Farmers Market Coalition

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2026 Advocacy Priorities

The Farmers Market Coalition (FMC) is a 501(c)(3) nonprofit dedicated to ***strengthening farmers markets for the benefit of farmers, consumers, and communities.*** In partnership with the National Sustainable Agriculture Coalition (NSAC), and guided by input from market operators nationwide, FMC advocates for the farmers market sector at the national level, including through the Farm Bill, across two key policy priorities.

Why we Advocate: Farmers Markets Play an Essential Role in Local Food Systems and Community Well-being

The Farmers Market Coalition seeks greater national recognition of the essential role farmers markets play in local food systems and community well-being, including elevating the celebration of National Farmers Market Week.

- **Vital Food Access:** Farmers markets provide fresh, locally grown food that supports healthier communities.
- **Inclusive Community Spaces:** Markets offer welcoming environments for education, engagement, and connection.
- **Consumer Choice and Transparency:** Markets give shoppers affordable options and foster direct relationships with farmers.
- **Local Economic Impact:** Direct-to-consumer sales keep more food dollars in local communities and create new market opportunities for farmers.
- **Essential Food System Infrastructure:** Farmers markets strengthen regional food systems and encourage Americans to support local producers.

Priority I: Expand Access to SNAP, WIC and Senior FMNP, and GusNIP

FMC supports policies that ensure farmers markets are fully integrated into federal nutrition programs, increasing food access while increasing income for local producers.

- **Increase Funding for Federal Nutrition Programs:** Reverse cuts to SNAP and WIC FMNP, and increase funding for Senior FMNP and GusNIP.
- **No-Cost Equipment:** Provide farmers and markets with free, modern equipment to process SNAP, Senior FMNP, and WIC FMNP benefits.
- **Authorized Retailer Status:** Maintain a role for market managers to process federal nutrition benefits on behalf of participating farmers.

- **Operational Funding:** Invest in outreach, training, and administrative support for markets implementing SNAP, FMNP and GusNIP programs.
- **Strengthen FNA Capacity:** Increase staffing and resources to improve planning, application processing, and communication with Authorized Retailers.
- **Streamlined Application Process:** Reduce the paperwork burden on farmers and market operators who seek to accept federal nutrition benefits.

Priority II: Strengthen and Streamline the Farmers Market Promotion Program (FMPP)

FMC advocates for a robust, accessible FMPP that supports the long-term success of farmers markets.

- **Prioritize Farmers Market Applicants:** Ensure funding reaches markets and operators who directly support local producers.
- **Reduce Match Requirements:** Lower or eliminate the 25% cost-share to reduce barriers for small and under-resourced markets.
- **Simplify the Program:** Improve application processes and reporting requirements to make FMPP grants easier to navigate including allowing recipients to apply while managing a current award.
- **Expand Technical Assistance:** Increase training and support for current and prospective grantees.