Encourage WIC families to redeem their monthly WIC Fruit and Vegetable Check (FVC) at farmers’ markets.

- More farmers’ markets in your area are now authorized to accept the WIC FVC (or Cash Value Voucher, CVV) in addition to the seasonal WIC Farmers’ Market Nutrition Program (FMNP) checks.
- WIC families can buy more fresh vegetables and fruit at markets with the FVC, now valued at $8 to $11 per month per participant.
- Many WIC families want to shop at farmers’ markets to find quality seasonal produce, support local farmers, and enjoy a family-friendly community event. The FVC can help them do that all year!

To find out which markets in your area accept FVC and FMNP checks, visit: http://bit.ly/Farm2WICList. Don’t see your local Farmers’ Market on the list? Call State WIC (916-928-8513) for information about bringing this opportunity to your neighborhood.

SPREAD THE WORD!

Learn more about Farm2WIC: http://calwic.org/focus-areas/engaging-wic-families/farm2wic