Grow your customer base and your sales by accepting the WIC Fruit and Vegetable Check (FVC)

Unlike the WIC Farmer’s Market Nutrition Program (FMNP) checks, the WIC FVC is issued to families year-round and in larger amounts ($8 or $11).

A typical WIC household (mother and young child) could have up to $19 every month to spend on fresh farm produce. In 2015, more than one million California WIC participants redeemed over 10.5 million FVCs, totaling almost $90 million.

Compare that to the small and seasonal FMNP, which serves about 90,000 families with $2 million in total benefits each year — and participating families only get one $20 check booklet per season.

Family farmers can tap into a much larger market with the WIC FVC – and build a monthly WIC customer base!

New federal rules allow market managers to streamline the transaction process for WIC FVCs for authorized farmers.

There is a separate training and authorization process for the WIC FVC, but family farmers in certain markets can earn extra income by serving more WIC customers.

IT’S WORTH IT!
Expand your WIC sales, support WIC families, and benefit your community.

Learn more about the WIC FVC here:
www.wicfarmers.ca.gov
916-928-8513