

Healthy kids, strong parents,  
WIC works wonders!

## What's New for WIC Farmers Market in 2018!

Wow, so much is happening in the Farm Direct Nutrition Program (FDNP) this year! Let's start with the State of Oregon giving the program a million dollars more than last year. Here's some of what happening:

- **NEW** increased benefit amount. We know from FDNP check redemption data, the more checks a family receives the more likely they are to spend them. With more money we were able to increase the WIC benefit from \$20 to \$28.
- **NEW** maximum number of check booklets per eligibility families has increased from three to five.
- **NEW** increased time to use the checks. The final day to use is now November 30.
- **NEW** Oregon Farm Direct Nutrition Program Checks Welcome Here sign. (See top right)
- **NEW** Farm Direct check booklet insert. This is an aid for participants, when they are at the market, to remember what's allowed and what's not allowed to purchase with their Farm Direct checks. (See center right)
- **NEW** "Need help using your Farm Direct Checks?" poster for use at Farmers Market information booths, farm stands, and WIC clinics. This 11 x 17 poster will be laminated and distributed at the statewide meeting in May. (See bottom right)

## New Farmers Market Materials!



### Need help using your Farm Direct Checks?

| ALLOWED ITEMS  | NOT ALLOWED ITEMS   |
|--|---|
| <ul style="list-style-type: none"> <li>• Fresh fruits <b>Locally Grown!</b></li> <li>• Fresh vegetables</li> <li>• Fresh cut herbs</li> </ul> <p> Organic products are allowed</p> | <ul style="list-style-type: none"> <li>• Processed foods (including jam, honey, dried fruit, dairy products, or nuts)</li> <li>• Live plants</li> <li>• Meat, fish or eggs</li> <li>• Non-food items</li> </ul> |

**Look for this sign and spend directly with participating farmers**

**WIC PARTICIPANTS:** Call your local WIC clinic or dial 211, toll-free  
**SENIORS:** Call the Senior Farm Direct toll-free line at 1-866-299-3562

I'm glad you asked!

*Why can't Farm Direct checks be used at the grocery store?*



Convenience and one-stop shopping are important for WIC moms, but the Farm Direct Nutrition Program was designed to be more than just a grocery trip. What makes FDNP so special is that it not only provides nutritious fruits and vegetables to our families, but it also supports local farmers and communities at the same time. It's a win-win!

Here are a few unique advantages of spending checks directly with local farms:

- Farmers markets are a fun, safe outdoor activity for the whole family. Many offer live music, children's activities, cooking demonstrations, and samples!
- It's an opportunity to connect with and support the people who grow our food. FDNP will pay almost \$2 million to local farms this season, making a big impact on small family farmers and local economies.
- Farm direct produce is often picked within a day of selling (sometimes within hours), so it's fresher, lasts longer, tastes better, and is packed full of nutrients.
- U-Pick farms also make a great summer activity. WIC families can spend a fun afternoon picking berries (or cherries, or apples!) and then pay for their bounty with Farm Direct checks.

## 2018 Farmers Market Seasonal Selection "Farm Fresh Farmers Market Bag"

The *Farm Fresh Farmers Market Bag* includes tips for storing and cleaning produce on the bottom of the bag. Double reinforced handles and plastic bottom makes it easy to carry heavy groceries.

Get the most out of this bag by giving it out to participants with their Farm Direct checks at the Farmers Market.

Order your Farm Fresh Farmers Market bags from Shopify. We ordered enough bags for each family receiving Farmers Market checks to receive one.



## Updated FDNP brochure, class outline, and self-paced lesson.

The FDNP brochure, class outline, and self-paced lesson have been updated to include the new information and materials. They will be available to order or download on May 1, 2018.



## To Redeem or Not to Redeem

There are many reasons why it may be difficult for a WIC family to get to the farmers market. The good news is there are ways you can help address barriers and make sure more fresh, local produce makes it home this season.

### Identify a location

- Help families find a participating farmers market or farm stand that is most convenient for them. Statewide locations can be found at [myoregonfarm.org](http://myoregonfarm.org). Consider printing a list of locations for your county and also posting it in the lobby.

### Connect with your local farmers market

- They would love to hear from you! Ask if they have special family-friendly days or activities to promote.
- Looking for a farm to do a pop up stand at your clinic? A market manager can connect you! Want to issue checks at the market one day? Markets will be thrilled to host you!

### Promote & Remind

- Use social media to remind your followers about spending checks throughout the season. Look for posts on the Oregon WIC Facebook page to share.
- Create a bulletin board highlighting farmers markets
- Send reminder postcards or consider making reminder phone calls later in the season.

### Issuance Tips

- Give the maximum allowed per family - the more they have, the more likely they are to spend them!
- Encourage participants to keep their checks in a safe place, and treat them like cash.

**BONUS:** Do you have participants who wish they could purchase organic items or fresh herbs with their eWIC benefits? Let them know they can buy both with Farm Direct checks!

## Katie Furia is our new FDNP Expansion Coordinator!



As Program Manager for the nonprofit, Farmers Market Fund, Katie led the development and implementation of the statewide SNAP matching program “Oregon Double Up Food Bucks” at farmers markets and CSA farms. Prior to that she worked as the SNAP Outreach Manager at Partners for a Hunger-Free Oregon, and at local WIC programs in Virginia and Pennsylvania!

In addition to identifying sustainable practices to improve redemption rates, Katie will be working at the state level to convene an FDNP advisory group, finding ways to connect more seniors to FDNP, and identifying farmer barriers to participation.

When she’s not chasing around her 16 month old son, you’ll find Katie at a farmers market admiring what the season has to offer. She enjoys long walks in the city, country, and forest, and down time catching up on terrible reality television. She is very excited to meet you all at the Statewide Meeting next month! Come say hello!