

# How to Become a New WIC S-FMNP-Authorized Farmers Market or Farmer in NJ

Brought to you by City Green's Good Food Bucks Program



## 5 Steps to Becoming a Senior/WIC FMNP Authorized Farm or Farmers Market

Applying to become a Senior/WIC FMNP (Farmers Market Nutrition Program) Authorized Farmer or Farmers Market is a simple process that is free to you. The NJ Department of Health is the only agency authorized to approve Senior/WIC FMNP WIC retailer applications. S/WIC authorized farmers and markets earn more revenue by expanding food sales audience, improving access to fresh food, strengthening the connection of farmers to low-income communities in NJ, and collectively move us closer to the goal of ensuring fresh food for all!

- 1** Determine your eligibility to be authorized by identifying whether you are a Farmer, Grower, or Farmers Market (page 2)
- 2** Contact the NJ WIC Farmer's Market Unit at the New Jersey Department of Health for an application. Jose Quann can be reached at 609-292-9560 or [Jose.Quann@doh.nj.gov](mailto:Jose.Quann@doh.nj.gov)
- 3** Complete the Selection Criteria form, a two-page application, an Agreement, and face-to-face training. The DOH will schedule a site visit to your farm or market. Contact City Green for technical assistance in navigating your application.
- 4** Start Accepting WIC! City Green offers technical assistance to help you set up a token/scrip system for Good Food Bucks
- 5** Spread the Word! You may qualify to receive marketing support and materials for your market, technical assistance (including set up for a token or scrip system), and training from City Green.

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Determine your eligibility to be authorized by identifying whether you are a Farmer, Farmers Market, or Grower

### Qualifications

### If you meet the qualifications...

#### Farmer

- You grow food for human consumption in NJ on property that is 5 acres or larger
- You grow at least 35% of all you sell



Apply as a traditional farmer  
OR  
Participate in an existing WIC authorized market

#### Farmers Market

- You coordinate vendors, scheduling, and overall logistics/operations of a farmers market
- You sign agreements b/w the market, vendors, and the NJ Department of Health



Apply as a Farmers Market!

#### Grower\*

- You grow food for human consumption in NJ on property that is less than 5 acres
- You grow 75% of all the produce available for sale at your markets



\*You cannot apply for authorization. Instead, find a market that is WIC authorized and join as a vendor

*Contact City Green to connect you with a market manager near you!*

#### Other Conditions:

- Produce sold by WIC authorized farmers or farmers' markets must be locally grown in NJ and its border states (NY, PA, DE)
- *Growers: If you are already SNAP authorized and farm on less than 5 acres, you can contact NJ WIC for an application. If you are not already SNAP authorized, you can connect with a Farmers Market and ask that they become authorized to accept WIC.*

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Contact the NJ WIC Farmer's Market Unit, 609-292-9560 or [Jose.Quann@doh.nj.gov](mailto:Jose.Quann@doh.nj.gov) to receive an application.

Applications can only be obtained from the NJ WIC Farmer's Market Unit

When asking for an application, state whether you wish to apply as a Farmer or as a Farmers Market

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When you receive your application folder from the NJ Department of Health, complete the necessary components.

1. Selection Criteria Form (1 page)
2. Application (2 pages)
3. Agreement (1 page)
4. Face-to-Face Training
5. Site Visit from DOH

**Contact City Green for assistance in navigating the application process!**

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**Start Accepting Senior/WIC FMNP vouchers!**

When you are authorized to accept WIC S-FMNP, you will use a stamp unique to your farm or market. You will receive annual training from the NJ Department of Health.

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**Spread the Word!**

You may qualify to receive marketing support and materials for your market, technical assistance (including set up for a token or scrip system), and training from City Green. Contact us at [goodfoodbucks@city-green.org](mailto:goodfoodbucks@city-green.org)

# Senior / WIC FMNP Reference Sheet

Keep track of your S/WIC FMNP authorization information here and save in a secure place for future reference.



## Application Type Submitted:

- Traditional Farmer       Farmers Market       Grower

## Entity Type:

- LLC, Partnership, Sole Proprietorship, or Privately-Held Corporation       Non-Profit       Government Owned

Qualifying Acreage (# of acres in production of fruit and vegetables for human consumption): \_\_\_\_\_

## Proof of Acreage Available:

- Lease Agreement  
 Farm Land Tax Assessment  
 Deed  
 Other: \_\_\_\_\_

WIC Farmers ID #: \_\_\_\_\_

Farmer Stamp #: \_\_\_\_\_

## Owner Information as listed on application:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_



[goodfoodbucks.com](http://goodfoodbucks.com)

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