

## Senior Farmers' Market Nutrition Program

State wide senior participants served increased by over 6,500 individuals. The program was offered in an additional 20 counties and 3 tribal communities throughout the state. Benefits were distributed to each eligible person vs. each eligible household and benefit amounts increased from \$25 to \$35.

Participant redemption of checks increased to 74% in 2023 from 72% in 2022.

Participants purchased \$536,940 in produce from local farmers vs. \$255,880 in 2022.

Program wide, WIC and Senior FMNP saw a 45% increase in produce sales to farmers in 2023 with a total of \$1,232,921 sold in 2023 vs. \$850,691 sold in 2022, resulting in more fresh and local produce to participants!

Average state redemption: 74%

Dane county redemption: 61%

Area	# of pkgs. available to issue	# of pkgs. issued	# of pkgs. leftover	# of ppts. served	\$ Amt. Issued (\$35/p)	Checks Redeemed	\$ Amt. Redeemed (\$5/check)	Redemption Rate 2023	Redemption Rate 2022
Dane	840	811	29	811	\$28,385	3,439	\$17,195	61%	42%
Total	21,614	20,777	837	20,777	\$727,195	107,388	\$536,940	74%	72%