

## It's a win-win for all

- When limited-resource households have better access to fruits and vegetables at local farmers' markets, it is a win-win for North Carolina. Families eat healthier and farmers' increase their sales.
- The WIC Farmers' Market Nutrition Program (WIC FMNP), the Senior Farmers' Market Nutrition Program (SFMNP) and the 21<sup>st</sup> Century Farmers' Markets Program (21<sup>st</sup> CFMP) through its work with the NC Food and Nutrition Services (FNS) Program all serve limited-resource households. These three programs along with the NC Division of Public Health and the NC Department of Agriculture and Consumer Services have joined forces at the state-level.
- The goal is to integrate program planning and develop marketing and nutrition education resources for use by community partners.

**For more information about this project at the state level, contact Diane Beth at 919.707.5221 or [diane.beth@dhhs.nc.gov](mailto:diane.beth@dhhs.nc.gov).**

## Involving community partners

- Data suggests that this project could impact 12,204 eligible women and children served by WIC FMNP; 775 eligible seniors served by SFMNP; 46,107 eligible FNS participants; and at least 160 farmers who sell produce at the seven markets where all three programs operate.
- Community partners who may be interested in working on this project include staff from WIC, the Department of Social Services, Cooperative Extension, Aging Agencies; farmers' market managers and farmers; and local health coalition members.

### As a community partner, what's in it for you?

- Strengthen community partnerships and program integration.
- Promote consistent messages across programs and communities.
- Help limited-resource households maximize USDA benefits at farmers' markets.
- Increase county redemption rates.
- Increase sales at farmer's markets.

### As a community partner, what are your responsibilities?

- By December 2010, make a commitment to the project.
- During the 2011 farmers' market season, use the cross-promotional, marketing and nutrition education resources developed by state-level partners.
- After the 2011 farmers' market season, participate in a survey to evaluate the impact of the project.



**For more information about this project in your community or if you would like to be involved, please contact:**

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_



Your community is one of just seven in North Carolina to offer ALL three programs for limited-resource households that may shop at local farmers' markets.

## WIC Farmers' Market Nutrition Program

## Senior Farmers' Market Nutrition Program

## 21<sup>st</sup> Century Farmers' Markets Program

North Carolina  
**Farmers' Markets**  
An integrated approach...

- Carrboro Farmers' Market
- Columbus County Community Farmers' Market
- Lexington Farmers' Market
- Onslow County Farmers' Market
- Salisbury Farmers' Market
- Watauga County Farmers' Market
- Yancey County Farmers' Market



The WIC Farmers Market Nutrition Program (FMNP) provides coupons to purchase fresh fruits and vegetables to pregnant, postpartum and breastfeeding women as well as children, ages 3-4, who participate in the WIC program. The program was established by the USDA to improve the nutritional status of WIC participants, to stimulate business for the local farmers and to increase awareness of North Carolina farmers' markets.

FMNP is jointly administered by the North Carolina Division of Public Health and the North Carolina Department of Agriculture & Consumer Services.

In 2010, there were 47 farmers' markets within 37 counties that participated in FMNP. WIC participants who are determined eligible for the program receive \$24 worth of coupons to redeem at any North Carolina participating farmers' market. Eligibility for the program is determined by the Local WIC Agency in the participating county.

Participants may purchase locally grown fresh fruits and vegetables. They are not allowed to purchase peanuts or other nuts, honey, jelly, jam, eggs, baked goods, plants, flowers, other non-food items or items not grown by local farmers.

Nutrition education is also provided by Local WIC Agency staff that teach mini lessons and disseminate informational materials regarding the importance of eating fresh fruits and vegetables.

**For more information, go to:**  
[www.nutritionnc.com/wic/fmarket.htm](http://www.nutritionnc.com/wic/fmarket.htm)



The Seniors Farmers' Market Nutrition Program (SFMNP) provides congregate nutrition program participants with coupons to purchase fresh fruit and vegetables at their local farmers markets. The program is designed to improve the nutritional status of older adults and increase business for local farmers.

The SFMNP is jointly administered by the North Carolina Division of Aging and Adult Services and the North Carolina Department of Agriculture & Consumer Services.

In 2010, there were 28 farmers' markets within 33 counties that participated in the SFMNP. Older adults participating in the congregate nutrition program who were self declared low income (185% poverty level) received \$24 worth of coupons to redeem for fresh local produce.

Participants may purchase locally grown fresh fruits and vegetables. They are not allowed to purchase peanuts or other nuts, honey, jelly, jam, eggs, baked goods, plants, flowers, other non-food items or items not grown by local farmers.

Nutrition education is also provided by the local congregate nutrition program when SFMNP coupons are issued at the site. Informal education may be offered by farmers when recipients are redeeming coupons at farmers' markets.

**For more information, go to:**  
[www.ncdhhs.gov/aging/nutrit/SFMNP\\_flyer.pdf](http://www.ncdhhs.gov/aging/nutrit/SFMNP_flyer.pdf)



North Carolinians may now purchase fresh and nutritious, locally grown food at select North Carolina farmers' markets locations with their NC Food and Nutrition Services (NC FNS) benefits via EBT cards, debit and credit cards.

The 21<sup>st</sup> Century Farmers' Markets (21<sup>st</sup> CFM) program implements the U.S.D.A., Food and Nutrition Service, Supplemental Nutrition Assistance Program (SNAP) for North Carolina's agricultural direct farm-to-market retailers, providing NC FNS consumers with access. Such retailers include farmers' markets, tailgate markets, mobile mini-markets, delivery routes, farmer cooperatives and Certified Roadside Farm Stands.



Currently, 15 farmers' markets in 15 counties are participating in the program, with 21 additional markets slated to come online in 2011 bringing the program to 33 counties. For a list of participating markets, go to [www.leaflight.org/directory](http://www.leaflight.org/directory).

The 21<sup>st</sup> CFM is a federally authorized program for SNAP. It is developed, managed and administered by the Leaflight, Inc, in partnership with the North Carolina Department of Agriculture & Consumer Services— Got to Be NC Agriculture™ and the North Carolina Department of Health and Human Services — Division of Social Services and Division of Public Health.

**For more information, contact:**  
 Robert Andrew Smith at [programs@leaflight.org](mailto:programs@leaflight.org)  
 or 919.619.8119