



Farm Market Fresh

Senior & WIC Farmers' Market Nutrition Program (S/FMNP)

What is *Farm Market Fresh*?

Virginia's *Farm Market Fresh* program (also called Senior & WIC Farmers' Market Nutrition Program [S/FMNP]) helps eligible seniors get fresh, tasty, and nutritious locally grown fruit, vegetables, and cut herbs. The program also supports local farmers and farmers' markets in Virginia.

Who is eligible?

If all of the statements shown below are true, then you may be eligible to participate.

- You are 60 years of age or older.
- You are a resident of a locality that participates in the program.
- You do not live in the same household and you are not an immediate family member of the farmer who grows the produce.
- You meet the program's income requirements. You must certify your household income.

How does it work?

- You must complete an application each year through your local Area Agency on Aging (AAA) to determine if you are eligible to participate in the program.
- Applications may also be filled out online by visiting FarmMarketFresh.org.



Scan QR Code for more information

What is provided?

- If your application is approved, you will receive \$50.00 benefit per eligible senior for that growing 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.
- Certified retail farmers market vendors will accept benefits for fresh, locally grown fruit and vegetables in-season, depending on the produce items available.



Look for this sign posted at authorized Farmers' stands!

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

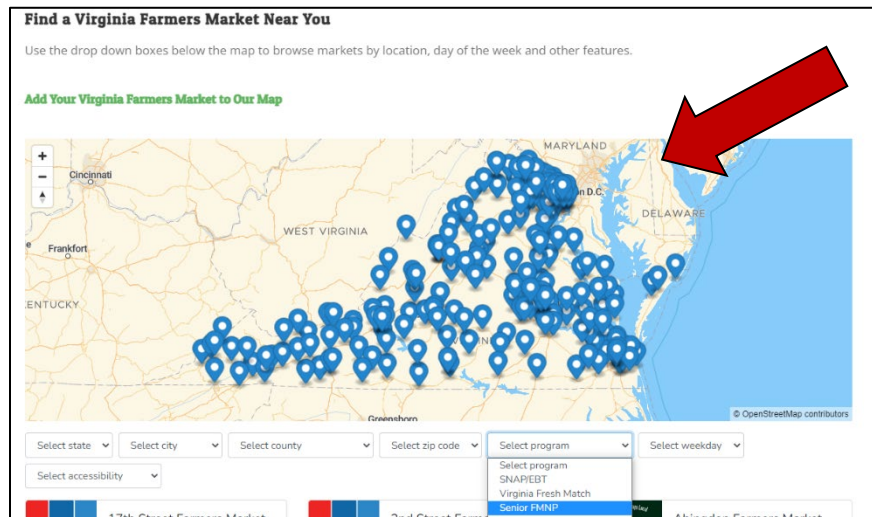
Items that you may NOT purchase with the *Farm Market Fresh* benefits include:

- 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) 774-0096 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.