

From the California WIC Association Flash e-Newsletter, July 19, 2016:

Peak Time for Farmers' Markets

Most local WIC agencies are distributing the WIC Farmer's Market Nutrition Program (FMNP) checks by now, and promoting fresh summer fruits and vegetables in peak season. But did you know that more California farmers' markets now accept the WIC Fruit and Vegetable Check (FVC or CVV) also? Since FVCs are issued year-round and in larger amounts (\$8 or \$11 per participant), that's good news for families and farmers.

In 2015, more than one million California WIC participants redeemed over 10.5 million FVCs, totaling almost \$90 million. If just one percent of those checks were redeemed at farmers' markets it would really support local growers. ACTION: See which markets in your area accept FVCs. If you don't see "FVC/FMNP" in the far right column for your local Farmers' Market, call State WIC (916-928-8513) for information about bringing this opportunity to your neighborhood.

See the Farmer's Markets which accept Fruit and Vegetable Checks:

<http://www.cdph.ca.gov/programs/wicworks/Documents/FarmersMarket/WEB-WICAuthorizedMarkets.pdf>