



Extension  
UNIVERSITY OF WISCONSIN-MADISON  
DANE COUNTY

# INCREASING FRESH PRODUCE FOR SENIORS

AN UPDATE TO A 2024 PILOT  
PROJECT



Claire Mance - Health & Well-Being Educator  
January 26, 2026

# FARMERS MARKET NUTRITION PROGRAM

Fresh, locally grown fruits, vegetables, and herbs from June through September



## WIC FAMILIES

Participate in WIC Program

Pregnant, Postpartum, or Have 9 month old

Five \$5 checks



## LOW INCOME SENIORS

60 +

Annual income at or below \$28,953

Five \$5 checks

# THE ISSUE



- Low redemption rates of Senior FMNP vouchers in Dane County
- Not all markets are FMNP certified
- Seniors face barriers to accessing traditional farmers markets
- Confusion around how to use the vouchers
- Yellow vendor signs not always posted





# ORGANIZING PARTNERS

**AREA AGENCY ON AGING**

**DEPT OF HEALTH SERVICES**

**SENIOR HOUSING SITES** 

**SENIOR CENTERS**

**LOCAL FARMERS**

**MARKET MANAGERS**



# INTERVENTION: POP-UP FARMERS MARKETS AT SENIOR SITES

Continued Sites:

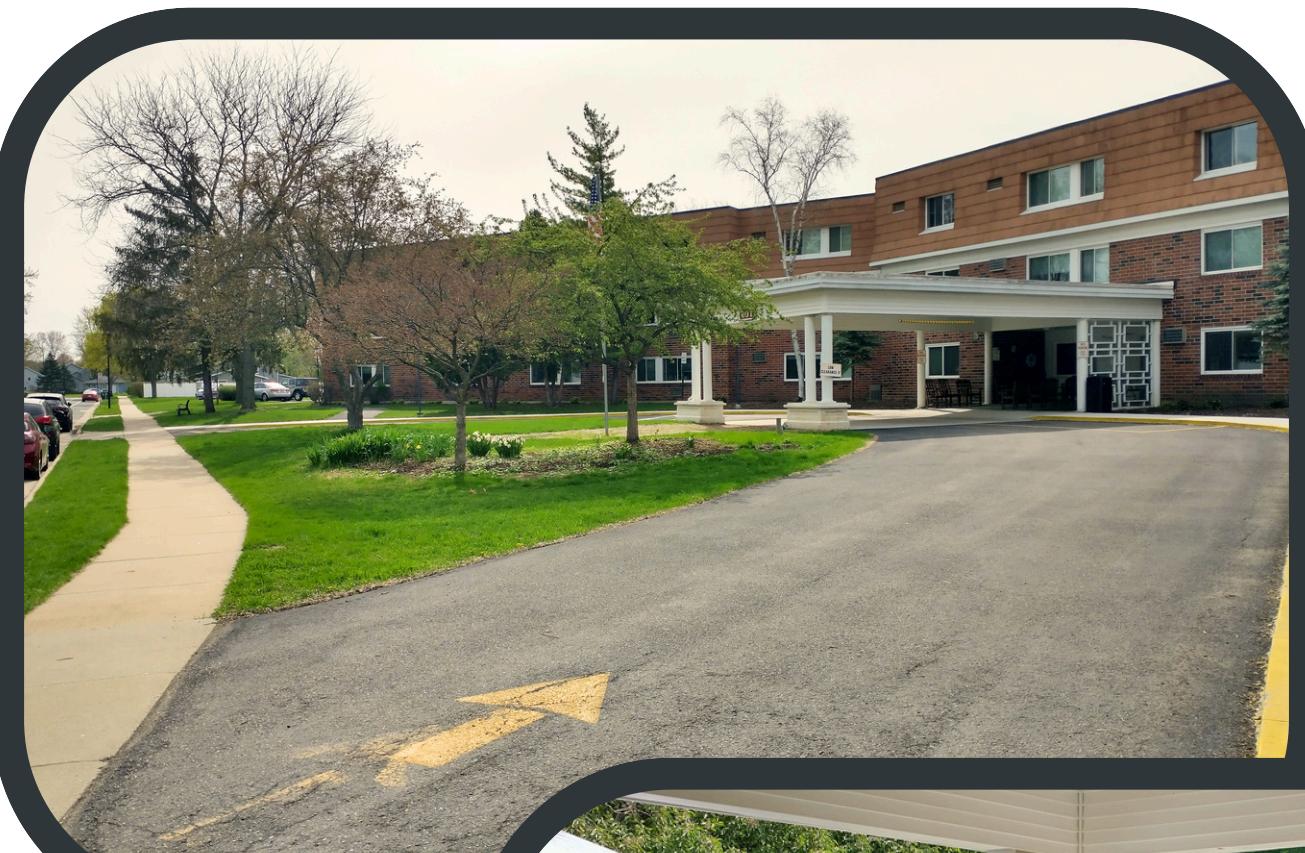
Middleton  
Senior Center

Waunakee  
Senior Center

New Sites:

Colonial  
View  
Apartments  
- Sun Prairie

# SENIOR HOUSING: COLONIAL VIEW APARTMENTS SUN PRAIRIE



**HUD SUBSIDIZED**



**75% OF RESIDENTS QUALIFY FOR  
SFMNP**



**<50% OF RESIDENTS DRIVE**



**MOST HAVE LIMITED MOBILITY FOR  
WALKING TO LOCAL FARMERS  
MARKET**



# PLANNING TIMELINE: November '24 - MAY '25



## 2024 EVALUATION



## SITE EXPANSION DISCUSSION



## 2025 PARTNER OUTREACH

## EXTENSION CONTRIBUTIONS

- **FOSTERED PARTNER CONNECTIONS**
- **SET MARKET SCHEDULES**
- **CREATED MARKETING MATERIALS**

# LA FERME DANS LA VALLEE

ALINE MOREAU

BLACK EARTH, WI





**2025  
FARM STAND  
SERIES**

**Middleton Senior  
Center**

**August 27  
September 24**

**9am-  
11am**

Featuring  
FMNP  
vendor:  
**La Ferme  
dans la  
Vallee**





“Having the first market at Colonial View Apartments in Sun Prairie was definitely a highlight! I felt the goal of the market was achieved there. Seniors were so appreciative to be able to use their vouchers and openly said that they were not able to go to the farmers market. I felt very good about bringing the market to them.”

- Aline Moreau, Farmer, La Ferme dans la Vallee



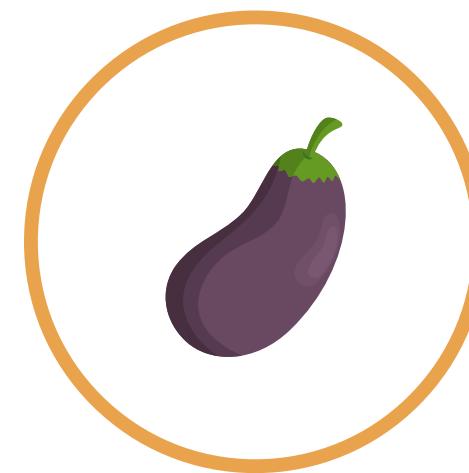
“Having the farmer pop-up stand allowed folks who previously couldn’t use the Farmer’s Market Vouchers have a reason to apply for them and a way to use them. So not only did the pop-up give access physically but financially as well.”

- Kristy Schuster, Services Director, Colonial View

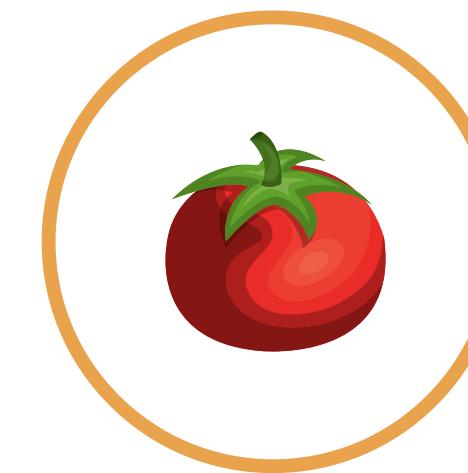
# RESULTS - 2024



7 MARKETS IN  
2 LOCATIONS



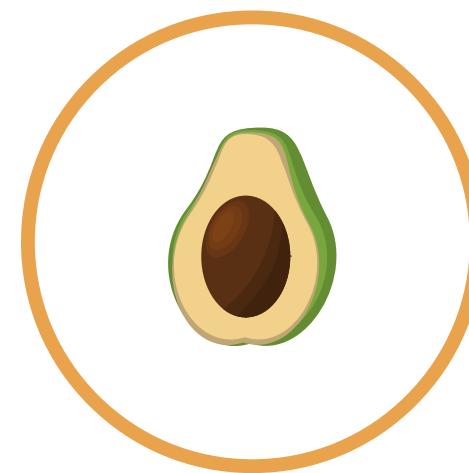
7 VOUCHERS  
COLLECTED  
(\$63)



FMNP  
CERTIFICATION  
FOR  
DOWNTOWN  
WAUNAKEE  
MARKET



7 FARMER  
PROFILE  
FEATURES

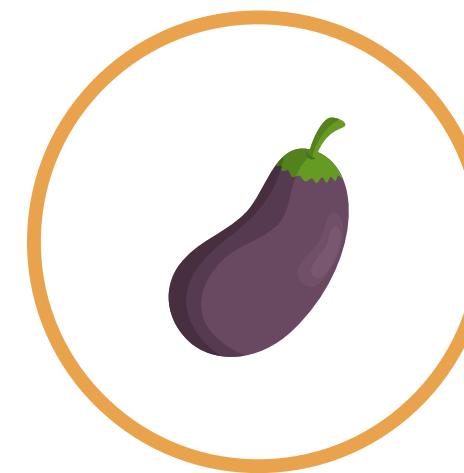


PLANS TO  
EXPAND THE  
PROGRAM IN  
2025

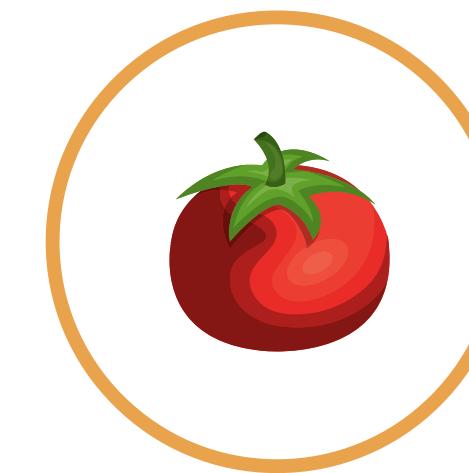
# RESULTS - 2025



10 MARKETS  
IN 3  
LOCATIONS



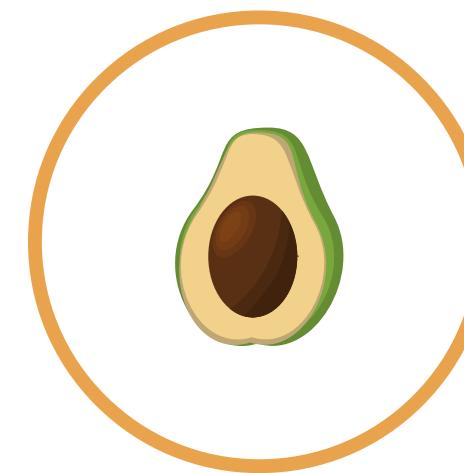
95  
VOUCHERS  
COLLECTED  
(\$475)



NEW  
OUTLET  
FOR LOCAL  
FOODS



NEW  
PROGRAMMING  
PARTNER FOR  
EXTENSION



PROGRAM  
TO  
CONTINUE IN  
2026



NUEC **2026**

Applied to present  
this work as a  
Lightening Talk  
at the National  
Urban Extension  
Conference in  
Detroit, MI



# THANK YOU!

CLAIRE MANCE

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