



WIC Farmers Market Nutrition Program (FMNP)

Our Work

The WIC Farmers Market Nutrition Program (FMNP) connects families who participate in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) with fresh fruits, vegetables, and herbs from local Wisconsin farmers.

With FMNP, families can eat more variety and volume of fresh fruits and vegetables that support healthy and appropriate growth during key developmental stages like early childhood, pregnancy, and while breastfeeding.



60,245

Wisconsin WIC participants receive FMNP benefits to use at markets.



\$1,024,768

Worth of produce is purchased from Wisconsin farmers using FMNP.



990

Local Wisconsin farmers accept FMNP benefits at 200 markets and 300 farmstands in all 72 Wisconsin counties.

Funding

FMNP's work is supported by funds through the Food and Nutrition Section (FNS) of the U.S. Department of Agriculture (USDA). General Purpose Revenue funds through the State of Wisconsin are used to sustain the program.

Priorities

Supporting better health for families

FMNP increases access to nutritious, locally grown food for WIC participants 9 months and older at farmers markets and farmstands.

Partnering with Wisconsin farmers

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

Modernizing services

FMNP will continue to modernize by offering online training and electronic check deposit.

Impact

Providing more value for families

The FMNP benefit value increased from \$30 per individual to \$40 per individual, allowing families to purchase more fresh produce.

Meeting the needs of families

Over 41% of people receiving WIC FMNP benefits use them to buy produce over the season, helping families grow healthfully.

Supporting Wisconsin farmers

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

Looking ahead

FMNP will continue to modernize services, meeting the needs of participants and farmers for accessible training and fast, secure payment.