



Senior Farmers Market Nutrition Program (Senior FMNP)

Our Work

The Senior Farmers Market Nutrition Program (Senior FMNP) connects seniors with fresh, local produce while supporting Wisconsin farmers.

Senior FMNP increases seniors' access to nutritious, locally grown produce at markets and farmstands across the state. Senior FMNP benefits can only be used to purchase fresh fruits, vegetables, and cut herbs from Wisconsin farmers, allowing participants to buy more fresh, nutritious, local produce while providing income directly to local farmers.



19.2%

of Wisconsinites are 65 and older and more than half are living in poverty.



\$755,874

worth of produce is purchased from Wisconsin farmers using Senior FMNP.



22,724

Wisconsin seniors participated in Senior FMNP in 2024.

Funding

Senior FMNP's work is supported by funds through the Food and Nutrition Section (FNS) of the U.S. Department of Agriculture (USDA).

Priorities

Supporting better health for seniors

Senior FMNP increases food security and nutrition for older, low-income Wisconsinites.

Partnering with Wisconsin farmers

Senior FMNP partners with over 900 farmers across the state to increase access to healthy food for seniors.

Modernizing services

Senior FMNP continues to modernize by offering online training and electronic check deposit.

Impact

Providing more value for seniors

The Senior FMNP benefit value increased from \$25 per household to \$45 per individual, allowing participants to purchase more fresh produce.

Meeting the need for seniors

Over 74% of people receiving Senior FMNP benefits use them to buy fresh produce over the season, helping seniors age healthfully.

Supporting Wisconsin farmers

On average, authorized farmers earn \$1,798 each year through Senior FMNP. FMNP is 100% free to farmers. Farmers get paid the full value of their produce.

Looking ahead

Senior FMNP will continue to modernize services, meeting the needs of participants and farmers for accessible training and fast, secure payment. Senior FMNP expanded to all 72 counties and three Tribal agencies in 2024.

WIC and Nutrition Section

Bureau of Community Health Promotion

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