November 20, 2024

Dear Farmers and Market Managers,

Thank you for your support of the Montana WIC Farmers’ Market Nutrition Program (FMNP) and your participation in our 2024 farmers’ market season. At the close of this season, we had close to $50,000.00 worth of FMNP redemption (65% of benefits redeemed), and we were able to serve 3,200 WIC participants who enjoyed shopping for fresh fruits and vegetables at Montana farmers’ markets.

For our upcoming farmers’ market season, we are transitioning to an e-solution for our FMNP program (eFMNP) and are partnering with Healthy Together (HT) to complete this transition. This means that WIC participants will begin receiving their annual FMNP benefit through their mobile device or, if they don’t have a smart phone, through a card. There will be no more managing of FMNP coupons and farmers will receive automatic direct deposits. Participants will select locally grown produce, they will present the QR code to the farmer, and the farmer finalizes the sale in the Healthy Together app. Once the transaction is complete information will update in the app for both the participant and farmer.

As we continue through this project, we will provide additional information and opportunity for you to ask questions about this new eFMNP process. We will be inviting all farmers from our 2024 season to join eFMNP using the Healthy Together app.

If you have any questions about our upcoming transition to an eFMNP, please reach out to our Montana WIC Program for more information. 1-800-433-4298.

Kind regards,

Lacy Little MPH, RD, LN, CLC

Montana State WIC Director