

## 2011 Program Report Card: WIC Farmers' Market Nutrition Program (DoAg)

**Quality of Life Result:** Connecticut farmers provide low income, nutritionally at risk Women, Infants, and Children (WIC clients) with all of their USDA-Food and Nutrition Service recommended fruit and vegetable needs.

**Contribution to the Result:** Clients receive benefits to purchase fruits and vegetables at Connecticut farmers' markets. These benefits help supplement their diets with nutritious foods while enhancing the farmer's earnings through direct market sales.

SFY 09 Total Program Expenditures: \$ 414,488

State Funding: \$184,090

Federal Funding: \$317,251

Other Funding: \$N/A

SFY 10 Total Program Expenditures: \$ 422,778

State Funding: \$184,090

Federal Funding: \$330,690

Other Funding: \$N/A

SFY 11 Total Program Expenditures: \$ 443,906

State Funding: \$184,090

Federal Funding: \$354,783

Other Funding: \$N/A

SFY 12 Total Program Expenditures: \$ 452,784 (estimated)

State Funding: \$184,090

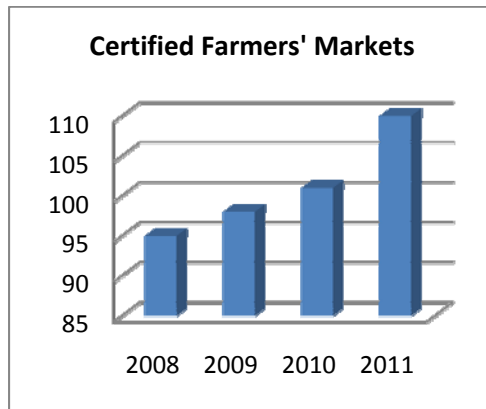
Federal Funding: \$360,991

Other Funding: \$N/A

*Expenditures reflect funds used by WIC FMNP clients to purchase fruits and vegetables. They do not reflect any administration funds.*

### Performance Measure 1:

The number of farmers' markets has increased



### Story behind the baseline:

In 2011, 110 farmers' markets participated in the WIC FMNP (up from 101 in 2010) = 8% increase. Only one other time (2006) has there been an increase in participating markets greater than last years increase. In 2010, all available food monies were redeemed by WIC FMNP clients. By stimulating the local economy and providing food

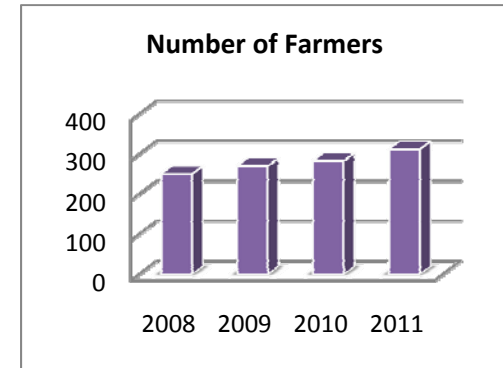
choices that address nutritional issues for better health. Farmers' markets continue to open statewide providing clients the opportunity to redeem their benefits. With higher redemption rates, Connecticut farmers are enhancing their direct market sales.

### Proposed actions to turn the curve:

Concentrating farmers' markets in areas of historically higher redemption rates. DoAg will continue to assist farmers entering, diversifying and/or expanding into farmers' markets by looking into consumer and demographic trends and concentrating farmers and farmers' markets in areas with strong community support and resources.

### Performance Measure 2:

Number of farmers participating in Connecticut farmers' markets.



### Story behind the baseline:

The number of farmers participating continues to increase. Each year, farmers realize the success of the WIC FMNP and farmers' markets. New market openings continue to provide opportunities for additional farmers to participate and benefit from direct marketing. The last bi-annual survey revealed (2009), 76% of farmers stated that they increased their sales by participating in this program.

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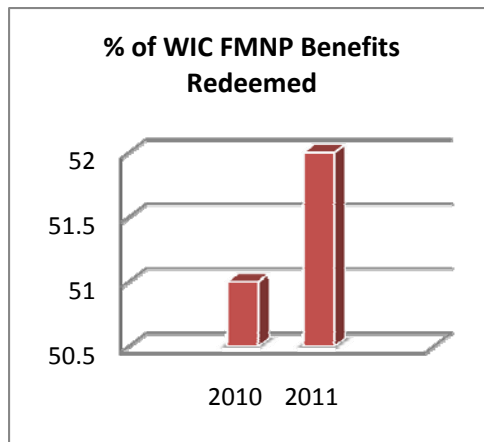
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### Proposed actions to turn the curve:

Direct marketing sales results in an increase of 20-30% in farm commodity pricing compared to prices received from a wholesale market.

### Performance Measure 3:

Redemption rates (shown in percentage) of WIC FMNP benefits utilized by WIC FMNP clients at farmers' markets.



### Story behind the baseline:

Redemption rates have risen 1% since being tracked with the new system. This represents an increase of approximately 570 WIC FMNP clients that utilized their benefits in 2010 but did not in 2009. Benefit redemptions emphasize the client's food choices that address nutritional issues for better health. All Connecticut WIC clients receive WIC FMNP benefits but not all of them redeem them.

### Proposed actions to turn the curve:

DoAg is working with DPH-State WIC Program and DSS on two other programs that provide WIC clients benefits redeemable at Connecticut farmers' markets. DoAg has also partnered with several non profits and community groups to promote WIC clients visits to area farmers' markets. WIC clients receive different benefits from multiple agencies that can be utilized at farmers' markets. All add up to additional nutritious food for WIC clients and increase sales for Connecticut farmers.

To help mitigate harm if funding is reduced, DoAg will pursue alternate funding through both federal and private sources. DoAg would also consider eliminating WIC client categories by percent of participation. Eliminating of categories would proceed in the following order:

1. Post Partum Women 6.9%
2. Breast Feeding Women 7.1%
3. Pregnant Women 12.0%
4. Children 74.0%