



Food and Nutrition Service

U.S. DEPARTMENT OF AGRICULTURE

April 21, 2026

SUBJECT: FNS Celebrates Farmers and Farmers Markets

TO: Regional Directors
Supplemental Nutrition Divisions

WIC State Agency Directors
All State Agencies

The United States Department of Agriculture’s (USDA) Food and Nutrition Service (FNS) values the important role farmers and farmers markets play in communities across the United States. Farmers markets offer healthy, fresh produce grown by local farmers to support healthy choices, healthy families, and healthy outcomes. They also support specialty crop and small family farmers, foster community connections, stimulate local economies, and so much more.

As farmers market season kicks off, FNS celebrates farmers markets for supporting Secretary Brooke Rollins’ priorities to connect American farmers to our nutrition assistance programs. She has lauded the contribution of farmers, recognizing that “America was founded by farmers, ordinary citizens who tilled the land, fed their families and neighbors, and built a nation rooted in freedom and self-reliance.”


In alignment with Secretary Rollins’ priorities, two FNS Federal nutrition programs are solely dedicated to connecting American families with healthy foods made available at farmers markets - the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Farmers’ Market Nutrition Program (FMNP) and the Senior Farmers’ Market Nutrition Program (SFMNP). WIC FMNP provides a seasonal benefit to WIC participants to purchase whole fruits, vegetables, and herbs from local farmers. Similarly, SFMNP provides a seasonal benefit to seniors to purchase whole fruits, vegetables, herbs, and honey from local farmers. Visit the FNS website to learn more about [WIC FMNP](#) and [SFMNP](#).

FNS encourages State agencies to further strengthen the connection between farmers and nutrition programs by allowing the use of WIC cash-value benefits (CVB) at farmers markets. By authorizing CVB at farmers markets, WIC State agencies are directly supporting small American farmers, as well as providing WIC families with more opportunities to shop for locally grown, domestic fruits and vegetables.

WIC staff can learn more about how to encourage families to shop for and use healthy foods purchased from farmers markets through the WIC Works Resource System’s “[What Do I Do With](#)” series. The “What Do I Do With” series features a collection of recipes, tips, information, and ideas around specific food items.

Secretary Rollins is also committed to supporting State innovation and improving customer service. FNS encourages State agencies to consider other innovative ways they can connect the American families they serve with their local farmers and farmers' markets. Please contact your [FNS Regional Office](#) for assistance or with any questions.

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