



Oregon Farm Direct Nutrition Program

FACT SHEET



What is the Oregon Farm Direct Nutrition Program?

The Farm Direct Nutrition Program (Farm Direct) provides families and seniors an additional source of nutritious food and education on selecting and preparing fresh produce. Farm Direct also supports local farmers markets and farmers.

Families in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and income eligible seniors receive vouchers to spend directly with local farmers who grow fruits and vegetables.

Oregon's program is federally funded by USDA's Farmers Market Nutrition Program grants and also counts on state general fund support.

WIC family participation

WIC participants receive \$28 worth of Farm Direct Dollars through their local clinic during a class, an individual appointment or sometimes at a farmers market.

Farm Direct is just one of the diverse ways that WIC provides nutrition and nutrition education to participating families. WIC serves lower-income pregnant, post-partum and breastfeeding women, infants and children under age 5 who have a health or nutrition risk. Women, children and infants over 4 months of age are eligible to participate in Farm Direct.

Senior participation

Each year eligible seniors receive a letter from the State in late April that will invite them to participate in the program. Interested seniors must respond by the indicated date in order to receive \$32 in Farm Direct Dollars. If there is not enough funding to serve all who respond, participants will be selected randomly from the responses received.

Seniors must be at least 62 years old and receiving Medicaid or SNAP (food stamps) on April 1 to be eligible. Additionally, seniors cannot be living in a facility where meals are provided, and must be below monthly income guidelines for the program.

For more information visit SeniorFarmDirect.Oregon.gov.

Where can Farm Direct Dollars be used?

With 700 participating farmers statewide, there are multiple locations to spend Farm Direct Dollars in each Oregon county. Visit myoregonfarm.org for a directory of participating farmers markets and farm stands near you.

What foods can be purchased?

Farm Direct Dollars can only be used for fresh locally grown fruits, vegetables and cut culinary herbs. Items that cannot be purchased include dried foods, jams, honey, plants, or fruits/vegetables not grown in Oregon (such as bananas).



Why only locally grown produce?

The program helps Oregon families support local farmers and rural communities. Produce at the supermarket may not come from a local farmer. Buying directly from the farmer means they get 100% of every Farm Direct Dollar.

When can Farm Direct Dollars be used?

Between June 1 and November 30.



USDA is an equal opportunity provider. You can get this document in other languages, large print, braille or a format you prefer. Contact Oregon WIC at 971-673-0040. We accept all relay calls or you can dial 711.

How does Farm Direct benefit local farmers?

Participating farmers gain new customers and are paid the face value of Farm Direct Dollars; this increases their earnings and helps them to keep farming. In turn, farmers spend those dollars in their communities, which promotes local economic development. Farm Direct brings more than \$1.5 million into the hands of Oregon farmers each year. Keeping local farms in business is important to our communities as well as our health.

Other questions?

- **WIC participation:**
Call your local WIC clinic or dial 211, toll-free, to locate the nearest WIC clinic
- **Senior participation:**
Call Senior Farm Direct toll-free at 1-866-299-3562
- **Farmers, farmers markets, and general inquiries:**
Call 877-807-0889, option 2, or email oregon.FDNP@odhsoha.oregon.gov
- **For more information:**
visit myoregonfarm.org

Revised 3/2026



**Oregon Farm Direct
Nutrition Program**



**OREGON
HEALTH
AUTHORITY**



**OREGON DEPARTMENT OF
Human Services**