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Wisconsin Rapids Downtown Farmers' Market Returns for the 2026 Season

Wisconsin Rapids, WI – The Wisconsin Rapids Downtown Farmers' Market is excited to announce the return of the market for its 8th season with continued support from the Wood County Health Department. The market will be open every Thursday and Saturday from 8:00 AM to 1:00 PM, beginning June 11 through October 10. The market is located on 1st Avenue from West Grand to Goggins Street.

Shoppers can expect a wide array of locally grown produce, handmade goods, food vendors, and crafts from passionate farmers and entrepreneurs throughout the community. This year, the market remains committed to accessibility by accepting FoodShare (SNAP), credit, and debit cards through a convenient Market Token program. Visitors simply swipe their card at the market booth and receive tokens valued at \$1.00 increments to use with participating vendors. Credit and debit users will incur a small \$1.00 transaction fee, which helps the market offer this convenience and offset the surcharge fee.

New this year, the market is proud to offer the Double Dollar Program at every market day. SNAP participants can now stretch their food dollars even further by doubling their benefits, up to \$20 per market day, to specifically purchase fresh fruits and vegetables. This program helps increase access to healthy, locally grown foods while supporting local farmers.

In addition to SNAP, the market is proud to accept WIC and Senior Farmers Market Nutrition Program vouchers as well as Aspirus Fruit & Vegetable Rx vouchers, making fresh, nutritious food more accessible to all members of the community.

“Every dollar spent at the market goes directly back to our hardworking farmers, food vendors, crafters, and local entrepreneurs,” said Mai Thao, Market Manager. “We are thrilled to be entering another season and to expand access to healthy food through programs like Double Dollars. We look forward to another season of good food, great people, and community connection.”

We are always looking for more vendors to fill up the market and volunteers to help at the market information booth.

For more information, please follow us on [Facebook](#) or contact:

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