Use your Fruits and Vegetables Benefit at the farmers' market.

WIC authorized farmers' markets now take the new California WIC Card statewide.

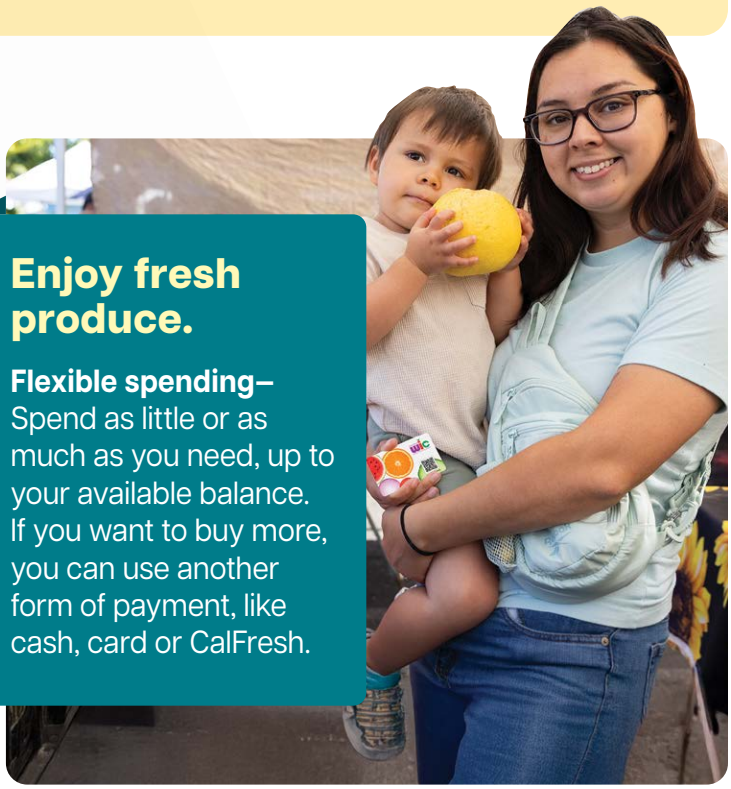
The new card has a quick response (QR) code. The QR code lets families use their Fruits and Vegetables Benefit at the farmers' market. WIC families can shop year-round to buy fresh, organic, locally grown produce.

How to shop at a WIC authorized farmers' market:

Step 1: Ask your local agency for a new WIC Card with a QR code.

Step 2: Find a WIC authorized farmers' market and shop for your produce.

Step 3: Show the farmer your WIC Card. They scan the QR code. Then you confirm the purchase by entering your PIN.



Enjoy fresh produce.

Flexible spending– Spend as little or as much as you need, up to your available balance. If you want to buy more, you can use another form of payment, like cash, card or CalFresh.

How to know if a farmer will take the new WIC Card:

Look for the WIC sign posted in the farmer's booth.

Monthly Fruits and Vegetables Benefit and Seasonal Farmers' Market Benefits

Monthly WIC Fruits and Vegetables Benefit	Seasonal Farmers' Market Benefit
Monthly	Once per year
$26–78 depending on category	One-time seasonal $30 per family
Year-round	Between May 1 and November 30
Use at grocery stores **AND** farmers' markets	**ONLY** at WIC authorized farmers' markets
QR code–at farmers' market **Magnetic Strip**–at grocery stores	Use the **QR code** at farmers' markets

What you can buy: Cut edible herbs, fresh fruits, fresh vegetables. Organic produce is also allowed.

What you cannot buy: Honey, eggs, nuts, flowers, baked goods, processed foods, dried fruits, plants, meat/fish

Concerns?

If you feel that you have been treated unfairly, you can file a complaint form with California Department of Public Health WIC Division.

Visit wicfarmers.ca.gov to access the complaint form.

CDPH California Department of Public Health

CALIFORNIA WIC WOMEN, INFANTS & CHILDREN Families grow healthy with WIC

California Department of Public Health, California WIC program

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