

**FOR IMMEDIATE RELEASE:**  
July 17, 2023



## **WIC to Issue Farmers Market Benefit Cards on July 17**

Eligible participants will receive a one-time payment of \$30 dollars



**PITT COUNTY, N.C.** – Beginning Monday, July 17, 2023, eligible clients including pregnant, breastfeeding, partially-breastfeeding and postpartum women, and children ages 2 through 4 will receive WIC Farmers Market benefits. Each eligible person will receive a one-time issuance of the new benefit card in the amount of \$30 dollars. The cards will be able to be used throughout the season, but will expire October 29, 2023.

Applicants must live in North Carolina, meet income guidelines and have an identified nutrition/medical risk factor. The cards will be distributed throughout the summer, while supplies last. Eligible participants are required to apply in person at Pitt County Health Department's WIC Office located at 201 Government Circle, Greenville, NC.

Locally grown fruits and vegetables are in plentiful supply at the Leroy James Farmers Market located at 4560 County Home Road, Greenville, NC. These foods contain vitamins, minerals and fiber which can boost the immune system, improve overall health and may prevent diabetes or aid in weight management.

The NC Agriculture website lists food availability by season:

<https://www.ncagr.gov/markets/availabilitychart.pdf>

Interested persons may call 252-902-2393 for assistance with the application process.

The Mission of Pitt County Government is to enhance the health, safety, and well-being of our community by advocating for and providing quality services in a friendly and cost-effective manner. Learn more: [www.PittCountyNC.gov](http://www.PittCountyNC.gov)

###

**Media Contact:**

**Dawn C. Jones**  
Director, Public Information & Media Relations  
[dawn.jones@pittcountync.gov](mailto:dawn.jones@pittcountync.gov) | (252) 902-2955

Past Releases:  
[www.PittCountyNC.gov/PIO](http://www.PittCountyNC.gov/PIO)