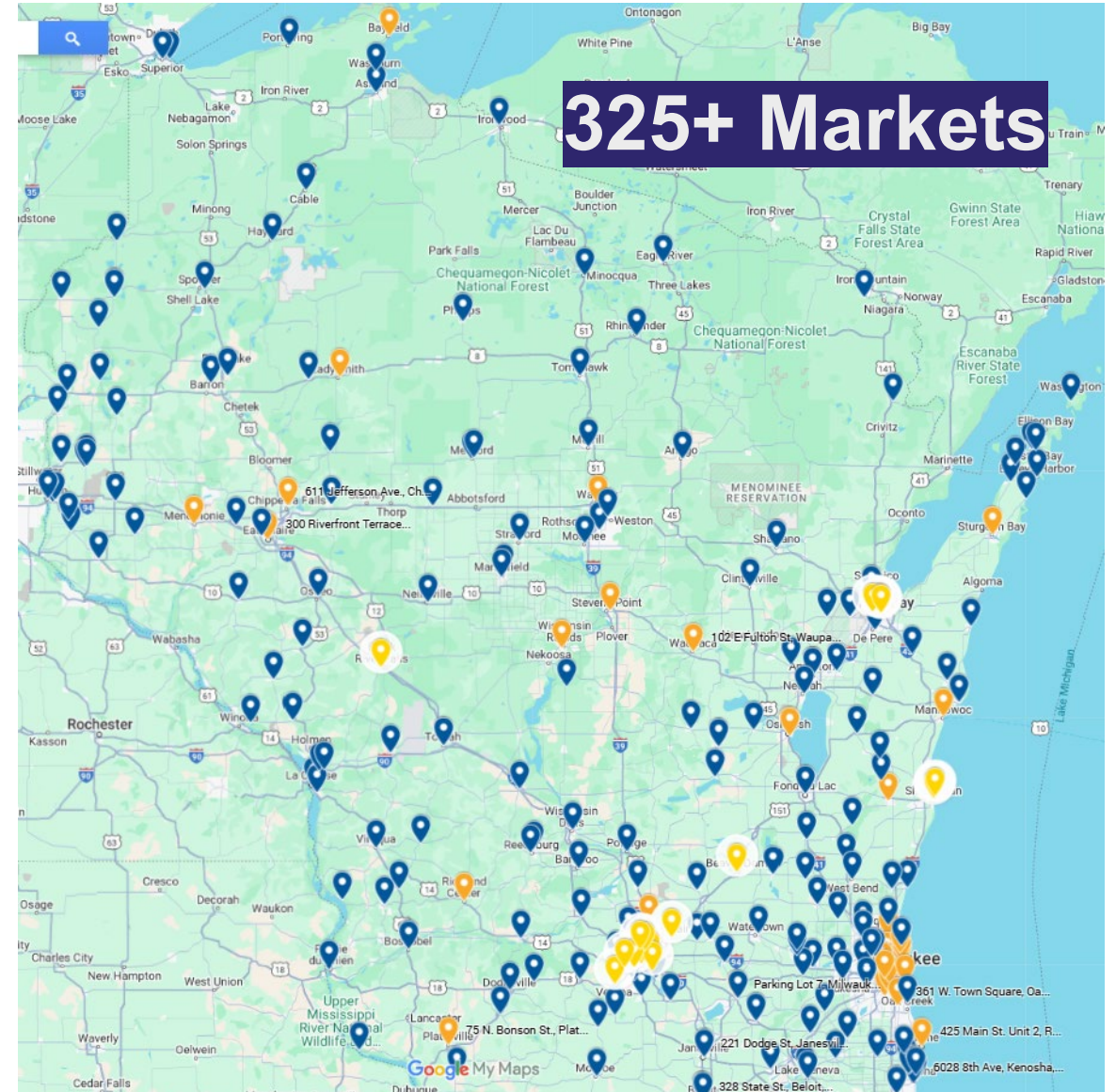
*"We got a picture of a gorge, with farm surpluses on one cliff and under-nourished city folks with outstretched hands on the other. We set out to find a practical way to build a bridge across that chasm."*

-Milo Perkins, USDA Administrator of Food Stamp Program, 1939

# Farmers Market in WI

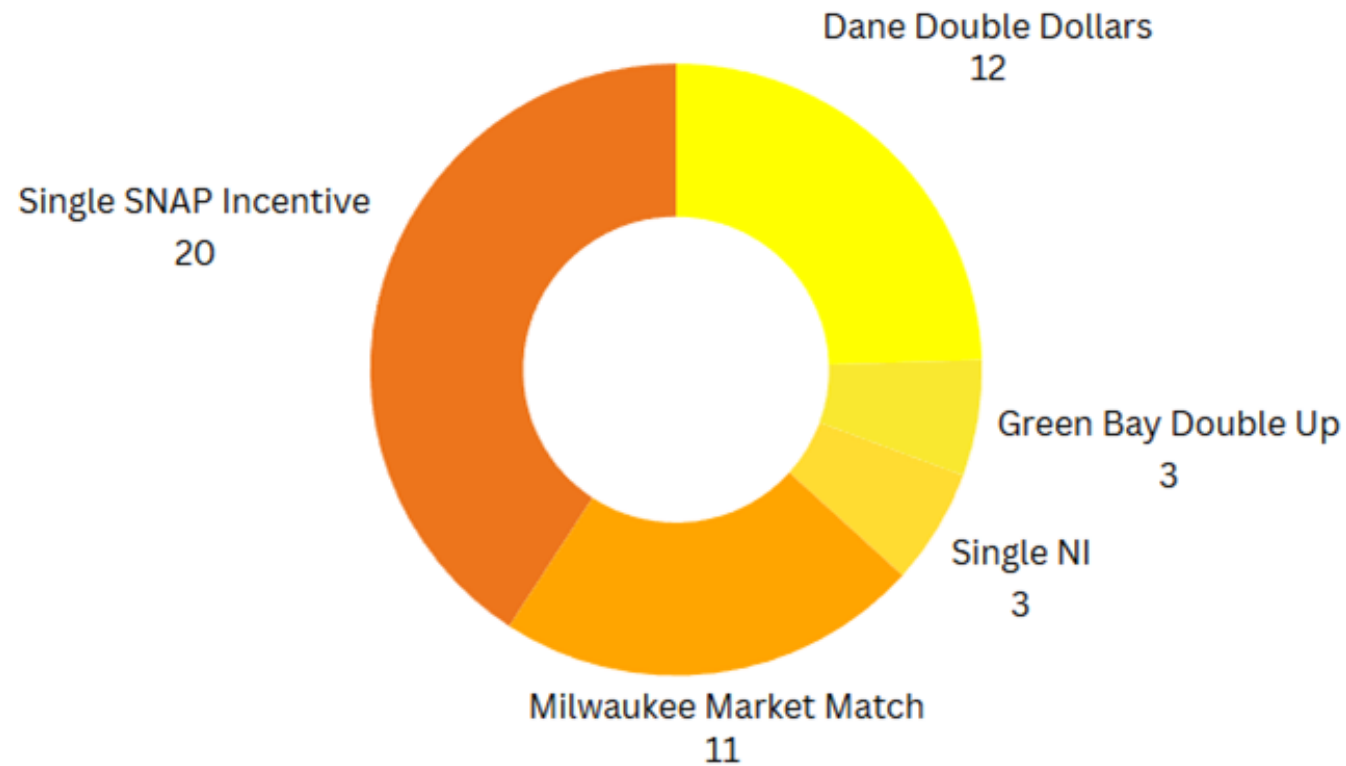


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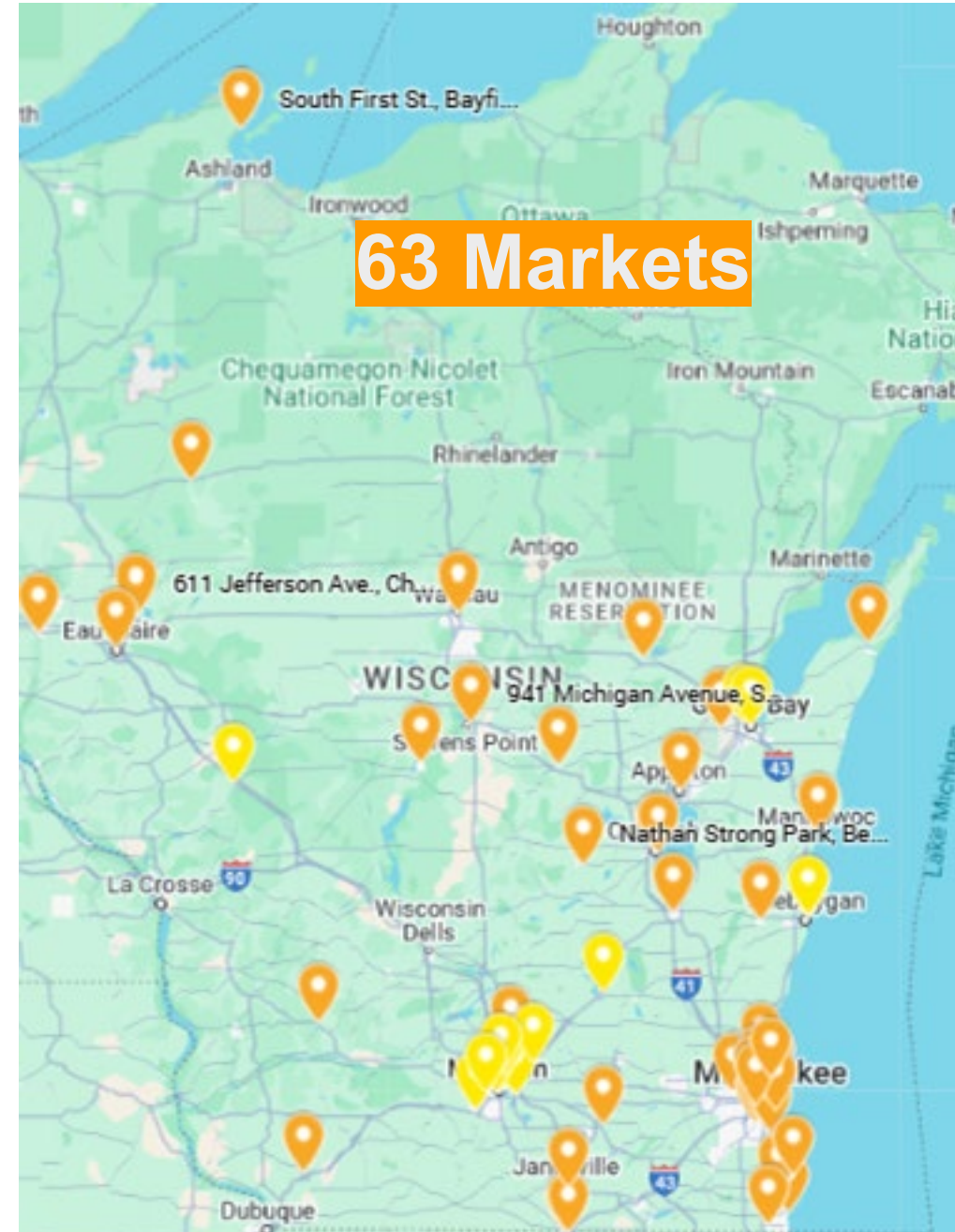




# NI & SNIP Markets



63 Markets



# Fast Facts on Incentive Programs at Markets

## **Is there an Economic benefit?**

Nutrition Incentives increase spending at farmer markets & nearby businesses

## **How much is the incentive?**

Most incentives amounts are \$10-\$30 per week for SNAP shoppers

## **Do all markets have incentive programs?**

75% of markets that accept SNAP/EBT also offer incentives

## **Why should public health support these programs?**

Quality, repeatable research shows that Nutrition Incentives improve nutrition and health

## **How are incentive programs funded?**

We're working on a statewide program, until then: local grants, hospital networks, or community donations & sponsorships.

# Nutrition Incentives in WI mirror nationwide data

*Eau Claire:*

**84% stating they are eating more fruits and vegetables** because of the EBT/Market Match program

**89% of their purchases were of fruits and vegetables**, 6% were of meat and poultry, and over 4% were of baked goods.





# Milwaukee:

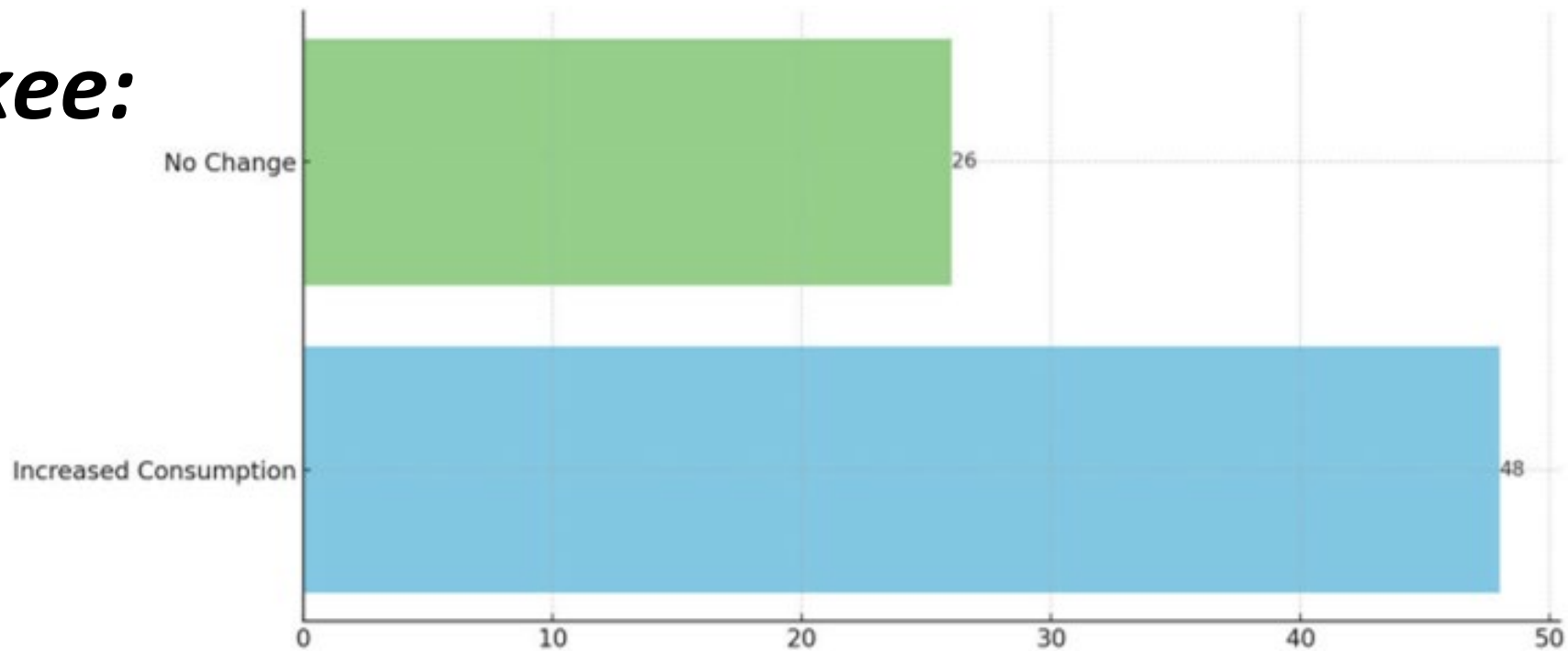


Figure 4. Impact of Milwaukee Market Match Program on participants' fruit and vegetable consumption

## Impact on Fruit/Vegetable Consumption

- 48 respondents indicated that their participation in the Milwaukee Market Match program increased their consumption of fruits and vegetables, demonstrating the program's effectiveness in promoting healthier eating habits.
- Continuous efforts to promote nutrition incentive programs with targeted strategies can strengthen the market's role in promoting healthier living in the community.

## ***Stevens Point:***

**“Wow, I only have \$20 to spend on my FoodShare and you’re telling me I can spend \$40? Heck YEAH!”**



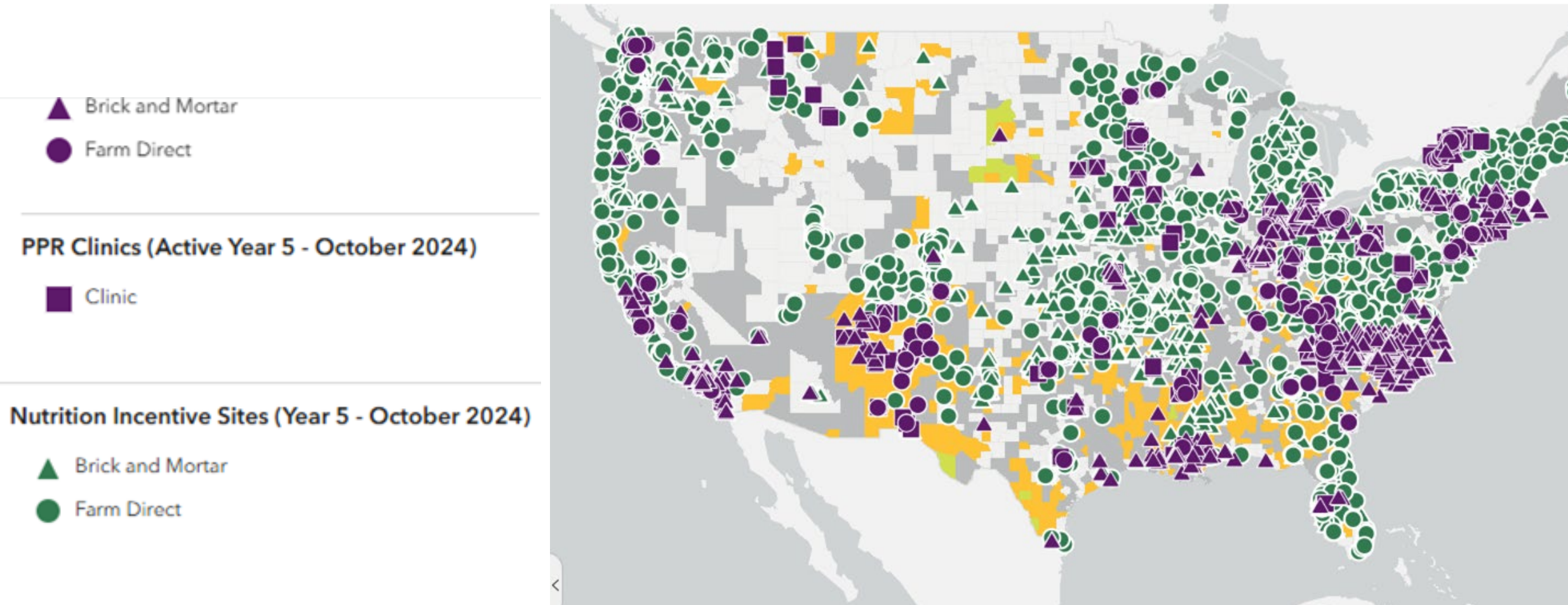
# Statewide Support for Nutrition Incentives

- Support for Nutrition Incentives in 2025 State Budget
- The [WI Act 201](#) Wisconsin Healthy Food Incentive program passed in 2024
- WINI and many state-wide groups





# Nationwide Support for Nutrition Incentives



# FARMERS FIRST

## Food and Nutrition Service Programs



Program	Description	How It Helps Smaller Farms
<u>SNAP Healthy Incentives</u>	Encourages people participating in SNAP to purchase healthy foods by providing a coupon, discount, gift card, bonus food item or extra funds.	Connects small and local producers to SNAP authorized retailers to incentivize fruits and vegetables.
<u>Senior Farmers' Market Nutrition Program</u>	Provides low-income seniors with access to locally grown fruits, vegetables, honey, and herbs.	Expands markets for local and small producers through the use of farmers' markets, roadside stands, and community support agricultural programs.
<u>WIC Farmers' Market Nutrition Program</u>	Provides nutritious, unprepared, locally grown fruits, vegetables, and herbs through farmers' markets and roadside stands to WIC participants.	Expands market opportunities for local and small producers through the use of farmers' markets or roadside stands approved by the State agency (i.e., state agriculture departments, health departments).
<u>The Patrick Leahy Farm to School Program</u>	Increases the availability of local foods in schools.	Expands markets for small producers and includes local producer trainings to educate how to sell foods to local schools.



# WI Nutrition Incentive Network

Collaborate across Wisconsin to support, expand & unify  
SNAP Nutrition Incentive programs to provide fair access to  
nutritious, culturally-relevant food for our communities



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## Our network includes:

- 50+ farmers markets
- 3 Co-ops
- 2 grocery stores
- CSA Network
- 4 different universities
- 5+ local food organizations

## We have engaged with:

- 150 SNAP-eligible customers
- 60+ market managers
- 10+ student researchers





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UNIVERSITY OF WISCONSIN-MADISON



community  
action  
coalition

**FOOD**  
**WISE**



WISCONSIN DEPARTMENT  
of HEALTH SERVICES

# RECAP

**Why Double Up?** NIP programs are the best way to encourage use of EBT/SNAP programs at markets. By supporting a NIP program, we are supporting the use of EBT at markets.

- 1) **Improve food security & food equity for limited resource residents**
- 2) **Diversify farmer revenue streams & increasing customer base**

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## **GUSNIP**

Gus Schumacher Nutrition  
Incentive Program

## **SNAP**

Supplemental Nutrition  
Assistance Program

## **NIP**

Nutrition Incentive Program

## **FNS**

Food Nutrition Services

## **USDA**

United States Department  
of Agriculture

## **FMNP**

Farm Market Nutrition Program  
(Senior Vouchers, WIC vouchers)

## **Double Up Food Bucks**

Brand name for nationwide  
nutrition incentive programs



# Funding Statements

- GusNIP Capacity Building and Innovation Fund award from the Nutrition Incentive Hub
- FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program– SNAP.
- Funding for Central Wisconsin Farmers Market Food Equity Project: Improving Foodshare Access At Farmers Markets Through Community Investment and Engagement was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.
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- USDA FMPP Grant Funding  
[https://www.ams.usda.gov/sites/default/files/media/2024\\_FMPP\\_AllAwards.pdf](https://www.ams.usda.gov/sites/default/files/media/2024_FMPP_AllAwards.pdf)



# DOUBLE DOLLAR DAYS





# HIGHLIGHTS

- Wood County Health Department Market Management Overview
- Double Dollar Days Implementation
- Local Funding Sources
- Questions







# WOOD COUNTY HEALTH DEPARTMENT OVERVIEW

In 2018, the Wood County Health Department took over management of the Wisconsin Rapids Downtown Farmers Market. This opportunity also allowed for an expansion of what types of payment our market accepts.

Since that first year with the WCHD, we accept:

- Cash
- Debit/Credit
- FoodShare EBT
- WIC/Senior FMNP
- Fruit and Veggie Rx
- Double Dollar Days



# DOUBLE DOLLAR DAYS

Double your **EBT dollars** at the Wisconsin Rapids  
Downtown Farmers Market!



- 1 Go to the market manager booth
- 2 Swipe your EBT card for wooden tokens  
*Wooden tokens have no expiration date.*
- 3 Double your EBT dollars up to \$20  
*Double Dollar Days is on the last Thursday & Saturday of the month.*
- 4 Shop and bring home more fruits & veggies!



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RIVERVIEW HOSPITAL &  
PREVAIL BANK



Thursday & Saturday  
8:00am - 2:00pm  
June 13 - October 12, 2024

# DOUBLE DOLLAR DAYS

## INCREASING ACCESS TO FRESH FRUITS & VEGETABLES

In 2019, we received funding from our local healthcare organization, Aspirus Health, to fund the Double Dollar Days program. On the last Thursday and Saturday of each month we match the dollar amount for customers who utilize their SNAP benefits. Since then, we have adjusted the amount to a match up to \$20 to ensure longevity of the program.





## FUNDING SOURCES

Aspirus Health  
Local Community Grants:  
Prevail Bank & Incourage Community Foundation

# QUESTIONS?

