

WIC and Senior Farmers' Market Nutrition Programs

Frequently Asked Questions

What are the WIC and Senior Farmers' Market Nutrition Programs?

The Farmers' Market Nutrition Program (FMNP) was established in 1992 and the Senior Farmers' Market Nutrition Program (SFMNP) was established in 2001. The purpose of both programs is to:

- Provide resources in the form of fresh, nutritious, unprepared foods (fruits, vegetables, and herbs) from authorized farmers to low-income Seniors, and Women, Infants, and Children (WIC).
- Expand the awareness, use of and sales at farmers' market. In addition, the program is intended to increase the demand for locally grown produce, and to boost the income of the farmers who sell locally grown fresh fruits, vegetables, and herbs to individuals participating in the WIC and Senior Farmers' Market Nutrition Programs.

What is a Traditional Farmer (or Farmer)?

A Traditional farmer is defined as having five acres, or more, of land that grows food for human consumption.

They must also adhere to:

- Growing 35% of all they sell
- Must grow at least seven (7) authorized locally grown fruits, vegetables and/or herbs throughout the season for the WIC FMNP/SFMNP; except for fruit only farms
- Must offer for sale, at all times, at least three (3) self-grown items

Wholesale distributors cannot be authorized to participate in the WIC and Senior Farmers' Market Nutrition Program.

For those who meet the criteria as a Farmer, click link below and select "Section A" to complete application: <https://www.nj.gov/agriculture/divisions/md/pdf/WIC-1.pdf>.

What is a Grower?

A Grower is defined as an individual or entity (non-profit, for profit, greenhouse, community farm, urban farm, etc.) with less than 5 acres.

They must also adhere to:

- 75% of produce sold, must be self-grown
- Having at least three self-grown items for sale at all times
- A grower can apply individually or through a Farmers' Market

For those who meet the criteria as a Grower, click link below and select "Section B" to complete application: <https://www.nj.gov/agriculture/divisions/md/pdf/WIC-1.pdf>.

What is a Farmers' Market

- Farmers' Market is an association of traditional farmers (or farmer) and growers. An authorized farmer or grower may apply to as many markets as they choose. The farmers' market supports the local economy, increases marketing opportunities for farmers and small businesses, provides access to an assortment of local and regionally sourced products, and increases access to healthy, affordable food.

Those who wish to become a WIC authorized Market can contact NJ Department of Health, WIC Services to apply at: njsfmnp@doh.nj.gov.

What is required for program participation?

- Tax ID
- Active bank account for ACH payments
- Active email address
- Working smart phone/device

What is the certification period for participation in the program?

The certification period is up to 3 years, based on the date of authorization.

What is the payment process after benefit redemption?

ACH payments are deposited electronically into the active bank account within 48-72 hours.

For more information about the WIC and Senior/Farmers' Market Nutrition Program, email: njsfmnp@doh.nj.gov