In Virginia, we call it *Farm Market Fresh*!

Virginia’s *Farm Market Fresh* program helps WIC families get fresh, tasty, and nutritious locally grown fruit, vegetables, and cut herbs. The program helps support local farmers and farmers’ markets in Virginia.

What is provided?

* You will receive $30.00 worth of vouchers per eligible individual good for the current growing season.
* Each voucher is worth $5.00 and may be used to purchase fresh, in-season fruit, vegetables, and cut herbs grown by participating authorized farmers at the following farmers' markets. (No cash can be exchanged.)
* Certified retail farmers' market vendors will accept vouchers for fresh, locally grown fruit and vegetables in-season, depending on the produce items available.

Where can I use WIC FMNP *FARM MARKET FRESH* vouchers?

What is the WIC Farmers’ Market Nutrition Program (FMNP)?

FARM MARKET FRESH

ITEMS NOT ELIGIBLE

Items that you may NOT purchase with the Farm Market Fresh vouchers include:

* produce that is not locally grown such as oranges, bananas, and pineapples
* processed foods such as honey, maple syrup, cider, nuts, meat, bread, and cheese
* non-food items such as flowers and plants are NOT eligible
* dried herbs or teas

*FARM MARKET FRESH* vouchers may be used at any Virginia Farmers’ Markets with Farmers who participate and display the 2023 *FARM MARKET FRESH* sign.

Farmers cannot accept vouchers before June 1st. The last day to spend the vouchers is Nov. 17th. Look for this sign, identifying farmers that can accept your *FARM MARKET FRESH* vouchers.

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**Questions?**

Ask your local WIC office or call the Virginia WIC

office at 1-888-942-3663 www.wicva.com

WIC FMNP authorized farmers sell at the following farmers’ markets:

• Example

• Main Street farmers market

Tuesday 4-6pm

567 Example Ave. Anytown, VA. 12345

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Farm Market Fresh vouchers are issued for the summer growing season and normally must be spent during the months of June through November, depending on availability of

produce.

Farm Market Fresh vouchers are used only for typical fruit and vegetables that authorized farmers grow in Virginia and may be found at Virginia’s farmers’ markets in a normal season.

The varieties, volume, and quantity of available produce may vary depending on the weather and other factors.

FRUIT

Apples

Blackberries

Cantaloupe

Nectarines

Peaches

Pears

Strawberries

Tomatoes

Watermelons

OTHER PRODUCE

Fresh cut herbs

VEGETABLES

Broccoli

Cabbage

Cucumbers

Eggplant

Greens

Green beans

Green peppers

Lima beans

Mushrooms

Pumpkins

Spinach

Squash

Sweet corn

Sweet potatoes

Potatoes

Look for:

What’s in season?