

Farmers Market Nutrition Program 2025 Season Updates

From: Jennifer Donnelly, Senior Farmers Market Nutrition Program Grant Contractor,
Massachusetts Department of Agricultural Resources

Important, the 2025 season is a recertification year for ALL certified farmers markets that participate in the Farmers Market Nutrition Program. Please review the information below on what your market must do to continue participating!

What you need to do to re-certify for the 2025 Program:

- Review the following documents:
 - [2025 Guidelines for Farmers and Farmers Markets](#)
 - [2025 Directrices Para Agricultores y Mercados de Agricultores](#)
 - [FMNP Frequently Asked Questions sheet for market managers](#)
- Follow this link to complete your market agreement:
<https://www.mass.gov/forms/farmers-market-nutrition-program-notice-of-market-participation-2025>
- Enter your information on the online market agreement form and scroll to the bottom click "Submit" on the market agreement. Please be sure to fill out the form in its entirety!

Once we have processed your application, you will receive an email confirmation. This may take several days. Your market will then be certified for the 2025, 2026, & 2027 season upon completion of this recertification. **The deadline for re-certification is May 15, 2025.**

If you are a new market manager to the Farmers Market Nutrition Program, you will need to complete a mandatory one-hour webinar training. Contact Jennifer Donnelly at Jennifer.Donnelly@mass.gov to schedule the training.

What happens if our Farmers Market does not recertify?

Farmers Markets that do not recertify in Spring 2025 will no longer be certified locations where our certified farmers can accept WIC & Senior FMNP coupons. This means farmers will not be able to accept WIC & Senior FMNP coupons at your market for reimbursement. Not recertifying will reduce options of certified locations our program participants have to shop for healthy, local grown produce with their benefit.