

Oregon Farm Direct Nutrition Program

2025 Farmer Information



Oregon Farm Direct is a state-administered USDA nutrition program that brings more than \$1 million dollars to Oregon farmers each year. Farm Direct Dollars are issued to families enrolled in the WIC (Women, Infants & Children) program and income eligible seniors to spend with authorized farmers selling directly to consumers.



The \$4 Farm Direct Dollars are used to buy locally grown fresh, unprocessed fruits, vegetables and cut culinary herbs from June 1 - November 30.

Farmer eligibility:

- You own, lease, rent, or sharecrop land to grow, cultivate or harvest crops on that land in Oregon or a bordering county, *and*
- You sell your own produce at a farmers market or farm stand.

How to apply:

- **If you are new to the Farm Direct program:**

Complete the New Farm Application found on our website. Visit myoregonfarm.org and select Resources for Farm and Market Representatives to find the application.

- **If you were authorized to accept Farm Direct last year:**

The Farm Direct team will contact you by email after April 1.

Farm Payments:

Vouchers accepted by authorized farms are redeemed electronically through an online payment portal and paid weekly by direct deposit. Once authorized, farms will be sent the information they need to set up their payment portal account. Accepting and redeeming Farm Direct vouchers is free of charge.

Contact the Farm Direct team at Oregon WIC:

Email: Oregon.FDNP@odhsoha.oregon.gov

Phone: 877-807-0889, option 2

www.myoregonfarm.org

