

Nutrition Programs at New York State Farmers Markets

GENERAL INFO SHEET

Farmers that direct market their products at farmers markets, farm stands and mobile markets can increase their revenue through the acceptance of the following nutrition assistance programs. These programs help keep local farmers in business and healthy food on the table! Please consider participating in the following programs.

WIC Farmers' Market Nutrition Program (FMNP)

This program provides low-income pregnant or nursing mothers, infants and children up to the age of five, who are enrolled in the New York State Special Supplemental Nutrition Program for Women, Infants and Children (WIC) with \$5.00 FMNP coupons that can only be used at participating farmers markets, farm stands and mobile markets to purchase fresh, local unprocessed vegetables and fruit. WIC participants receive their \$5.00 FMNP coupons at their local county WIC office. Application process is annual.

Senior Farmers' Market Nutrition Program (SFMNP)

This program provides eligible, low-income seniors living in New York State with \$5.00 FMNP coupons that can only be used at participating farmers markets, farm stands and mobile markets to purchase fresh, local unprocessed vegetables and fruit. Eligibility is based on age and income: 60 years or older, and income not more than 185% of the federal poverty guidelines. Seniors receive their \$5.00 FMNP coupons by contacting their local county Office for the Aging or Commodity Supplemental Nutrition Program. Application process is annual.

NYS Wireless EBT Program

This program supports farmers and market coordinators to become authorized vendors in the Supplemental Nutrition Assistance Program (SNAP) (formerly Food Stamps). This equips them to accept SNAP benefits using an Electronic Benefits Transfer (EBT) card reader in exchange for eligible SNAP food items. Farmers and market operators who accept SNAP and participate in this program are eligible to receive reimbursement for SNAP-related fees. This program is coordinated through the Farmers Market Federation of New York.

FreshConnect Coupons Program (FCC)

FreshConnect Coupons are used to purchase eligible SNAP food items at any farmers' markets, farm stand or mobile market in New York State. SNAP eligible food items include but are not limited to vegetables, fruit, dairy, eggs, bread, jam, honey, and meat.

For SNAP customers: At participating farmers markets, SNAP participants shopping with their EBT card can receive an additional \$2.00 FreshConnect Check for every \$2.00 in SNAP benefits exchanged for tokens. For each subsequent \$2.00 increment, they will be given an additional \$2.00 FreshConnect Check. This 2:2 match is maxed at \$50 per day per individual.

For Veterans: FreshConnect Checks are available to Veterans, Servicemembers, and their immediate family members through Department of Veterans' Services offices on a first-come, first-served basis. Veterans may contact 1-888-838-7697 for where they may obtain the benefit.

For more information, please contact:

Farmers' Market Nutrition Programs FreshConnect Coupons Program	NYS Department of Agriculture & Markets (518) 457-7076 x1 or (800) 554-4501 www.agriculture.ny.gov or farmersmarkets@agriculture.ny.gov
NYS Wireless EBT Program	Farmers Market Federation of New York (315) 400-1447 deggert@nyfarmersmarket.com or www.nyfarmersmarket.com

