Facts About Farmers' Markets
Food and Nutrition
Food Safety
Friendly Advice
For More Information
Facts About Farmers' Markets
The U.S. Department of Agriculture (USDA) estimates over 1,000,000 people visit a Farmers’ Market weekly!
The average supermarket produce travels about 2,000 miles to its destination, compared to 50 miles for Farmers’ Market produce! That’s like traveling from Chicago to Los Angeles!
There are over 8,000 Farmers’ Markets in the United States!
Farmers’ Markets Make $en$e!

Great prices on fresh produce and garden goodies for everyone!
Fresh herbs are often available at very reasonable prices!
Farmers’ Markets Make $en$e!

Home-baked goodies may be another bargain and a special treat! Make sure to ask about allergens, if needed.
Farmers’ Markets Make Sense!

Locally raised meat may be available in some markets.
Farmers’ Markets Make Sense!

Take home some fresh cut flowers!
Farmers’ Markets Make $$en$$e!

Some USDA programs offer food vouchers for qualified participants in participating states:

- Senior Farmers’ Market Nutrition Program (SFMNP)
- Women, Infant, and Children (WIC) Farmers’ Market Nutrition Program (FMNP)
Find State SFMNP (Senior Market) Contacts at http://www.fns.usda.gov/sfmnp/sfmnp-contacts
Find state FMNP (WIC Market) contacts at http://www.fns.usda.gov/fmnp/fmnp-contacts
Food and Nutrition
Pick a Little Color For Your Plate

Farmers’ Markets offer a colorful variety of fruits and vegetables — which provide vitamins, minerals and **phytochemicals** (fight-o-chemicals).
“Fruits and vegetables come in terrific colors and flavors, but their real beauty lies in what's inside. Fruits and vegetables are great sources of many vitamins, minerals and other natural substances that may help protect you from chronic diseases.”
“To get a healthy variety, **think color**. Eating fruits and vegetables of **different colors** gives your body a wide range of valuable nutrients, like **fiber**, **folate**, **potassium**, and **vitamins A and C**. Some examples include **green** spinach, **orange** sweet potatoes, **black beans**, **yellow** corn, **purple** plums, **red** watermelon, and **white** onions. For more variety, try new fruits and vegetables regularly.”
Focusing on Phytochemicals in Fruits and Veggies

• Promote health
• Protect against the effects of aging
• Reduce the risk of some cancers and heart disease
Lycopene in red and yellow-orange fruits and vegetables (such as tomatoes, sweet potatoes, carrots)

May help lower the risk of prostate and other cancers
Lutein and zeaxanthin in leafy greens (such as collard greens, spinach, romaine lettuce) may help promote healthy eyes.
Flavonoids in brightly colored fruits and vegetables (such as blueberries, cherries, strawberries).

May help reduce heart disease risk
Diets rich in dietary fiber have been shown to have a number of beneficial effects including decreased risk of coronary artery disease.
EAT YOUR FRUITS AND VEGGIES!

Vitamin C helps heal cuts and wounds and keep teeth and gums healthy.
EAT YOUR FRUITS AND VEGGIES!

Healthful diets with adequate folate may reduce a woman’s risk of having a child with a brain or spinal cord defect.
EAT YOUR FRUIT AND VEGGIES!

Vitamin A keeps eyes and skin healthy and helps to protect against infections.
EAT YOUR FRUITS AND VEGGIES!

Diets rich in potassium may help to maintain a healthy blood pressure.
Use MyPlate as a Portion Size Guide
MyPlate: Fruits

Eat the equivalent of 2 cups of fresh, canned or frozen fruits per day (for a 2,000 calorie diet).

Note this equivalent:
\(\frac{1}{4}\) cup dried fruit = \(\frac{1}{2}\) cup fruit
MyPlate: Vegetables

Eat the equivalent of 2½ cups of raw or cooked vegetables per day (for a 2,000 calorie diet).

Note this equivalent:
2 cups raw leafy greens = 1 cup of vegetable
For optimum health, scientists say eat a rainbow of colors. Your plate should look like a box of CRAYONS!

~Janice M. Horowitz,
TIME, January 12, 2002
Eggplant, purple grapes, plums, raisins, blueberries, blackberries, purple figs, dried plums, black currants
Green

Leafy greens, asparagus, green peppers, broccoli, green beans, peas, cabbage, green onion, Brussels sprouts, okra, zucchini, Chinese cabbage, green apples, green grapes, honeydew melon, kiwifruit, limes
White

Cauliflower, mushrooms, white beans, onions, garlic, parsnips, shallots, turnips, ginger, jicama, bananas, pears
Yellow/Orange

Carrots, summer squash, corn, sweet potatoes, butternut squash, pumpkin, yellow peppers, rutabagas, cantaloupe, grapefruit, lemons, nectarines, oranges, peaches, pineapples, tangerines, apricots, mangoes, papayas
Red

Tomatoes, spaghetti sauce, tomato juice, tomato soup, red peppers, red onions, beets, red cabbage, kidney beans, apples, pink grapefruit, red grapes, strawberries, cherries, watermelon, raspberries, cranberries, pomegranates
Dish Up Some Good Health!
BEGIN WITH BREAKFAST

- Pancakes with blueberries
- Yogurt with fruit and whole grain cereal
- Purple grape juice
- Fresh fruit smoothie
SNACKS ON THE GO

• Fresh fruit
• Soy nuts and dried fruits
• Fresh veggies with hummus or dip
MEAL PLANNING

• Tuna salad with grated carrots, red peppers, onions and garlic
• Whole grain pasta with tomato sauce and fresh herbs
• Fresh vegetable soup
Remember to Color Your Plate with Good Health!
Food Safety
Look for produce that is free from unusual odors or colors and signs of spoilage such as mold.
Handle produce gently to reduce bruising. Bacteria can thrive in the bruised areas.