



What is Farm Market Fresh for WIC?

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



Who is eligible? WIC families who are served by the following Health Districts:

Pittsylvania/Danville Health Dept	Prince William Health District WIC
Central Shennandoah Health District WIC	Rappahannock-Rapidan Health District WIC
Lenowisco Health District - WIC Program	Eastern Shore Health District WIC
Central Virginia Health District - WIC	Virginia Beach Health District WIC
Chesapeake Health Department	New River Health District WIC
Mount Rogers Health District WIC	Alleghany Health District WIC
West Piedmont Health District WIC	Blue Ridge Health District WIC
Cumberland Plateau Health District WIC	Norfolk Health District WIC
Arlington WIC	Richmond Health District WIC
Roanoke City Health District	Fairfax Health district
Southside Health District	

What is provided?

- You will receive a benefit worth \$30 per eligible WIC participant in your household. These benefits are only valid for the current market season.
- Benefits can be spent down to the penny for each purchase. Participants may spend any amount needed at the farmer as long as they have that amount remaining in their benefit balance. Benefits cannot be exchanged for cash, and change is not permitted.

Look for this sign and sticker at authorized Farmers' stands!



USDA is an equal opportunity provider, employer, and lender.

What's in season?

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

Benefits are used only for typical fruit and vegetables that grow in Virginia and may be found at Virginia's retail farmer's markets in a normal season, such as those listed below. The varieties, volume, and quality of available produce may vary depending on the weather and other factors.

VEGETABLES

Broccoli
Cabbage
Cucumbers
Eggplant
Greens
Green beans
Green peppers
Lima beans
Mushrooms

Pumpkins
Potatoes
Spinach
Squash
Sweet corn
Sweet potatoes

FRUIT

Apples
Blackberries

Cantaloupe
Nectarines
Peaches
Pears
Strawberries
Tomatoes
Watermelons

OTHER PRODUCE

Fresh cut herbs

ITEMS NOT ELIGIBLE

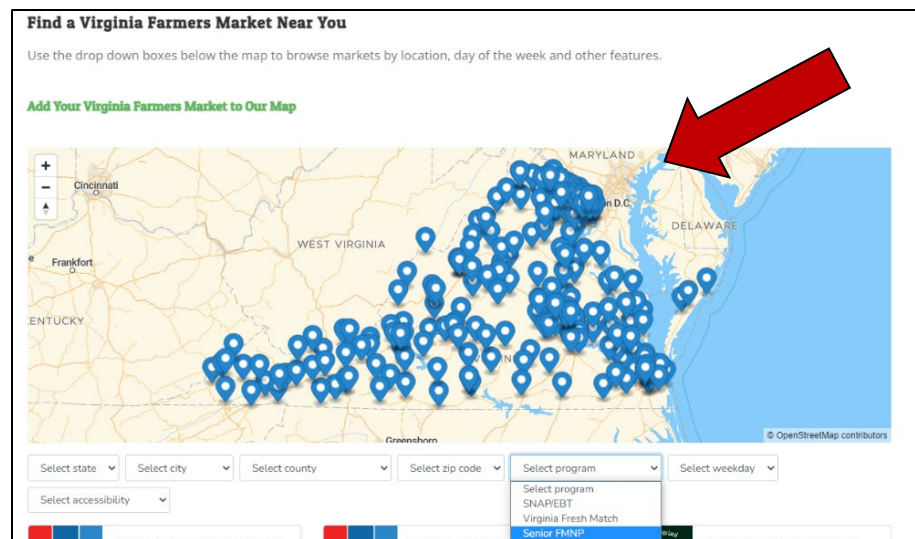
Items that you may NOT purchase with the *Farm Market Fresh* benefits include:

- 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
- meats, dried herbs and teas

Where does *Farm Market Fresh* (S/FMNP) Operate?

Find the map of Authorized Farmers at participating markets here:

<https://vafma.org/virginia-markets/>



Program Complaints?

If you have a complaint with a farmer(s) of *Farm Market Fresh*, please contact the *Farm Market Fresh* Coordinator at (804) 774-9067 or matthew.wasikiewicz@dars.virginia.gov with the farmers' name, location, and the details of the complaint. A follow-up will be conducted by the *Farm Market Fresh* Coordinator to the participant once the issue has been resolved.