

INCREASING FRESH PRODUCE FOR SENIORS

A 2024 PILOT PROJECT



Claire Mance - FoodWise Healthy Communities Coordinator
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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

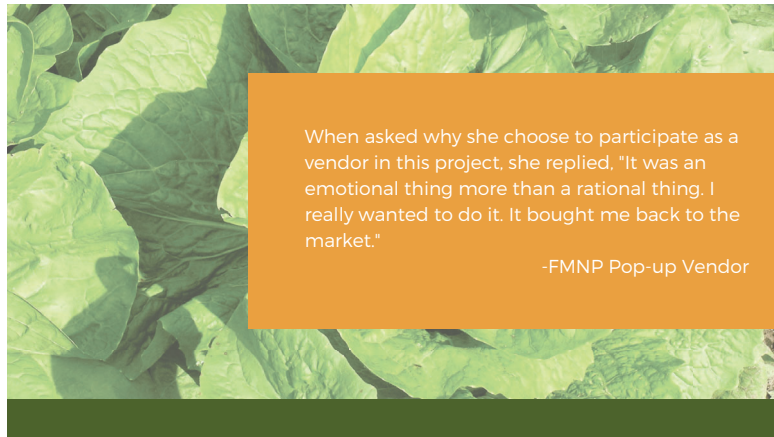
INVITED FARMERS TO HAVE THEIR FARM FEATURED IN SOCIAL MEDIA SERIES

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

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Extension
UNIVERSITY OF WISCONSIN-MADISON
DANE COUNTY

