

WIC Farmers Market Program

The Wisconsin WIC Farmers' Market Nutrition Program provides eligible WIC families vouchers to use specifically for fresh Wisconsin grown fruits, vegetables and fresh cut herbs available at local farmers' markets. These vouchers are in addition to the regular fruit and vegetable checks issued for use in the grocery store. **WIC Farmers' Market Checks CANNOT be used in grocery stores.**

Farmer's Market Vouchers are issued one time per family, per growing season between June and September and must be spent by the end of October.

The goals of the Farmers Market Program are to:

- to provide WIC participants with checks to purchase locally-grown fresh fruits, vegetables and herbs at farmers' markets;
- to provide WIC participants with nutrition education and the resources to encourage the consumption of fresh fruits, vegetables and herbs; and
- to increase the awareness and utilization of farmers' markets

Click on the link below to see examples of approved locally grown fruits and vegetables and which part of the growing season your favorites are available.

Approved Locally Grown Foods

<http://www.dhs.wisconsin.gov/wic/Fmnp/fruitvegchart.htm#fruitsetc>

Shopping tips:

- Shop early in the morning for the best selection
- Shop at different times throughout the season to get a larger variety of foods
- Sales tax will not be charged
- Look for the yellow FMNP "VENDOR" sign in the farmer's booth-this means they accept WIC checks



Wisconsin DHS WIC Farmer's Market Information
<http://www.dhs.wisconsin.gov/wic/Fmnp/fmnp/home.htm>