



HEALTH AND WELLNESS POWERED
LIVING (SENIORS/ADULTS)

SENIOR FARMERS' MARKET CAMPAIGN





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DEAR PARTNERS,

We are committed to working with you to support the health and wellness of your community and site. As part of our partnership we support you with tools and materials to support your health and wellness goals. Each quarter, we share a campaign toolkit on a specific area of focus.

These campaign toolkits provide resources, learning tools, and reading materials. We ask that you share the information with your site attendees. Hang and post this materials throughout your site to raise awareness for the topics shared.

This quarter (April - June) our focus is the topic: Seniors Farmers Market Nutrition Program (SFMNP). The SFMNP is designed to:

- Provide low-income seniors with access to locally grown fruits, vegetables, honey and herbs.
- Increase the domestic consumption of agricultural commodities through farmers' markets, roadside stands, and community supported agricultural programs.
- Aid in the development of new and additional farmers markets, roadside stands, and community support agricultural programs.

Best,

Nutrition Education Team
Community FoodBank of New Jersey





WHAT IS THE SENIORS FARMERS' MARKET NUTRITION PROGRAM?

What is the Seniors Farmers' Market Nutrition Program (SFMNP)?

The Senior Farmers' Market Nutrition Program (SFMNP) promotes nutritional health among New Jersey's senior citizens by providing them coupons that can be exchanged for locally grown fresh fruits, vegetables, and herbs.



What is the purpose of the SFMNP?

The purposes of the Seniors Farmers' Market Nutrition Program are to provide fresh, nutritious, unprepared, locally grown fruits, vegetables, herbs, and honey through farmers' markets, roadside stands and CSA programs to low-income seniors; and increase the consumption of agricultural commodities by expanding, developing, or aiding in the development and expansion of domestic farmers' markets, roadside stands, and CSA programs.

How does the SFMNP provide education?

Nutrition education is provided to SFMNP recipients by the State agency, often through arrangements with the local WIC agency or other program partners. For example, Cooperative Extension Programs, local area agencies on aging, local chefs, farmers or farmers' markets associations, and various other non-profit or for profit organizations may provide nutrition education to SFMNP recipients.

These educational arrangements help encourage SFMNP recipients to improve and expand their diets by adding fresh fruits and vegetables, as well as to educate them on how to select, store and prepare the fresh fruits and vegetables they buy with their SFMNP coupons.





SENIORS FARMERS' MARKET NUTRITION PROGRAM

Who is eligible for SFMNP benefits?

Low-income seniors, generally defined as individuals who are at least 60 years old and who have household incomes of not more than 185% of the Federal poverty income guidelines are the targeted recipients of SFMNP benefits. Some State agencies accept proof of participation or enrollment in another means-tested program, such as the Commodity Supplemental Food Program (CSFP) or the Supplemental Nutrition Assistance Program (SNAP), for SFMNP eligibility.



What foods are available through the SFMNP?

A variety of fresh, nutritious, unprepared, locally grown fruits, vegetables, herbs, and honey may be purchased with SFMNP benefits. State agencies shall consider "locally grown" to mean produce grown only within State borders but may also include areas in neighboring States adjacent to its borders.



FARMER'S MARKET LOCATIONS

To view the list of SFMNP locations click the name of the county you reside in.

CONTACT A LOCAL AGENCY TO JOIN

If you think you're eligible to participate in SFMNP, you can get started by contacting the agency listed below that administers the program in your area.



[How to share these resources link](#)

ATLANTIC COUNTY

(609) 645-7700

BERGEN COUNTY

(201) 336-7400

CAPE MAY COUNTY

(609) 886-2784

CUMBERLAND COUNTY

(856) 453-2220

ESSEX COUNTY

(973) 395-8375

HUDSON COUNTY

(201) 369-5280

MIDDLESEX COUNTY

(732) 745-3295

MONMOUTH COUNTY

(732) 431-7450

OCEAN COUNTY

(848) 288-9900

PASSAIC COUNTY

(973) 569-4060

SALEM COUNTY

(856) 339-8622

UNION COUNTY

(908) 527-4870

How to engage seniors in the CSFP program

- Provide information sessions about eligibility requirements, food distribution locations, and how to apply.
- Post flyers of near by farmers markets and educational information pertaining fresh fruits and vegetables.
- Provide nutrition education, such as cooking demonstrations and lessons on how to select, store, and prepare fresh fruits and vegetables.
- Inviting the market to come to the senior center before the season starts.
- Coordinating transportation to the market, this can help increase program impact and redemption rates.
- Visiting the market or meeting with the manager before the season. This helps maximize the program's benefits.
- Provide information about the market's location, schedule, facilities, and available produce.
- Seniors can combine their SFMNP assistance with SNAP benefits at the farmer's market to get more for their money.
- Plan meet me at the market tours and educational games for seniors visiting the market and encourage social interaction.

REFERENCES

[HTTPS://WWW.NCBI.NLM.NIH.GOV/PMC/ARTICLES/PMC6350815/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6350815/)

[HTTPS://WWW.NIMH.NIH.GOV/HEALTH/TOPICS/CARING-FOR-YOUR-MENTAL-HEALTH](https://www.nimh.nih.gov/health/topics/caring-for-your-mental-health)

