



PACIFIC COAST  
FARMERS' MARKET  
ASSOCIATION

## WIC MATCHING PROGRAM AWARDED FOR 2022



PCFMA will continue to match [WIC FMNP](#) and [Senior FMNP](#) coupons for the [2022 season](#) thanks to CDFA's California Nutrition Incentive Program (CNIP).

The funding from CNIP helps nutrition program participants with the purchase of California-grown produce and will match Women, Infants and Children (WIC) FMNP and Senior FMNP at over [30 certified farmers' markets](#) in six San Francisco Bay Area counties: Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, and Solano.

This project reunites three partner organizations that successfully piloted a WIC FMNP Matching program in the 2020 and 2021 farmers' market seasons. That project increased healthy food access for approximately 6,200 low-income families while supporting over \$170,000 in additional sales for California direct marketing farms.

Building upon the lessons of that project, this new project will deepen relationships with local WIC agencies and senior-serving institutions to support over 6,000 low-income seniors and families while facilitating more than \$125,000 in additional sales for California farmers.

### **Additional Partnerships**

The three farmers' market partners – Pacific Coast Farmers' Market Association, [Coastside Farmers' Market](#), and [Fresh Approach](#) – have each partnered previously on multiple projects including the pilot of the WIC FMNP matching in the 2020 and 2021 farmers' market seasons. In addition, all three are active members of the California Market Match Consortium, led by the Ecology Center.

Each of the three partners is a member of the [Farmers Market Coalition](#) (FMC). FMC is joining the project to convene the project partners and other farmers' markets in California or in other states that support WIC FMNP and Senior FMNP programs and match those benefits. All other California farmers' markets funded under this CNIP program will be invited to participate. FMC will convene these participants into a community of practice, meeting at least quarterly, to share best practices, learn from one another, and strategize ways to increase FMNP utilization and healthy food access through farmers' markets.

## **CNIP**

The [California Nutrition Incentive Program \(CNIP\)](#) encourages the purchase and consumption of healthy, California-grown fresh fruits, vegetables, and nuts by nutrition benefit clients. CNIP supports shoppers using nutrition benefits (CalFresh, formerly known as food stamps, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), and Senior Farmers Market Nutrition Program) by empowering them to increase their consumption of fruits and vegetables.

For every benefit dollar they spend, shoppers receive an additional dollar that can be spent on fruits and vegetables at the market or retail outlet, within set parameters. Any nutrition benefit shopper can benefit from the program simply by spending their benefits at participating Certified Farmers Markets and other retail outlets. CNIP operates at selected Certified Farmers Markets, mobile markets, community-supported agriculture programs, and retailers.

CNIP nutrition incentives also support California farmers, by increasing demand for their products. CNIP incentives can only be used for fresh California-grown fruits and vegetables.

CNIP addresses food insecurity and access to fresh fruits and vegetables among low-income Californians while simultaneously supporting and expanding markets for California farmers. CNIP currently offers nutrition incentives to CalFresh shoppers at more than 280 locations throughout the state, including Certified Farmers' Markets, Community Supported Agriculture (CSA) programs, and retail outlets.

Find a [participating farmers' market](#) near you!

TAGS