



MEMORANDUM

25-017

To: WIC Regional Directors
WIC Local Agency Directors

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

Date: February 28, 2025

Subject: **WIC Farmers Market Nutrition Program Begins**

The **WIC Farmers Market Nutrition Program** begins this spring and connects local agencies with farmers market organizations across the state. This collaborative program increases client access to fresh fruits and vegetables and supplements the nutrition education WIC provides. WIC staff can help by directing clients to participating markets where they can receive FMNP vouchers.

Program Details

WIC FMNP is a partnership with nearby farmers markets to make local produce more affordable for WIC families. Each WIC participant can receive one \$30 voucher booklet per year to spend on fruits, vegetables and fresh herbs at local markets.

The program runs February – September yearly. Exact spring start dates will depend on local growing conditions. Agencies are encouraged to connect with their local market organization to determine start dates. Clients can receive vouchers until September 30th (while supplies last) and spend them until October 31st.

Who Is Eligible?

- Pregnant, breastfeeding, and postpartum women
- Infants and children aged 4 months – 5 years

How Does It Work?

1. WIC staff direct clients to local participating farmers markets. Clients visit the market to receive their vouchers.
2. Clients must bring a current WIC shopping list to verify eligibility. Some markets will also allow clients to show participation information from the myWIC app to verify eligibility, if a paper shopping list is not available.
3. Clients spend vouchers on eligible produce. Participants do not have to spend all \$30 of vouchers at one visit. Families can return to markets throughout the summer to spend remaining vouchers.

Additional Information and Resources

Staff are encouraged to share WIC FMNP details as part of nutrition education and can refer clients to the [WIC Recipes](#) page on TexasWIC.org for creative, tasty ways to use fresh farmers market produce. Staff may also share the *Shop Local, Eat Fresh* material ([stock no. 13-06-14458](#)) to promote seasonal produce.

At each market, vouchers are issued on a first come, first serve basis throughout spring and 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.

Participating farmers markets correspond with counties serviced by 25 local agencies, shown in the following table. WIC clients may visit any participating market across the state. Each market's website below lists locations, operating hours and important details. Farmers market representatives may also reach out to WIC directors to share outreach materials and offer mobile market options for clients to redeem vouchers. For questions, please reach out to Marissa Gregurek marissa.gregurek@hhs.texas.gov

Local Agencies and WIC FMNP Service Areas

Local Agency	Farmers Market Organization
001 Austin/Travis County Health & Human Services Dept	Sustainable Food Center
003 Cameron County Dept of Health & Human Services	HOPE for Small Farmers Sustainability
007 City of Dallas Office of Community Care	Grow North Texas
011 Galveston County Health District	City of Houston Health Department

Local Agency	Farmers Market Organization
012 Hidalgo County Health & Human Services	McAllen Farmers Market
017 UT Health Science Center Houston	City of Houston Health Department
020 Regence Health Network, Inc.	Sustainable Food Center
021 Wichita Falls - Wichita County Public Health District	Wichita Falls Area Food Bank
022 Waco-McLennan County Public Health District	Sustainable Food Center
026 City of Houston Dept of Health & Human Services	City of Houston Health Department
035 Denton County Health Department	Grow North Texas
036 City of San Marcos	San Antonio Food Bank
039 Northeast Texas Public Health District	NET Health - Tyler
041 San Antonio Metropolitan Health District	San Antonio Food Bank
042 Williamson County and Cities Health District	Sustainable Food Center
048 Harris County Public Health & Environmental Services	City of Houston Health Department
049 Frio County	San Antonio Food Bank
054 Tarrant County Health Department	Tarrant Area Food Bank
059 CommuniCare	San Antonio Food Bank
064 Medina County Health Department	San Antonio Food Bank
073 El Centro Del Barrio Inc.	San Antonio Food Bank
077 UT Medical Branch at Galveston	City of Houston Health Department
089 Children's Hospital of San Antonio	San Antonio Food Bank
090 Los Barrios Unidos Community Clinic	Grow North Texas
130/131 South Plains Community Action Association, Inc	Sustainable Food Center Wichita Falls Area Food Bank