

How Does it Work?



May – Sept.



WIC Farm Direct
vouchers are
distributed by local
WIC clinics



June 1 – Nov. 30

Participants visit
farmers markets
and farm stands



Farm Direct
vouchers are spent
with authorized
farms to buy
fresh produce

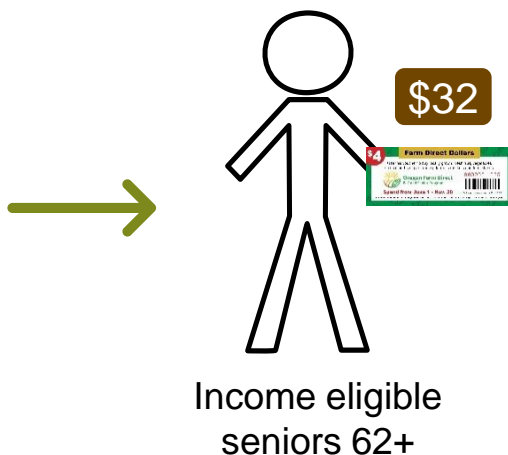
Farms process
voucher barcode in
payment portal for
direct deposit –
at market or later



June - July



Senior Farm Direct
vouchers are mailed
to participants



Fresh,
healthy food
goes home

