

Vendor Info: How to Participate in the WIC, Senior Farmers Market Nutrition Program, SNAP, and Double Up Food Bucks Programs at the Tesoros del Valle Farmers Market (TVFM)

In New Mexico, participating farmers (and market managers) in the WIC and Senior Farmers Market Nutrition Program (FMNP) are required to complete annual training provided by the [NM WIC & Senior State Office](#). The training covers eligible foods, program rules, and how to accept and process these benefits.

WIC and Senior FMNP are relationships between individual vendors (you) and the NM Department of Health. TVFM is not involved. Our market manager can answer questions, but to participate in the programs (*strongly recommended*—the more vendors who participate, the better for our community!), you *must* complete the training through the NM Department of Health.

TVFM also completed required training and paperwork to enable vendors to accept EBT (SNAP) and Double Up Food Bucks (DUFb). More info on these programs below.

ALL ABOUT WIC

Click [HERE](#) for info on the WIC program, including how to participate, required signage, annual trainings, and product eligibility.

If you do not complete the training and display required signage, you and your customers will not be eligible to participate in the program!

All participating vendors must complete annual training sessions held in person by the NM WIC and Senior state office. TVFM will invite a representative to do the training during one of our markets. The representative will gather your info, [show you how the app works](#), then email a form for you to sign. Is helpful to become familiar with [all relevant information](#) before your meeting with the rep.

What foods are included with WIC?

In New Mexico, WIC (Special Supplemental Nutrition Program for Women, Infants, and Children) provides a variety of nutritious foods to support the health of eligible participants. These include dairy and non-dairy options like milk, yogurt, and soy

milk, along with cheese, tofu, and goat milk (with a prescription). Protein sources like eggs, peanut butter, and dried, canned, or split peas, lentils, and beans are also included. Whole grains such as whole wheat bread, corn, or whole wheat tortillas, brown rice, oatmeal, and whole wheat pasta are also part of the package. Fruits and vegetables (fresh, frozen and canned) are provided, as well as 100% fruit juice. Infants receive baby food (fruit, vegetable, and meat), cereal, and formula. Breastfeeding mothers may also receive canned fish.

How to process a WIC purchase:

TVFM is currently working to upgrade the internet connection in the outdoor area at El Valle Community Center. To accept WIC, you will need internet access and the [SoliMarket Shopper App](#) installed on your phone. Once you complete the training, you will receive a credential in email to gain access in the app.

Open the SoliMarket app and tap the customer's WIC card to your phone. Confirm the account balance with the customer, then enter the amount of their purchase. The customer takes home healthy food, and the following week the transaction amount is automatically deposited into your bank account.

OTHER PROGRAMS: EBT/DOUBLE UP FOOD BUCKS (DUFB) and SNAP

The TVFM market managers have completed training to enable vendors to accept EBT, DUFB, and SNAP. These transactions begin at the Market Manager table where customers use EBT cards to purchase wooden tokens with Tesoros del Valle Market printed on them (*these are the only coins that can be accepted and reimbursed for at TVFM, so look carefully!*) and silver DUFB coins (which can be redeemed at *any* NM farmers market). Customers spend the tokens at a vendor. At the end of market day, vendors turn in the tokens to the market manager for reimbursement in cash.

What types of food can be purchased with SNAP?

[SNAP](#) benefits can be used to purchase any food item that meant to be prepared at home, such as fruits, vegetables, cheeses, breads, meats, honey, and some processed foods. Foods that are hot and/or meant to be consumed on site such as hot burritos or coffee are not eligible. Complete list [HERE](#).

Change cannot be given to SNAP customers; all purchases must be in dollar amounts (\$1 tokens are printed in red).

FOOD SAFETY TRAINING

The [New Mexico Farmers' Marketing Association](#) (NMFMA) offers online [Food Safety Trainings](#) tailored for small to medium-sized producers, including Tier 1 and Tier 2 training focusing on hazards, mitigation practices, and farm risk assessments. The next trainings (online and free) are June 17th and 25th, 2025. If you are a farmer interested in expanding your operations, selling in bulk, or otherwise connecting with customers beyond the farmers market, consider taking this excellent course.