

Maine Center for Disease Control and Prevention

Women, Infants, and Children Nutrition Program

Farmers' Market Nutrition Program

Effective: October 1, 2012

Revised: November 10, 2025

Policy No. FMNP-8

Local Agency Administration of WIC eFMNP

Policy

1. Maine CDC WIC Electronic Farmers' Market Nutrition Program (WIC eFMNP) benefits shall be made available to all eligible WIC participants each year during the summer season, as funding permits.
2. WIC eFMNP benefit redemption shall be available only at Maine Farmers' Markets and local farm stands which are authorized by the Maine CDC WIC Nutrition Program.
3. WIC eFMNP benefits may be redeemed for only the purchase of any locally grown fresh fruits, vegetables and/or herbs.
4. Food benefits provided by the WIC eFMNP are intended for the sole benefit of participants enrolled in the Maine CDC WIC Nutrition Program and may not be shared with others or sold or exchanged for cash or other goods.
5. Local Agency staff shall provide education on benefit redemption and health benefits associated with the consumption of fresh Maine grown fruits and/or vegetables to all WIC participants receiving WIC eFMNP benefits. Local Agencies shall be allowed to have WIC approved Farmers or a Farmer's representative on site at the Local Agency.

Procedures

1. WIC participants who are eligible to receive WIC eFMNP benefits one time each summer season shall include those who are within a valid certification period in the following categories:
 - 1.1. Pregnant women
 - 1.2. Breastfeeding women
 - 1.2.1. Exclusively breastfeeding women
 - 1.2.2. Partially breastfeeding women
 - 1.2.3. Some breastfeeding women up to six (6) months after delivery at time of FMNP benefit issuance
 - 1.3. Postpartum participants under six (6) months.
 - 1.4. Children ages twelve to sixty (12-60) months

2. Eligible participants will receive equal funding at the start of the eFMNP season in July. Funding will be determined at the start of each season by dividing the sum of the allotted eFMNP grant by the total number of eligible participants
3. Eligible participants will receive a minimum of \$10 at the start of the eFMNP season.
4. Additional amounts maybe added as funding allows.
5. eFMNP benefits shall be issued to all eligible participants in a household automatically on July 1 of the eFMNP season by the State Agency.
6. Participants may redeem eFMNP benefits in the following ways:
 - 6.1. At a WIC Clinic hosting a WIC Approved Farmer
 - 6.2. At any of the following locations listed on our website and our App.
7. The State Agency will monitor funding on a month-by-month basis.
 - 7.1. The State Agency will communicate with Local Agencies and eligible participants in the event of funding changes.
8. Local WIC agency staff shall provide participants with instruction and educate participants in a variety of formats, including digital, printed materials, and interactive, with the following details:
 - 8.1. How to download the app – Creating a Bnft account, You will need
 - 8.1.1. eWIC card EBT number
 - 8.1.2. Birthdate
 - 8.1.3. Mailing Address Zip Code
 - 8.1.4. Email address – this will become your Bnft username
 - 8.2. Steps on generating a Farmer’s Market Barcode
 - 8.2.1. Accessing the barcode in the app
 - 8.2.2. Farmers have the option to use the unique 17 digits code rather than scanning the barcode.
 - 8.2.3. The barcode has an expiration date and must be regenerated once expired
 - 8.2.3.1 Recommend printing or taking screenshot in case of internet disconnection
 - 8.3. Bnft – Cash Value Benefit types and quantity available:
 - 8.3.1. Farmers Market Nutrition Program benefit- Maine grown only (July-Oct) includes only fresh, unprepared, locally grown (Maine grown) fruits, vegetables and/or herbs.
 - 8.3.1.1 Foods that may not be purchased include but are not limited to:
 1. Honey
 2. Maple syrup
 3. Eggs
 4. Cheese
 5. Meat
 6. Seafood

7. Baked goods or other prepared items
8. Fruits, vegetables and/or herbs that are not Maine grown
9. Dried herbs

8.3.2. Fruits & Vegetable benefit – All produce (Year around)

- 8.3.2.1 Food that may not be purchased
 1. Decorative Vegetables and painted pumpkins
 2. Party trays or fruit baskets with dressing or dips
 3. Pickled vegetables or olives

8.3.3. Bnft – Transaction Activity – view recent purchases.

8.4. Use of electronic format and mobile device options to access farmer sale site information (e.g., WICShopper, maine.gov/wic) for names, locations, season, days, and hours of operation

- 8.4.1.1 Start and end of season; Farmer Type: Roadside Stand or Maine WIC Farmers at Farmer's Market
- 8.4.1.2 Local WIC agency may print list from our website or generate their own flyer.

8.5. Discretion: ME WIC does its best to keep this information current. Farmers hours may vary please call or check social media for most current hours.

8.6. Participant may purchase more than the face value of the eFMNP benefit(s) by using the Cash Value Benefit, if available.

- 8.6.1. If the total exceeds the sum of the eFMNP benefit the additional charge will be deducted from the participants available CVB balance automatically by the point of sales system.
- 8.6.2. Participants shall use another form of tender if the sum of the transaction exceeds the total of the participants eFMNP and CVB benefits.

8.7. The right to file a complaint about any improper farmer or Farmer Market practices, including how to file such a complaint. Local WIC Agency staff shall provide nutrition education to all participants receiving WIC eFMNP benefits, with an emphasis on the relationship of positive health outcomes and consumption of fresh Maine grown fruits and/or vegetables.

9. Local WIC agency compliance with administration of WIC eFMNP requirements will be assessed during the Management Evaluation Review of the agency, including:

- 9.1. Nutrition education on the benefits of fresh Maine grown produce provided and documented in Spirit using the Nutrition Education tab, and other applicable notes.
- 9.2. Referrals documented in Spirit for the BNFT app or webpage.
- 9.3. How to shop for eFMNP benefits including:
 - 9.3.1. Shopping for local Maine produce

- 9.3.2. Knowing the eFMNP available balance before shopping
 - 9.3.3. Presenting the bar code to the farm, famers market or farm stand
 - 9.3.4. Length of the eFMNP season
- 9.4. WIC FMNP outreach plans and activities report due to State Agency April 1.
- 9.5. Outreach and promotion of the eFMNP season.

10. Local Agencies will communicate with State Agency expressing interest in hosting WIC Approved Farmers on site in the Local Agency FMNP Outreach Plan.
 - 10.1. Onsite redemption can take place in the following forms:
 - 10.1.1. Pre-packaged/pre-priced bundles of mixed fruits and vegetables- farmers can be onsite or delivered on a schedule that works best for the Local Agency and Famer's schedules.
 - 10.1.2. Local Agency staff will represent approved Farmers when pre-delivered bundles are made available upon communication and coordination with the farmer.
 - 10.1.3. Coordination with Farmers includes but not limited to:
 - 10.1.3.1 Local Agency staff training by the farmer on how to complete a transition in the point-of-sale system on behalf of the Farmer. Local agency shall establish a user login for each farm participating in pre-packaged bundle delivery.
 - 10.1.3.2 Local Agency shall establish their own unique usernames and passwords for each farmer participating in the pre-packaged bundle delivery option when the farmer is not on site and LA is acting as Farmer representative.
 - 10.1.3.3 Local Agency Staff shall not have access to Farmer's financial information.
 - 10.1.4. Farmers on site- famers can provide produce at the Local Agency in a shopping style set up where participants and the general public can select their own fruits and vegetables.
11. State Agency will facilitate communication with Farmers and Local Agencies to coordinate on site redemption opportunities.
 - 11.1. Upon approval of onsite redemption requests, Local Agencies will contact the approved Farmers and Farmers Market's in their services area using the list from maine.gov/wic. Local Agencies will extend the onsite redemption opportunity to all approved famers.
 - 11.2. Local Agency shall communicate with the State Agency when farmers are scheduled to be on site or providing pre-packaged bundles. All communication shall be sent to the WIC Vendor email at wicvendor@maine.gov.