

Texas WIC in Farmers' Markets

Why?

- Promote Nutritional Education
- Promote Fruit & Vegetable Portion of New Food Packages
- Further Automate Food Benefit Delivery

So Far...

- Concept
- Request For Information

Next...

- Request for Offer and Award(s)
- Pilot
- Add Farmers' Market Nutrition Program (FMNP) benefits to smart card

Guiding Principles

1. Use same contracting method as in FMNP
2. Do not use scrips (tokens, vouchers, wooden nickels)
3. Same payment processing as grocery stores
4. Same cards as grocery stores
5. Different vendor agreements than grocery stores
6. Include capability for Credit, Debit & SNAP
7. Wireless Grocery Store

A Day at the WIC Farmers Market