



## **MEMORANDUM**

24-033

To: WIC Regional Directors  
WIC Local Agency Directors

From: Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Texas WIC

Date: May 14, 2024

Subject: **WIC Farmers Market Nutrition Program Increases Access to Fresh Produce**

The **WIC Farmers Market Nutrition Program** (FMNP) connects eligible local agencies with farmers market organizations across the state. This collaborative program, administered by Texas Department of Agriculture, can increase client access to fresh fruits and vegetables and supplement the nutrition education WIC provides.

### **Program Details**

WIC FMNP is a partnership with local farmers market organizations to make local produce more affordable for WIC families. WIC staff can help by directing clients to participating markets where they can receive FMNP vouchers. The program operates in 11 service areas across the state, corresponding with counties served by 24 WIC agencies. A full list of eligible agencies is included below.

Each WIC participant can receive one \$30 voucher per year to spend on fruits, vegetables, and fresh herbs at local markets. The program runs April through September yearly. Clients can receive vouchers until September 30<sup>th</sup> and spend them until October 31<sup>st</sup>. Some areas of the state may start or end operations slightly earlier, depending on local growing conditions.

## **Who Is Eligible?**

- Pregnant, breastfeeding, and postpartum women
- Children under age 5
- NEW THIS YEAR: Infants over 4 months old. This can be an opportunity to share nutrition education with caregivers who are interested in making their own baby foods.

## **How Does It Work?**

1. WIC staff direct clients to nearby participating farmers markets. Clients visit the market to receive their vouchers.
2. Clients must bring their EBT card and current WIC shopping list to verify eligibility. Starting this year, some markets will also accept myWIC to verify participation if a client does not have a paper shopping list on hand.
3. Clients spend vouchers on eligible produce, including fresh fruits, vegetables and herbs.
4. Participants do not have to spend all \$30 vouchers at one visit. Families can return to markets throughout the summer to spend remaining vouchers.

## **Additional Information and Resources**

Eligible local agencies are partnered with farmers market organizations shown in the following table. Each organization's website lists locations of participating markets, operating hours, and important details. Many websites have informative handouts that can be shared directly with clients. Farmers market representatives may also reach out to WIC directors to share outreach materials and offer mobile market options for clients to redeem vouchers.

At each market, vouchers are issued on a first come, first serve basis throughout the summer. Select regions may offer additional benefits, such as double up programs, to increase the dollar amount of fresh produce that WIC clients can receive.

Staff are encouraged to share WIC FMNP details as part of nutrition education and can refer clients to the newly-redesigned [WIC Recipes](#) page on TexasWIC.org for creative, tasty ways to use fresh farmers market produce. For questions, please reach out to Marissa Gregurek ([marissa.gregurek@hhs.texas.gov](mailto:marissa.gregurek@hhs.texas.gov)).

**Local Agencies within WIC FMNP Service Areas**

<b>Local Agency</b>	<b>Farmers Market Organization</b>
001 Austin/Travis County Health & Human Services Dept	<a href="#">Sustainable Food Center</a>
003 Cameron County Dept of Health & Human Services	<a href="#">HOPE for Small Farmers Sustainability</a>
007 City of Dallas Office of Community Care	<a href="#">Grow North Texas</a>
011 Galveston County Health District	<a href="#">City of Houston Health Department</a>
012 Hidalgo County Health & Human Services	<a href="#">McAllen Farmers Market</a>
017 UT Health Science Center Houston	<a href="#">City of Houston Health Department</a>
021 Wichita Falls - Wichita County Public Health District	<a href="#">Wichita Falls Area Food Bank</a>
022 Waco-McLennan County Public Health District	<a href="#">Sustainable Food Center</a>
026 City of Houston Dept of Health & Human Services	<a href="#">City of Houston Health Department</a>
034 Abilene-Taylor County Public Health District	<a href="#">City of Abilene</a>
035 Denton County Health Department	<a href="#">Grow North Texas</a>
036 City of San Marcos	<a href="#">San Antonio Food Bank</a>
039 Northeast Texas Public Health District	<a href="#">NET Health - Tyler</a>
041 San Antonio Metropolitan Health District	<a href="#">San Antonio Food Bank</a>
042 Williamson County and Cities Health District	<a href="#">Sustainable Food Center</a>
048 Harris County Public Health & Environmental Services	<a href="#">City of Houston Health Department</a>
049 Frio County	<a href="#">San Antonio Food Bank</a>
054 Tarrant County Health Department	<a href="#">Tarrant Area Food Bank</a>
059 CommuniCare	<a href="#">San Antonio Food Bank</a>
073 El Centro Del Barrio Inc.	<a href="#">San Antonio Food Bank</a>

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<b>Local Agency</b>	<b>Farmers Market Organization</b>
077 UT Medical Branch at Galveston	<a href="#">City of Houston Health Department</a>
089 Children's Hospital of San Antonio	<a href="#">San Antonio Food Bank</a>
090 Los Barrios Unidos Community Clinic	<a href="#">Grow North Texas</a>
130/131 South Plains Community Action Association, Inc	<a href="#">Sustainable Food Center</a> <a href="#">Wichita Falls Area Food Bank</a>