Expanding Access to Fresh, Local Produce for Early Head Start and Head Start Families Through WIC Farmers' Markets
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COVID-19’S IMPACT ON FOOD ACCESS

Prior to COVID-19, one in six children in Georgia struggled with hunger, with Black households experiencing food insecurity at nearly double the rate of White households. According to the U.S. Census Household Pulse Survey, COVID-19 has magnified food insecurity across the country, as well as in Georgia: over 430,000 households in the state reported experiencing food insecurity in September 2020, compared to approximately 397,000 in early March 2020 – an 8% increase. Additionally, according to these data, Georgia’s Black and Latino households with children experienced food insecurity at three times the rate of White families prior to the coronavirus and during the pandemic. Increases in food insecurity during the pandemic were most extreme among multi-racial households.

At the start of the public health emergency, school districts, child care providers, food banks, local organizations, state agencies, and faith-based organizations across Georgia rallied around their communities, working day and night to provide food to children and families in need. Federal legislation provided the United States Department of Agriculture enhanced authority to make flexible decisions around food and nutrition programs - a critical food access resource for children. Early Care and Education (ECE) providers and school systems play a major role administering federal feeding programs like the National School Lunch Program and Child and Adult Care Food Program, which may serve breakfast, lunch, dinner, and/or snacks to children in early care and K-12 settings throughout the school year and summer. Additionally, federal benefit programs like the Supplemental Nutrition Assistance Program (SNAP) and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) help children and families access food and nutrition services during out-of-school time.

*This graph reflects an average of reported food insecurity among the Census Household Pulse Survey round two Georgia responses, which include weeks 13-16.*

FIGURE 1

PERCENT OF GEORGIA FAMILIES EXPERIENCING FOOD INSECURITY PRIOR TO AND DURING THE CORONAVIRUS PANDEMIC, BY RACE / ETHNICITY
Thus far during the pandemic, the Georgia Department of Early Care and Learning, Department of Education, and Division of Family and Children Services applied for, or opted into, over 30 waivers addressing food access. These waivers created flexibilities that allowed for parents/guardians to pick up meals from federal food program sponsor sites, and for providers to serve meals outside of traditional settings. Following waiver approval, schools, ECE programs, and community partners have worked tirelessly to carry out newly allowed flexibilities to meet the nutritional needs of children and families.

The economic impact of COVID-19 will have long-term effects on Georgians. Although the extent of the impact is unknown, a struggling economy and workforce are to be expected, and because of this some of Georgia’s families and children will struggle to meet their basic needs. While communities and government agencies have taken significant steps to address food insecurity, COVID-19 has magnified the lack of food access that hundreds of thousands of Georgians face. We must continue our efforts to increase access to fresh, nutritious food to children facing food insecurity, one of the state’s most vulnerable populations. The WIC Farmers’ Market Nutrition Program (FMNP) is one way to reach that goal. While the 2020 WIC FMNP season looked different from a typical season (markets became drive-through instead of face-to-face) and 2021 may as well, state agencies, farmers, community organizations, schools and ECE providers remain committed to putting fresh, nutritious foods and nutrition education resources into the hands of Georgia’s children and families.

Photo Courtesy: Atlanta Community Food Bank
EXECUTIVE SUMMARY

In 2019, Voices for Georgia’s Children, in collaboration with Georgia Family Connection Partnership (GaFCP), Georgia WIC, and the Georgia Head Start Collaboration completed the first of a two-round pilot, whereby Women Infant and Children (WIC) farmers’ markets were hosted at Early Head Start (EHS) and Head Start (HS) locations in Butts and Lowndes counties. The goals of the first pilot were to: 1) test the feasibility of hosting a WIC Farmers’ Market Nutrition Program (FMNP) at a EHS/HS location, 2) identify the planning and supports needed for WIC markets to be successful at this non-traditional (EHS/HS) location, and 3) better understand Georgia farmers’ experience with the WIC FMNP.

WIC and EHS/HS are natural partners, as both programs serve similar populations (child age and income-level), and have food access and nutrition as key components of their work. Traditionally, WIC FMNP markets are held at WIC clinic offices and public health departments—a successful model in Georgia. These markets offer a traditional farmers’ market with the added benefit of nutrition education. At WIC markets both children and families learn about their local food systems, purchase favorite produce, participate in hands on nutrition education activities, and try new foods.

The first pilot revealed that hosting WIC markets at EHS/HS programs allows families with young children to access fresh, local produce at a convenient location and time (e.g. school pick-up or drop-off), and provided us with valuable findings to improve future farmers’ markets. The close partnership between county-level WIC offices and EHS/HS programs was a major factor in the first round’s success, while interviews with farmers highlighted areas for improvement in WIC FMNP certification licensing and training processes. These findings, among others, will inform the second pilot. Initial recommendations consider both farmer and parent experience and highlight opportunities at the state and local level to increase the success of WIC-EHS/HS farmers’ markets.

Key Findings

Holding WIC farmers’ markets at EHS/HS locations is feasible, but a number of factors must align in order for them to successfully reach a large number of EHS/HS families. Many aspects (e.g. parent engagement, market visibility, farmer outreach, etc.) should be considered when planning and implementing WIC markets at EHS/HS locations.

A collaborative relationship between the local WIC office and EHS/HS site is necessary for a successful WIC FMNP implementation. These relationships are critical to the operationalization of WIC markets as they provide supports and resources throughout the planning process.

The current WIC FMNP season may not align with parental availability or farmer harvest schedules. Current WIC FMNP season from June through September may unintentionally create a barrier of access for WIC participants attending HS programs following a traditional school calendar, as many HS are not in session for the majority of the market season.

INITIAL RECOMMENDATIONS

As a result of the first pilot findings, Voices offers the following initial recommendations to support successful WIC EHS/HS farmers markets.

EARLY HEAD START/HEAD START

• Collaborate with GaFCP coordinators and local WIC offices for market support.
• Create market schedules that accommodate family schedules, increase family participation, and increase farmer participation.

Georgia WIC FMNP

• Consider extending WIC FMNP farmers’ market season.
• Engage farmers to identify and address WIC FMNP training and certification challenges.

Next Steps

This research demonstrates that hosting WIC markets at EHS/HS locations is one opportunity to increase convenient access to nutritious foods for WIC families. The second round of this research, to be conducted during the 2020-2021 WIC FMNP season, will further explore barriers and facilitators of hosting WIC markets at EHS/HS locations.
INTRODUCTION AND BACKGROUND

For the last three years - with support from the W.K. Kellogg Foundation - Voices for Georgia's Children (Voices), Georgia Organics, Little Ones Learning Center, Quality Care for Children, and The Common Market have worked together to launch a statewide Farm to Early Care and Education (FTECE) model that equitably incorporates fresh, local produce and nutrition education into the lives of Georgia's youngest children. Exposure to a variety of foods, including fresh produce, is critical for young children, as eating behaviors are established during the first few years of life. FTECE also encourages activities such as gardening and food preparation, which allow children to develop skills that support physical and mental development. Under the FTECE umbrella, and in order to connect some of Georgia's least-resourced families with better access to nutritious, local foods and nutrition education, Voices, with the help of Georgia Family Connection Partnership (GaFCP) and Georgia's Head Start Collaboration, piloted two Women, Infant, and Children (WIC) farmers' markets at Early Head Start and Head Start (EHS/HS) locations. WIC and EHS/HS are natural partners in this pilot, as both programs serve the same populations (child age and income-level), and have nutrition education as key components of their work. The WIC Farmers’ Market Nutrition Program (FMNP) offers a traditional farmers’ market with the added benefit of nutrition education, and is a space for both child and parent to learn about their local food systems, purchase produce, and participate in hands-on nutrition education activities. By hosting the WIC farmers’ markets at a convenient community location such as EHS/HS, where families already go daily, families’ access to fresh, local food can be immediately increased.

WOMEN, INFANT, AND CHILDREN (WIC)

WIC is a federal program, implemented in the 1970s, that provides supplemental nutrition for pregnant, postpartum, and breastfeeding women, infants, and children up to age five, who are at nutritional risk and have family incomes below 185 percent of the federal poverty level ($40,182 for a family of three) (See Appendix A for more details).

Two major categories of nutritional risk are recognized for WIC eligibility:

1. Medically-based risks (designated as “high priority”) such as anemia, underweight, maternal age, history of pregnancy complications, or poor pregnancy outcomes; and,

2. Diet-based risks, such as inadequate dietary pattern (e.g. unable to meet USDA Dietary Guidelines).

Georgia’s WIC Program has provided nutrition education and supplemental food to low-income families for over 30 years. In 2019, the program provided benefits to over 200,000 participants. However, less than half of eligible Georgians participate in WIC, and Georgia has seen a 23% decrease in participation over the past five years. The Georgia Department of Public Health (DPH), which administers the program, estimates that $4 to $5 million of federal funding for Georgia’s WIC Program is left unused by families. DPH is working to increase WIC utilization, which includes exploring EHS/HS as a convenient location for accessing services. While both WIC and FMNP are federally funded, they are coordinated at the state level and operationalized at the local level. Georgia’s WIC services are provided through 18 health districts (which cover the state) and one contract agency at 203 locations, including: 159 health departments (one for each of Georgia’s counties), 20 community health centers, six hospitals, three military bases, and two Division of Family and Children Services offices.

WOMEN, INFANT, AND CHILDREN FAMERS’ MARKET NUTRITION PROGRAM (WIC FMNP)

In 1992, Congress designated annual funding for the WIC FMNP, an additional support to increase access to fresh fruits and vegetables for WIC participants (See Appendix B for more details). Georgia’s WIC FMNP program is designed to benefit the consumer, farmers, and community at large. As with WIC, DPH
administers the Georgia WIC FMNP, and markets are held at WIC clinic offices and public health departments throughout the state from June through September every year. Each WIC participant is provided five $6 paper vouchers for fresh fruit and vegetables to redeem at a WIC farmers’ market; each individual voucher must be used in full.

**PROJECT BACKGROUND**

The goals of the first WIC-EHS/HS farmers’ market pilot were to: 1) test the feasibility of hosting a WIC farmers’ market at a EHS/HS location, 2) identify the planning and supports needed for WIC markets to be successful at this non-traditional (EHS/HS) location, and 3) better understand Georgia farmers’ experience with the WIC FMNP. Informed by discussions with the Georgia’s Head Start Association, WIC, and EHS/HS, an EHS/HS in Butts County and a HS in Lowndes County were chosen as sites for the first round pilot. Markets took place in July (Butts County) and September (Lowndes County) of the 2019 FMNP season.

Because the pilot could not succeed without support at both the state (e.g., DPH / WIC FMNP) and local level (e.g., local public health departments / WIC offices, EHS/HS centers), Voices engaged GaFCP, a unique agency with collaboratives in all counties across Georgia (and established relationships with both WIC and EHS/HS programs), to facilitate the markets. The WIC-EHS/HS farmers’ markets build on GaFCP’s WIC Matters project, which aims to increase WIC utilization among eligible populations in nine Georgia counties through community partnerships. Partnerships and communication were necessary supports for WIC market success at EHS/HS locations. Jointly, EHS/HS and local WIC coordinators planned, promoted, and implemented this pilot.

In addition, to more fully understand the barriers and facilitators for a successful WIC-EHS/HS farmers’ market, we conducted interviews with farmers who participate in WIC markets throughout the state. These discussions provided insight into farmer certification and participation experiences. This report details the findings of the first pilot and farmer interviews, and identifies potential barriers and facilitators of successful WIC-EHS/HS farmers’ markets. A second round of WIC-EHS/HS farmers’ market pilots will take place during the 2021 FMNP season.

**FIGURE 3**

**WIC - EHS/HS FARMERS MARKET PILOT LOCATIONS**

- **Butts County, 2017 Data**
  - DPH Region: 8-1
  - Population: 114,000
    - White: 58%
    - Black: 36%
    - Latino: 0.05%
  - 0-4 Population: 8,082
  - Median Age: 30.1 Years
  - Child Poverty Rate: 29%

- **Lowndes County, 2017 Data**
  - DPH Region: 4
  - Population: 23,600
    - White: 69%
    - Black: 28%
    - Latino: 0.03%
  - 0-4 Population: 1,394
  - Median Age: 38.4 Years
  - Child Poverty Rate: 25%
FINDINGS

ROUND ONE PILOT

Overall, the first pilot found that WIC-EHS/HS farmers’ markets are feasible in an EHS/HS location. However, in order for them to be successful, local WIC offices and EHS/HS programs must closely collaborate with each other, as well as with parents. Market outcomes differed somewhat in each county, a reflection of the local control in administering WIC / the WIC FMNP, as well as EHS/HS. GaFCP county-level coordinators played an essential role in this project, engaging WIC and EHS/HS staff throughout the farmers’ market planning, promotion, and implementation process. Below, findings are categorized by outreach, market location, participation, produce selection, and nutrition education.

OUTREACH
Together, GaFCP and EHS/HS staff conducted direct outreach (e.g. flyers, posters, emails) to inform parents of the market and enroll WIC-eligible families.

MARKET LOCATION
Visibility and access are critical to a successful market. The Butts County market was hosted in the side parking lot of the HS building, where it was not easily visible to WIC participants. GaFCP staff supported by directing consumers to the market. The Lowndes County market was held at the WIC clinic, located directly across from an HS location.

PARTICIPATION
Overall, WIC families’ participation in the farmers’ markets was higher in Butts County than in Lowndes, but both markets were successful in attracting community members. In Butts County, the market was scheduled for the afternoon of July 11, 2019, but when parents dropped off their children that morning they were interested in attending immediately. Therefore, the market hours changed from the afternoon to 9 a.m. - 3 p.m. More than half of the EHS/HS-enrolled families (21 parents) participated. An additional market was held July 18, 2019 for parents who were in the process of enrolling in WIC (and therefore unable to participate) as of the July 11th market.

The Lowndes County market was held in September 2019, and was actively enrolling students up until the market day. Lowndes HS, like many HS locations, follows a traditional academic calendar and is closed during the summer; this meant that Lowndes was only open about 1.5 months of the 4-month season (June-September). One hundred students were enrolled in HS at the time of the September market, and 32 families were eligible for FMNP vouchers. However, only three of the 32 families participated in the market. The market was held during afternoon pick-up for the convenience of the many parents who pick up their children. Therefore, low participation was unexpected.

PRODUCE SELECTION
One WIC-certified farmer participated at each farmers’ market. A variety of fruits and vegetables were offered, including: tomatoes, cucumbers, yellow squash, cabbage, watermelon, cantaloupe, sweet potatoes, okra, onions, corn, beans, peaches, and zucchini. Peaches and watermelons were the most popular items offered among WIC participants.

NUTRITION EDUCATION
WIC Matters and University of Georgia (UGA) Extension provided nutrition education to children, parents, and other participants, both individually and in small groups. A WIC nutritionist shared educational materials – recipes, safety and storage techniques, and tips for making nutritionally balanced meals – and led activities (e.g. taste tests, games, and math lessons) at a designated table (See Appendices C and D for more detail). Additionally, the nutritionist encouraged families to discuss with farmers where their food came from and how it is grown.

FARMER INTERVIEWS
Farmer participation is a critical component of WIC farmers’ markets’ ability to operate at EHS/HS or any other location. In 2018, Georgia had 61 WIC FMNP-certified farmers – far fewer than some states with smaller populations.43 To better understand farmers’ perspectives on the barriers to and benefits of participating in Georgia's WIC FMNP, Voices engaged farmers in semi-structured conversations over the course of the four-month WIC FMNP season. Farmers expressed that certification, inspections, and financial opportunities, among other factors, all play a part in influencing the likelihood of their participation, both negatively and positively.

CERTIFICATIONS AND INSPECTIONS
In order to sell at WIC FMNP, farmers must participate in an in-person day-long training, where they learn about rules and regulations regarding produce variety, minimum quantity of goods, pricing, voucher redemption, and client interaction. The time-commitment and distance of the required training sometimes pose a barrier to farmers’ participation. In addition, each participating farm must undergo an inspection to ensure that the reported produce is accurate. Farmers report that the inspection can be challenging since some crops have different growing cycles; therefore, plants might be in seedling form and not...
easily identifiable at the time of the inspection. Some farmers perceive inspectors’ level of training to be lacking. Another barrier exists even after a farmer is approved as a vendor: some counties have a go-to farmer that they use for each market. So despite a farmer being placed on a county’s vendor list, they may rarely be selected for a market. Other counties, however, recruit multiple farmers for each market. 

**FINANCIAL OPPORTUNITY**

Farmers’ reasons vary for participating in the WIC FMNP. While the FMNP season makes up a large share of some farmers’ yearly sales, it is of lesser importance to others, who participate only if their schedules allow and they have extra produce.

One major barrier to farmer participation is the substantial variation in how much money farmers make per market. **FMNP coordinators typically estimate the level of WIC member participation when engaging a farmer, but this is not always accurate.** Farmers would prefer to be able to make decisions about their FMNP participation based on a reasonably accurate expectation of how much produce is needed and their corresponding financial gain.

All farmers interviewed believe that school and/or child care provider-based markets have the potential to benefit them financially.

**DISCUSSION AND RECOMMENDATIONS**

Through this first pilot, Voices and its partners gained a deeper understanding of the feasibility of and elements required for success at WIC-EHS/HS farmers’ markets - lessons that can be shared with EHS/HS and WIC programs across the state and country. The first round of markets proved that WIC-EHS/HS farmers’ markets could be a legitimate model for increasing low-income families’ access to fresh, local produce by offering the markets at a convenient location and time. Further, because the WIC FMNP is administered by the state but operationalized at the county level, the pilot also found that close collaboration across state, county, and local levels is central to the success of EHS/HS-based WIC farmers’ markets.

One key responsibility of the implementing partners (e.g. EHS/HS administrators, WIC program managers) that cannot be overlooked is direct outreach and engagement to parents to ensure high market participation. In the first pilot, outreach to and engagement with parents (e.g., emails, posters, and flyers) by WIC, EHS/HS, and GaFCP staff were essential to market participation. One of the market location’s experience with low parent participation due to inconvenient market timing made clear the importance of

**OVERALL FINDINGS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Outreach</th>
<th>Participation</th>
<th>Nutrition Education</th>
<th>Produce Selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butts County</td>
<td>9am to 3pm, July 11th and July 18th</td>
<td>Direct outreach (e.g. posters, flyers, email)</td>
<td>• 21 of 40 eligible EHS/HS families • Higher participation among community members</td>
<td>• Freezing and roasting vegetables • Creative ways to make your plate half fruits and vegetables • Summer recipes</td>
<td>• Beans • Cabbage • Corn • Peaches • Tomatoes • Watermelon • Zucchini</td>
</tr>
<tr>
<td>Lowndes County</td>
<td>During student pick-up (afternoon) in mid-September</td>
<td>Direct outreach (e.g. posters, flyers, email)</td>
<td>• 3 of 32 eligible HS families • Higher participation among community members</td>
<td>• Food safety • Food storage techniques • Taste tests • I-spy</td>
<td>Other educational activities: • Math lessons • Cabbage • Cantaloupe • Cucumbers • Okra • Onions • Sweet potatoes • Tomatoes • Watermelon • Yellow squash</td>
</tr>
</tbody>
</table>
engaging parents more extensively in farmers’ market planning.

Another barrier to farmer participation and market success at EHS/HS sites was the 4-month FMNP season from June to September. Farmers are required to be certified prior to the FMNP season, which does not always allow adequate time for training and farm inspections to take place before June (e.g., crops may not be developed yet). Also, sometimes the 4-month season does not align with harvesting schedules. Moreover, some HS are not open during the summer and are still enrolling families in September, the last chance to participate in FMNP. An extension of Georgia’s WIC FMNP season would not only increase families’ opportunities to access the markets, but also provide more financial opportunities for farmers.

Based on our first round pilot and farmer interview findings, Voices offers the following initial recommendations regarding WIC-EHS/HS farmers’ markets:

CONCLUSION AND NEXT STEPS
Through this research, Voices, GaFCP, and EHS/HS program administrators learned that there is a concrete opportunity to increase convenient access to nutritious foods for WIC families by holding farmers’ markets at EHS/HS sites. If some adjustments to implementation (and policy) are made based on the initial findings of this report, WIC-EHS/HS farmers’ markets are an opportunity to address food insecurity, a major problem in our state for both children and adults.

Looking forward, continued conversations with farmers about their WIC FMNP experience and economic interests will be key. These conversations may inform efforts to increase the number of WIC FMNP participating farmers, which could increase the occurrence of WIC farmers’ markets, supporting families’ access to local, nutritious foods. Most importantly, additional research must be conducted to determine how to best increase parent market participation (e.g., via engagement in the planning process or suggesting produce items to include), given the challenges encountered during this pilot. The second round of this research, to be conducted in 2020-2021, will explore both of these issues, as well as provide insight into ways to successfully adapt WIC FMNP to the national public health emergency or state of affairs at that time.

INITIAL RECOMMENDATIONS

Early Head Start /Head Start:
• Collaborate with GaFCP coordinators and local WIC offices for market support.
• Engage parents in planning, and create market schedules that accommodate family schedules, increase family participation, and increase farmer participation.

Georgia WIC FMNP:
• Consider extending WIC FMNP farmers’ market season.
• Engage farmers to identify and address WIC FMNP training and certification challenges.
The Women, Infant, and Children Program (WIC) is a federal assistance program, implemented in the 1970s by the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA) to provide supplemental nutrition for pregnant, postpartum and breastfeeding women, infants, and children up to age five, who are at nutritional risk and who fall within established income guidelines.

Two major types of nutritional risk are recognized for WIC eligibility:

(I) Medically-based risks (designated as “high priority”) such as anemia, underweight, maternal age, history of pregnancy complications, or poor pregnancy outcomes; and

(II) Diet-based risks such as inadequate dietary pattern (i.e. failure to meet USDA Dietary Guidelines).

A web-based pre-screening tool, a 15-minute questionnaire provided in 7 languages, is available to the public and allows applicants to assess their eligibility. A formal assessment is utilized for nutritional risk. Nutritional risk is determined by a health professional such as a physician, nutritionist, or nurse, using federal guidelines. This health screening can be conducted at WIC clinics or by an applicant’s physician; it is free to program applicants.

An applicant’s income eligibility for the program is determined by family income. The basic eligibility requirement is a gross family income (i.e., before taxes) that falls at or below 185 percent of the federal poverty level ($40,182 for a family of three in 2020). Applicants who already participate in certain benefits programs, such as Medicaid, or Temporary Assistance for Needy Families, may automatically meet the income eligibility requirements.

In most WIC state agencies, WIC participants receive checks or vouchers to purchase specific foods each month that are designed to supplement their diets with specific nutrients that benefit WIC’s target population. Different food packages are provided for different categories of participants. Depending on the category of the participant, WIC foods may include infant cereal, iron-fortified adult cereal, vitamin C-rich fruit or vegetable juice, eggs, milk, cheese, peanut butter, dried and canned beans/peas, and canned fish. Federal guidelines recently added soy-based beverages, tofu, fruits and vegetables, baby foods, whole-wheat bread, and other whole-grain options to better meet the nutritional needs of certain WIC participants. WIC is a complex federal program and much has been written about how to reduce barriers to access and increase utilization; however, it is widely perceived as an effective federal program for improving dietary intake. Research has shown that overall diets of young children enrolled in WIC are more nutrient-rich and lower in calories from solid fats and added sugars than the diets of income-eligible nonparticipants. It has been shown to be a cost-effective intervention as well. A study of birth outcomes showed benefit-to-cost ratios ranging from $1.77 to $3.13 in Medicaid costs saved for each $1 spent on WIC.

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WOMEN, INFANT, AND CHILDREN PROGRAM
FARMER’S MARKET NUTRITION PROGRAM

The Women, Infant, and Children Program Farmer’s Market Nutrition Program (WIC FMNP) is a separate program, established in 1992 by a congressionally-mandated set aside. This program provides additional vouchers to WIC participants that can be used to purchase fresh fruits and vegetables in the WIC appropriation. FMNP provides fresh, unprepared, locally-grown fruits and vegetables to WIC participants to expand the awareness, use of, and sales at farmers’ markets.

The program has two goals: to provide fresh, nutritious, unprepared, locally-grown fruits and vegetables from farmers’ markets to WIC participants who are at nutritional risk; and to expand consumer awareness and use of participating farmers’ markets. By November 15 of each year, each participating state agency must submit a State plan for approval for the following year, as a prerequisite to receiving funds, to the FNS Regional Office. FMNP State Plan guidance may be obtained at the FNS Regional Office.

State agencies that administer the FMNP include the agriculture department, the health department, and other agencies approved by the chief executive officer of the State or Indian Tribal organization.

Evaluation research has been conducted on the effectiveness of FMNP as a means for increasing fruit and vegetable intake and the perceptions of the WIC participants. Research has revealed that among a WIC study population, the primary motivators for market attendance included variety of fruit and vegetables (F&V) (76%), quality of F&V (55%), and to purchase food grown locally (59%). The majority of the total sample agreed (88%) that shopping at the WIC-based farmers’ market increased their F&V consumption. WIC FMNP participants were further motivated by low prices (44%) and the ability to easily spend FMNP coupons (75%). Additionally, the study finds that location and convenience play a critical role in increasing FMNP coupon redemption rates.
APPENDIX C

Examples of Butts County Early Head Start and Head Start Nutrition Materials
APPENDIX D

Examples of Lowndes County Head Start Nutrition Materials