

**2012 Program Report Card: WIC Farmers' Market Nutrition Program (DoAg)**

**Quality of Life Result:** Connecticut farmers providing nutritionally at risk, Women, Infants and Children (WIC) with Connecticut Grown fresh fruits and vegetables.

**Contribution to the Result:**

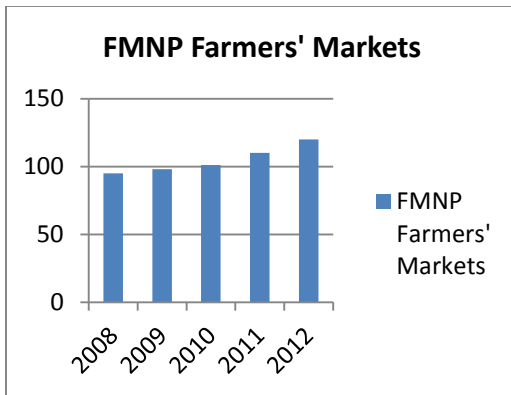
The Connecticut Farmers' Market Nutrition Program (FMNP), CGS Sec. 22, 6f-6p, is a congressionally authorized program administered by the DoAg and jointly funded by the state of Connecticut and the United States Department of Agriculture – Food and Nutrition Service. This program provides checks to WIC clients who are identified as “nutritionally at risk” and offers them the opportunity to buy fresh fruits and vegetables at participating Connecticut farmers' markets. Each eligible WIC client receives five (5), three-dollar (\$3) vouchers (\$15 per eligible client, per year). Twenty-four (24) local WIC offices statewide contracted by the Connecticut Department of Public Health – State WIC Office, receive WIC FMNP checks from DoAg and distribute them to their eligible clients. Connecticut farmers that participate in authorized farmers' markets are reimbursed the face value of the check, thereby enhancing the farmers' earnings and supporting their participation in farmers' markets.

Fiscal Year	Program Expenditures	State Funding	Federal Funding	Other Funding	Total Funding
SFY 12	\$ 498,334.00	\$ 184,090.00	\$ 314,244.00	\$ -	\$ 498,334.00
Estimated SFY 13	\$ 449,676.00	\$ 184,090.00	\$ 265,586.00	\$ -	\$ 449,676.00

*Partners:* CT Dept. of Public Health – State WIC Program; United States Department of Agriculture – Food and Nutrition Service (FNS);

**How Much Did We Do It?**

Number of FMNP Authorized Farmers' Market Locations has increased to 120 in 2012.



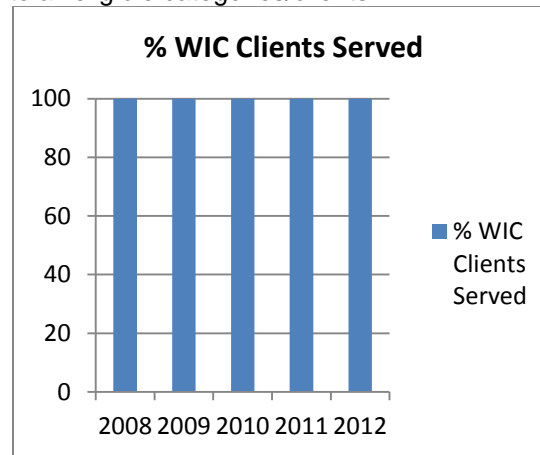
**Story behind the baseline:**

The number of WIC clients utilizing their FMNP benefits increases thereby allowing new farmers' markets to open and the program to expand.

**Trend:** ▼

**How Well Did We Do?**

All eligible WIC categories were served in 2012. Connecticut is one of very few states in the country that provides FMNP benefits to all eligible categories/clients.



**Story behind the baseline:**

WIC clients are categorized and prioritized by nutritional needs. Here is a listing of the categories from highest priority to lowest:

1. Children
2. Pregnant Women
3. Breast Feeding Women
4. Post Partum Women

As long as funding remains sufficient, all eligible categories are served. If funding is decreased, categories would be eliminated beginning with the lowest priority, Post Partum Women, listed above. Children are identified as the highest priority and would be the last category to be affected.

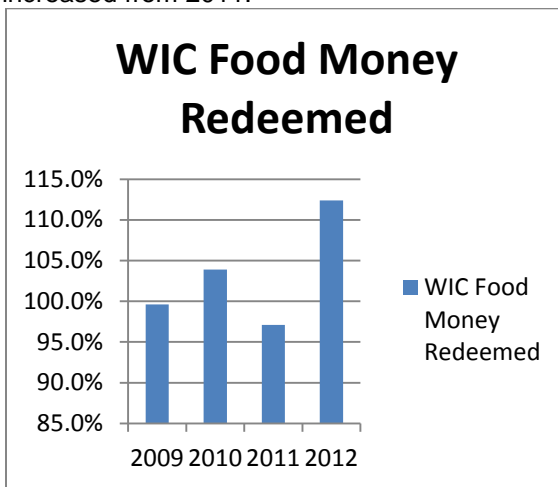
**Trend:** ◀▶

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**Quality of Life Result:** Connecticut farmers providing nutritionally at risk, Women, Infants and Children (WIC) with Connecticut Grown fresh fruits and vegetables.

**How Well Did We Do It?**

WIC FMNP Food Money redemption rate increased from 2011.



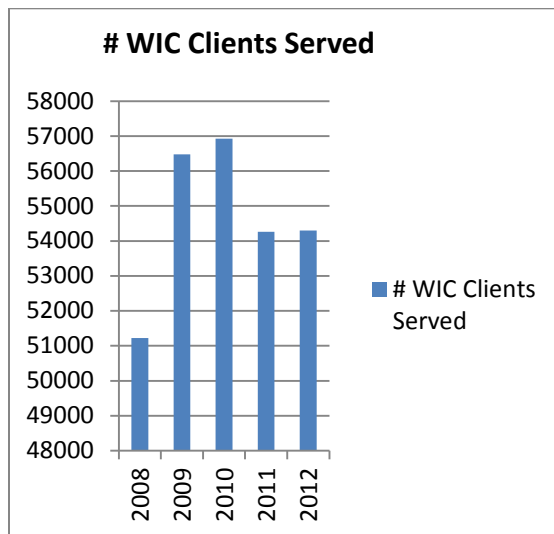
**Story behind the baseline:**

These numbers are reliant on two factors. One: getting the WIC clients to the markets to use these benefits. Two: having farmers and farmers' markets in locations that allow the clients to utilize these benefits. If both don't coincide, the redemption rate falls and benefits do not get utilized. The drop in 2011 is due to the natural disasters the state faced.

**Trend:** ▲

**Is Anyone Better Off?**

DoAg serves all eligible WIC categories.



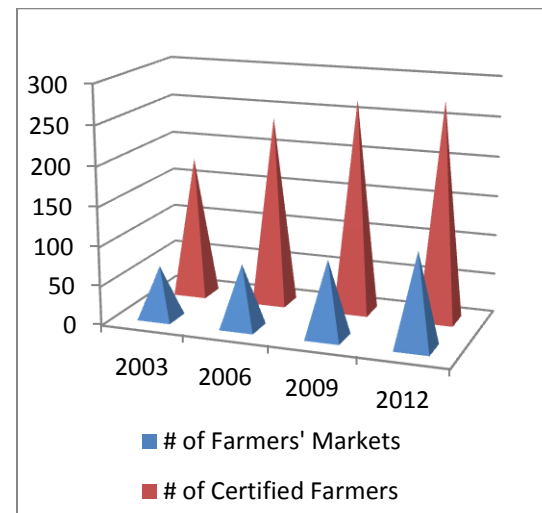
**Story behind the baseline:**

These numbers reflect how many individuals benefit from this program state-wide. Actual numbers served are determined by CT DPH-State WIC Office. The reduction indicates the number of eligible clients in the state of Connecticut. The number of clients that can be served is directly affected by funding levels. The federal reduction will drastically reduce this number.

**Trend:** ▼

**Is Anyone Better Off?**

Connecticut Farmers



**Story behind the baseline:**

Certification for farmers occurs every three years. Participation continues to increase in conjunction with the increase in the number of farmers' markets

**Trend:** ▲

**Proposed actions to turn the curve:**

This program has faced funding reductions at the state and federal level. Should the proposed federal funding reduction occur in FY13, DoAg will cut specific WIC categories based on the priorities outlined by DPH-State WIC Office and USDA-FNS.