

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 retailer applications. FMNP benefits are issued and redeemed using an electronic QR code system, and authorized farms & markets must have access to a smart device with wifi. 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 at njsfmnp@doh.nj.gov or at 609-292-9560.
- 3** Complete the Selection Criteria form, a two-page application, an Agreement, and required training. The DOH will schedule a site visit to your farm or market.
- 4** Obtain a smart device (phone or tablet) with wifi capability. Create your email logins and passwords by emailing Tamika.Wallace@doh.nj.gov.
- 5** Start Accepting WIC and Senior FMNP benefits and spread the word! You may qualify to receive marketing support and materials for your market, technical assistance, 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

	Traditional Farmer	Grower	Farmers Market
Criteria for Eligibility	<ul style="list-style-type: none"> ○ You grow food for human consumption in NJ on property that is 5 acres or larger. ○ You grow at least 35% of all food that you sell. 	<ul style="list-style-type: none"> ○ You grow food for human consumption in NJ on less than 5 acres ○ You grow 75% of all the produce available for sale at your markets ○ You have a minimum of \$1,000 in annual food sales OR you are a member of <u>Jersey Fresh</u> 	<ul style="list-style-type: none"> ○ You are a 501c3 nonprofit, government entity, or LLC that hosts a community farmers market with multiple vendors. ○ You coordinate vendors, scheduling, and overall logistics/operations of a farmers market
Other Conditions for all:	<ul style="list-style-type: none"> • Produce sold by WIC authorized farmers or farmers' markets must be locally grown in NJ and its border states (NY, PA, DE). • Operation for a minimum of six hours per week. • Must sell at least seven (7) authorized, locally grown fruits, vegetables and/or herbs throughout the season, except for fruit-only farms • At least three (3) self-grown items at all times, except for fruit-only farms • Submission of all required documentation to New Jersey WIC • Compliance with all required corrective actions resulting from monitoring by New Jersey WIC. • Completion of interactive, face-to-face training with New Jersey WIC. Retraining is required every three years for re-authorization. • Changes in market operations (dates, times, locations) must be reported to NJ WIC / NJ DOH each year and throughout the season. 		

Resources and More Information:

[How to Become an Approved Farmer \(NJ DOH\)](#)

[Senior/WIC FMNP FAQ \(NJ DOH\)](#)

[Enroll in the Jersey Fresh Program](#)

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Contact the NJ WIC Farmer's Market Unit, 609-292-9560 or 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 Traditional Farmer, a Grower, or 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 or Virtual Training
5. Site Visit from DOH

Contact City Green for assistance in navigating the application process!

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Obtain a smart phone or tablet with WiFi and camera capabilities so that FMNP QR Codes can be processed

When you are authorized to accept WIC S-FMNP, you will receive annual training from the NJ Department of Health. FMNP benefits redeemed at your site must be processed on a smart phone or tablet connected to WiFi and with camera.

DOH may have funding available to reimburse you for the purchase of eligible smart devices. Contact

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Start Accepting Senior/WIC FMNP benefits! Spread the Word!

You may qualify to receive marketing support and materials for your market or technical assistance from City Green. Contact us at 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 (5+ acres)
- Grower (<5 acre)
- Farmers Market

Jersey Fresh Member?

- Yes
- No

Annual Fresh Produce Sales:

\$ _____

Sales Year: _____

Owner or Authorized Representative Information as listed on application:

Name: _____

Title: _____

Email: _____

Phone: _____

FMNP Online System for QR Code Redemption

Administrator Login(s) (Email addresses):

Administrator Password(s):

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: _____

Date Application Submitted:

Date Approval Received:

Due for Renewal On:
(Add 3 years to approval date)

WIC Farmers ID #
(Assigned by Department of Health):

Contact:

NJ Department of Health
Jose Quann, FMNP Unit
njsfmnp@doh.nj.gov
609-292-9560

Senior / WIC FMNP Reference Sheet

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



Use this sheet to keep track of your farm or market's FMNP account logins. Each smart device being used to process FMNP QR codes at your site should have its own login. To add additional logins to your account, contact Tamika Wallace at tamika.wallace@doh.nj.gov. You must have at least one admin login, and may add as many additional admin or staff logins as you wish.

Email	Password	Account Type (Circle)
		Admin / Staff
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