



# INCREASING FRESH PRODUCE FOR SENIORS

A 2024 PILOT PROJECT

Claire Mance - FoodWise Healthy Communities Coordinator  
November 25, 2024



## FARMERS MARKET NUTRITION PROGRAM

Fresh, locally grown fruits, vegetables, and herbs from May through October



### WIC FAMILIES

Participate in WIC Program  
Pregnant, Postpartum, or Have 9 month old  
Five \$8 checks



### LOW INCOME SENIORS

60 +  
Annual income at or below \$27,861  
Five \$9 checks

## THE ISSUE

Low redemption rates of Senior FMNP vouchers in Dane County

Seniors face barriers to accessing traditional farmers markets

Not all markets are FMNP certified

Confusion around how to use the vouchers



## COMMUNITY PARTNERS

AREA AGENCY ON AGING  
DEPT OF HEALTH SERVICES  
SENIOR MEAL PROGRAMS  
SENIOR CENTERS  
LOCAL FARMERS  
MARKET MANAGERS



## INTERVENTION:

### POP-UP FARMERS MARKETS AT SENIOR CENTERS

#### PRIORITY AREAS:

MIDDLETON  
WAUNAKEE  
BELLEVILLE



## THE PLANNING PROCESS: JANUARY - APRIL

OUTREACH TO SENIOR PARTNERS TO GAUGE INTEREST IN HOSTING

SURVEYED ALL FMNP CERTIFIED FARMERS TO GAUGE INTEREST IN VENDING

INVITED FARMERS TO HAVE THEIR FARM FEATURED IN SOCIAL MEDIA SERIES

EXTENSION FACILITATED THE MATCH MAKING PROCESS

# LA FERME DANS LA VALLEE

ALINE MOREAU

BLACK EARTH, WI



When asked why she choose to participate as a vendor in this project, she replied, "It was an emotional thing more than a rational thing. I really wanted to do it. It bought me back to the market."

-FMNP Pop-up Vendor

"I had heard of the vouchers but hadn't seen them in use, so I'm pleased we had some customers spend theirs at the pop-up market. I also really enjoyed partnering with Claire for the marketing, recipes and other logistics."

-Senior Center Staff Member

## RESULTS



5 MARKETS IN WAUNAKEE



2 MARKETS IN MIDDLETON



FMNP CERTIFICATION FOR DOWNTOWN WAUNAKEE MARKET



7 FARMER PROFILE FEATURES



PLANS TO EXPAND THE PROGRAM IN 2025

## THANK YOU!

CLAIRE MANCE

mance.claire@danecounty.gov



Extension  
UNIVERSITY OF WISCONSIN-MADISON  
DANE COUNTY

