



## Montana WIC Program Farm Direct 2020 How to Apply

For over 40 years, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) has been an integral part of Montana's public health system. Promoting healthy habits early, when they make the most powerful difference in the lifelong health of a child, is what WIC is all about. With each new eligible family WIC reaches, public health grows stronger and more effective in the fight against obesity and other debilitating and life-threatening conditions.

The Farm Direct Program authorizes Farmers to accept WIC Farmers Market Nutrition Program Benefits (FMNP).

Participating in the Farm Direct Program provides Farmers with additional sales opportunities and promotes the production of locally grown fresh fruits and vegetables.

Here are some definitions to think about, which might help you decide if the Farm Direct Program is right for you:

**Farmer** - An individual authorized to sell locally grown produce at farmers' markets and/or roadside stands. Individuals, who sell produce grown by someone else, such as a wholesale distributor, cannot be authorized.

**Eligible Foods** - Fresh, locally grown fruits and vegetables as listed on the Farm Direct Food List.

**Locally Grown** - Produce grown only within Montana borders where the farmer is selling the produce.

Here are some other points to think about:

- In order to become authorized, Farmers must:
  - ✓ Meet the selection criteria which are outlined in the Farm Direct Handbook;
  - ✓ Participate in annual training for each year of the 3-year agreement; and
  - ✓ Enter into an agreement with the Department of Public Health and Human Services.

If you are interested in becoming an authorized vendor for the Farm Direct Program, or have questions about your renewal status, please call Debbie Hirshberg at the Missoula WIC Agency (406) 258-4827.

Required renewal training will be offered during the annual Vendors Meeting on Tuesday March 24, 2020 at the Missoula Public Library at 6:30pm.



**This institution is an equal opportunity provider.**