



**United States
Department of
Agriculture**

Food and
Nutrition
Service

Midwest Region

77W. Jackson Blvd.
20th Floor
Chicago, IL
60604-3591

Allie Valitchka
Wisconsin S/FMNP Coordinator
1 West Wilson Street
Madison, WI 53701-2659

March 17, 2023

Dear Ms. Valitchka,

FNS is excited to support the Wisconsin WIC and Senior Farmers Market Nutrition Programs (FMNP and SFMNP) in transitioning to an e-solution for the 2023 farmers market season. As banks around the country are substantially increasing the price of and ending checking contracts, this e-solution will better serve those who participate in the programs as participants or as authorized farmers, farmers markets, and roadside stands.

Transitioning from a fully paper-based system will allow Wisconsin S/FMNP participants to pay for produce conveniently and securely, similar to how other farmers market shoppers pay. After Louisiana transitioned to an e-solution, they a sizable increase in FMNP participation, in FMNP benefit utilization, SMFNP participation, and in SFMNP benefit redemption. We are excited for an e-solution to benefit Wisconsin participants, farmers, and markets in a similar way.

FNS commends Wisconsin for modernizing as 27 state agencies around the country plan for e-solutions in 2023. All eight states in the Midwest region will have an e-solution by the 2024 season. We strongly encourage modernization of the programs.

FNS grants, funded through the American Rescue Plan Act (ARPA), will provide Wisconsin opportunities to bridge potential technology gaps farmers may experience. More information will be shared on those opportunities in the near future. We look forward to our continued partnership and supporting Wisconsin throughout the modernization process. Please reach out to our office with any questions or concerns.

Sincerely,

Samia Hamdan, MPH, RDN
Division Director
Special Nutrition Programs