

2011 Program Report Card: WIC Farmers' Market Nutrition Program (DoAG)

Quality of Life Result: Connecticut farmers provide low income, nutritionally at risk Women, Infants, and Children (WIC clients) with all of their USDA-Food and Nutrition Service recommended fruit and vegetable needs.

Contribution to the Result: Clients receive benefits to purchase fruits and vegetables at Connecticut farmers' markets. These benefits help supplement their diets with nutritious foods while enhancing the farmer's earnings through direct market sales.

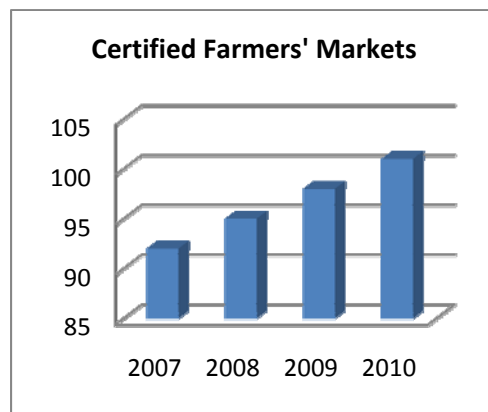
Actual SFY 09 Total Program Expenditures: \$ 414,488 **State Funding:** \$184,090 (Includes \$100,000 transferred from State Senior FMNP Funds)
Federal Funding: \$317,251 **Other Funding:** \$N/A

Actual SFY 10 Total Program Expenditures: \$ 422,778^(estimated) **State Funding:** \$184,090 (Includes \$100,000 transferred from State Senior FMNP Funds)
Federal Funding: \$330,690 **Other Funding:** \$N/A

Estimated SFY 11 Total Program Expenditures: \$ 431,235 **State Funding:** \$184,090 (Includes \$100,000 transferred from State Senior FMNP Funds)
Federal Funding: \$354,783 (requested, includes \$100K in expansion funds) **Other Funding:** \$N/A

Performance Measure 1:

The number of farmers' markets has increased



Story behind the baseline:

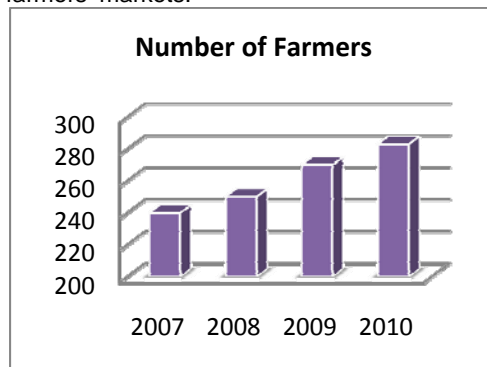
These numbers include a 37% increase in town/municipality sponsored markets from 2007-2010. By stimulating the local economy and providing food choices that address nutritional issues for better health. The overall 14% increase in farmers' markets provides greater opportunities for WIC clients to redeem their benefits. With higher redemption rates, Connecticut farmers are enhancing their direct market sales.

Proposed actions to turn the curve:

Concentrating farmers' markets in areas of historically higher redemption rates. DoAG will continue to assist farmers entering, diversifying and/or expanding into farmers' markets by looking into consumer and demographic trends and concentrating farmers and farmers' markets in areas with strong community support and resources.

Performance Measure 2:

Number of farmers participating in Connecticut farmers' markets.



Story behind the baseline:

From 2007-2010, the number of farmers participating increased by 14%. With more market openings, more farmers have had the opportunity to sustain direct marketing activities and foster greater economic opportunities. 76% of farmers stated that they increased their sales by participating in this program.

Proposed actions to turn the curve:

Direct marketing sales results in an increase of 20-30% in farm commodity pricing compared to prices received from a wholesale market.

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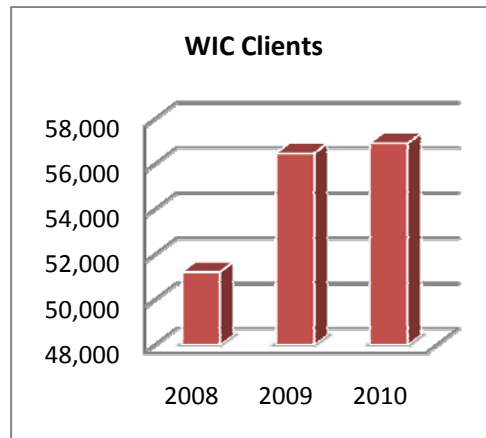
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Performance Measure 3:

Increase in the number of WIC clients the program serves



Story behind the baseline:

77% of WIC clients claim to eat more fruits and vegetables because of this program. The number of active participants in the WIC Program has been steadily and significantly increasing over the last three years. The participation increases are due in large part to the downturn in the economy and the sharp increases in the cost and availability of food. The average increase in WIC enrollment is

approximately 3%. In 2009, Connecticut experienced an all time high increase of 6.78%. Benefit redemptions emphasize the client's food choices that address nutritional issues for better health.

Proposed actions to turn the curve:

With a new check reconciliation system in place (2009), redemption rates of WIC clients are now being tracked. These figures will provide concrete numbers for the usage rate and the impact of this program.

To help mitigate harm if funding is reduced, DoAG will pursue alternate funding through both federal and private sources. DoAG would also consider eliminating WIC client categories by percent of participation. Eliminating of categories would proceed in the following order:

- | | |
|-------------------------|-------|
| 1. Post Partum Women | 6.9% |
| 2. Breast Feeding Women | 7.1% |
| 3. Pregnant Women | 12.0% |
| 4. Children | 74.0% |