



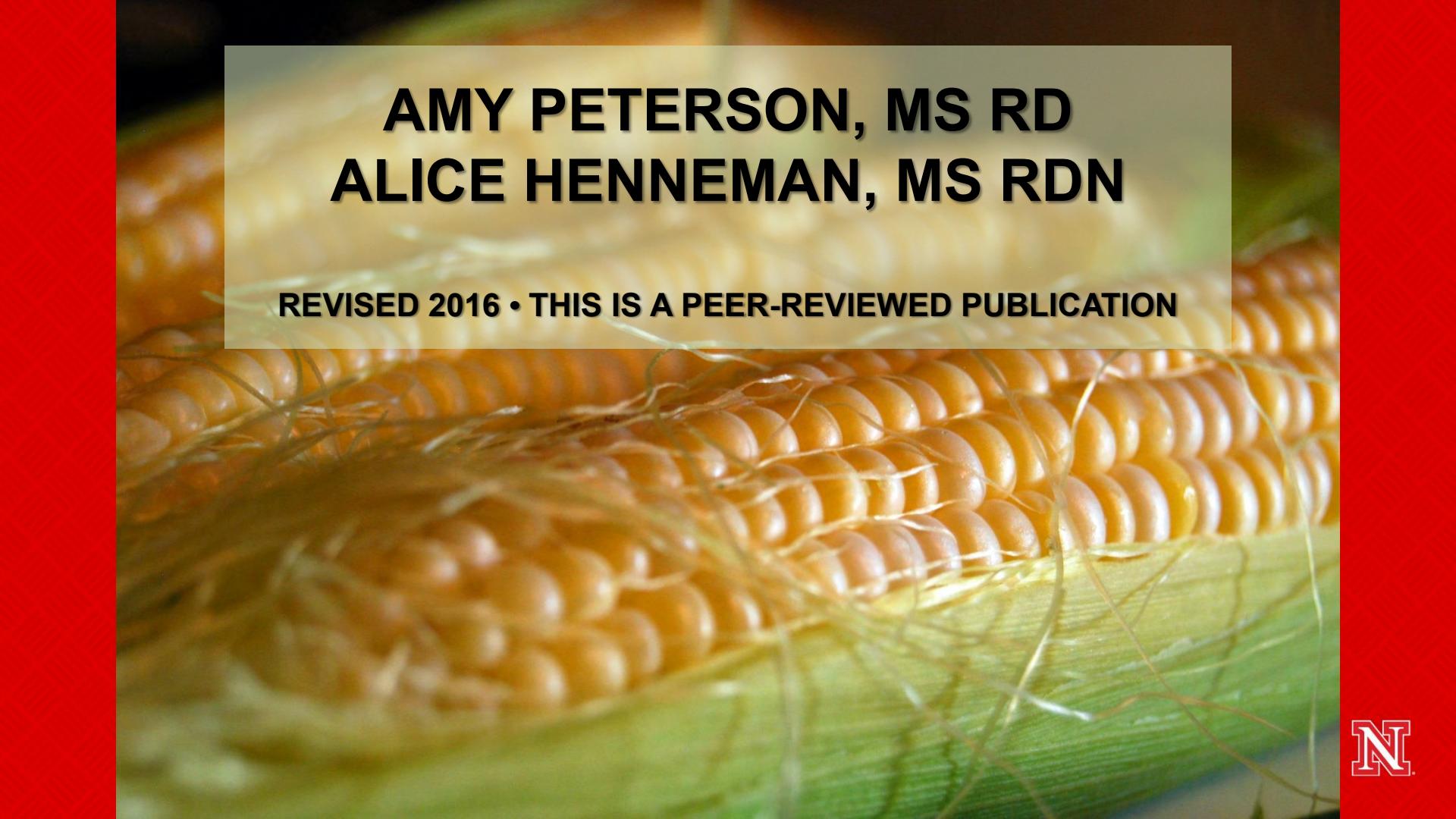
THE GARDEN GROCERY

FOOD SAFETY & SELECTION AT THE FARMERS MARKET



UNIVERSITY OF
Nebraska[®]
Lincoln





**AMY PETERSON, MS RD
ALICE HENNEMAN, MS RDN**

REVISED 2016 • THIS IS A PEER-REVIEWED PUBLICATION



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!

Farmers' Markets Make \$en\$e!

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 **\$en\$e!**

Fathers Day Specials-

Bacon Wrapped Filet \$19.99/lb.

Ribeye Steaks

\$13.99/lb.

Strip Steak

\$13.99/lb.

some markets.

Farmers' Markets Make \$en\$e!

Take home some fresh cut flowers!

Farmers' Markets Make \$en\$e!

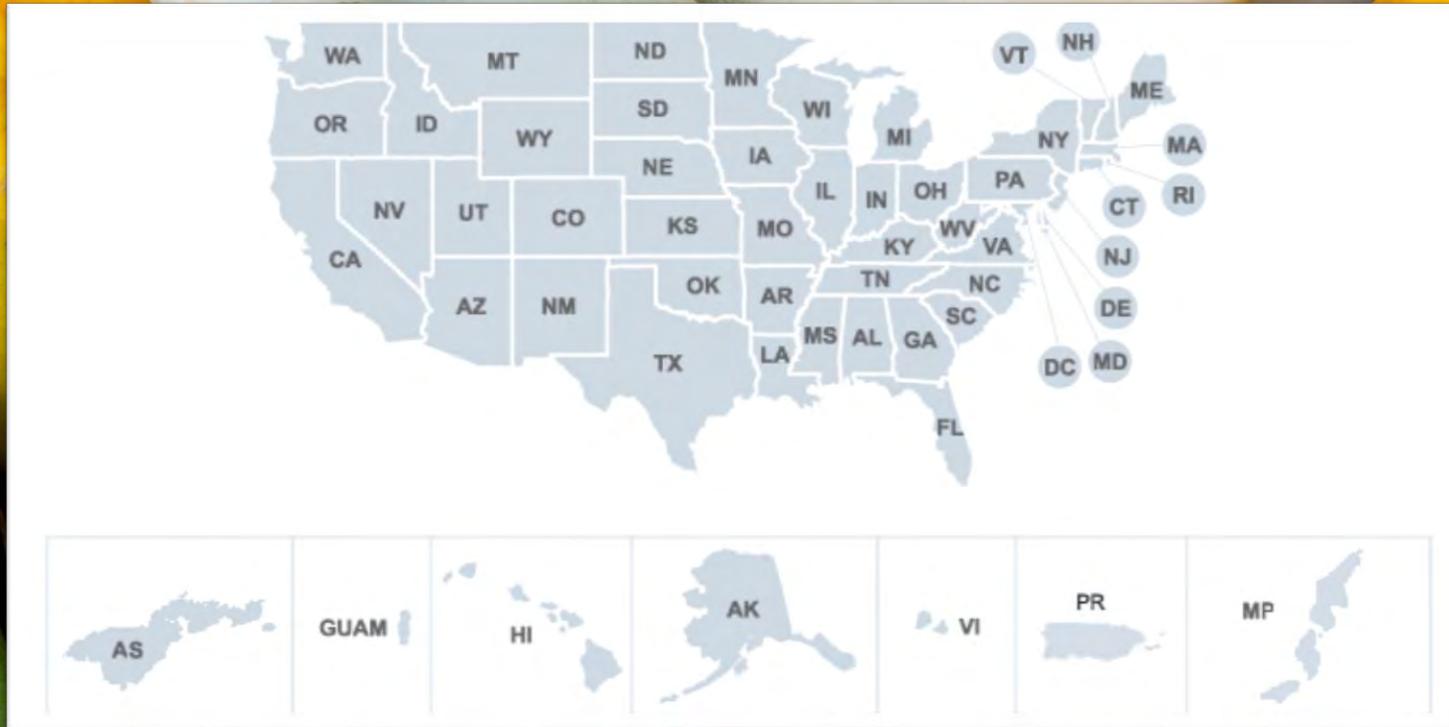


Some USDA programs offer food vouchers for qualified participants in participating states:

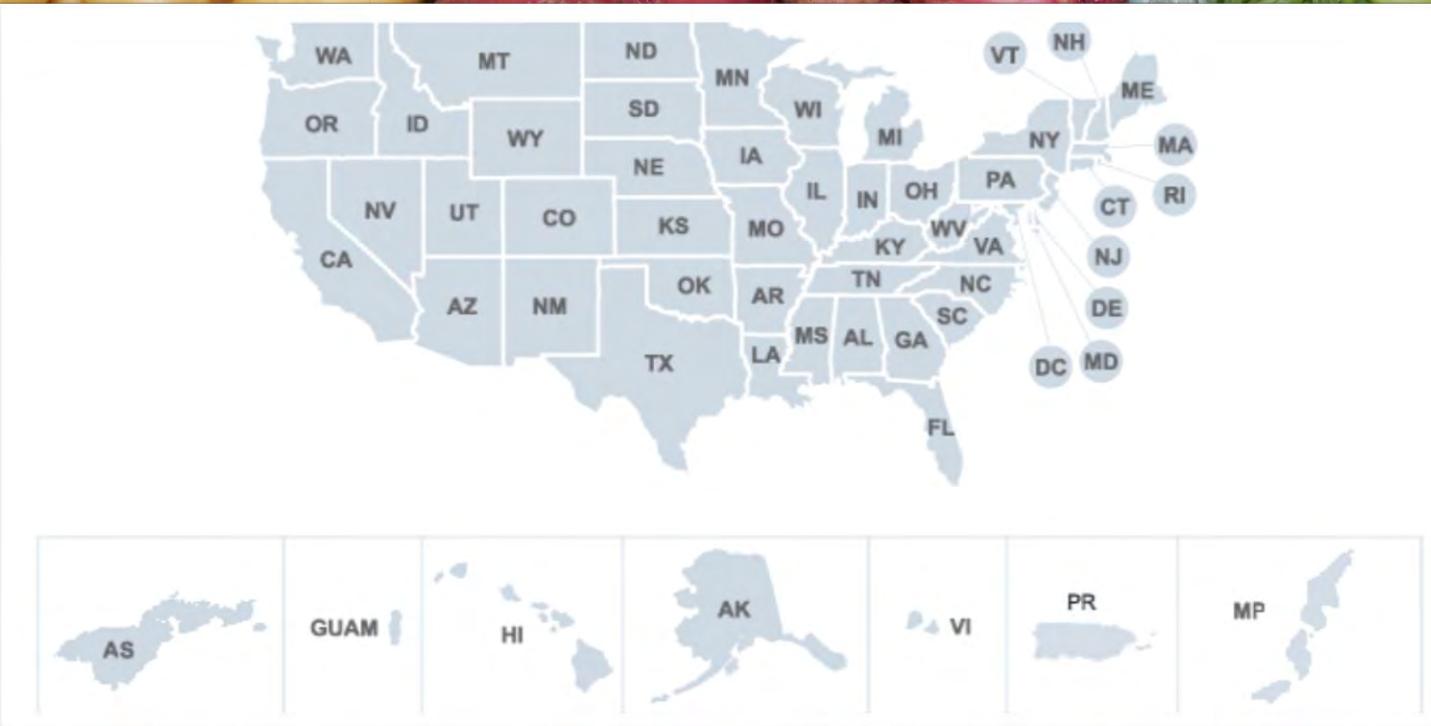
- Senior Farmers' Market Nutrition Program (SFMNP)
- Women, Infant, and Children (WIC) Farmers' Market Nutrition Program (FMNP)

Photo credit: USDA

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>



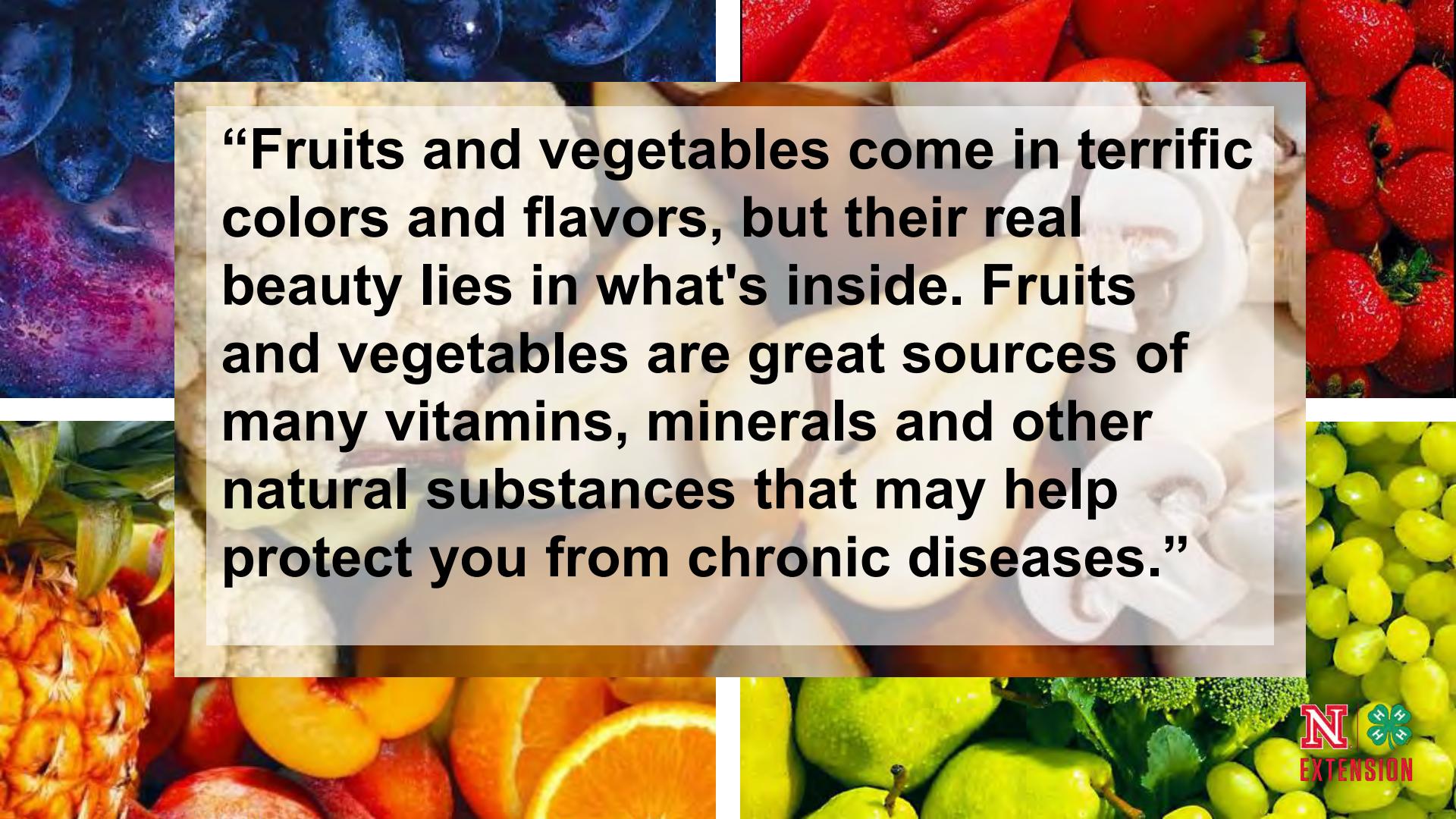


Food and Nutrition

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

EAT YOUR FRUIT AND VEGGIES!

A photograph of a man and an elderly woman at a farmers market. The man, wearing a blue denim shirt, is smiling and holding a strawberry. The elderly woman, with white hair and glasses, is also smiling and holding a strawberry. They are standing in front of a table filled with fresh produce like cucumbers, strawberries, and green beans. Other people are visible in the background under a blue canopy.

Diets rich in dietary fiber have been shown to have a number of beneficial effects including decreased risk of coronary artery disease.

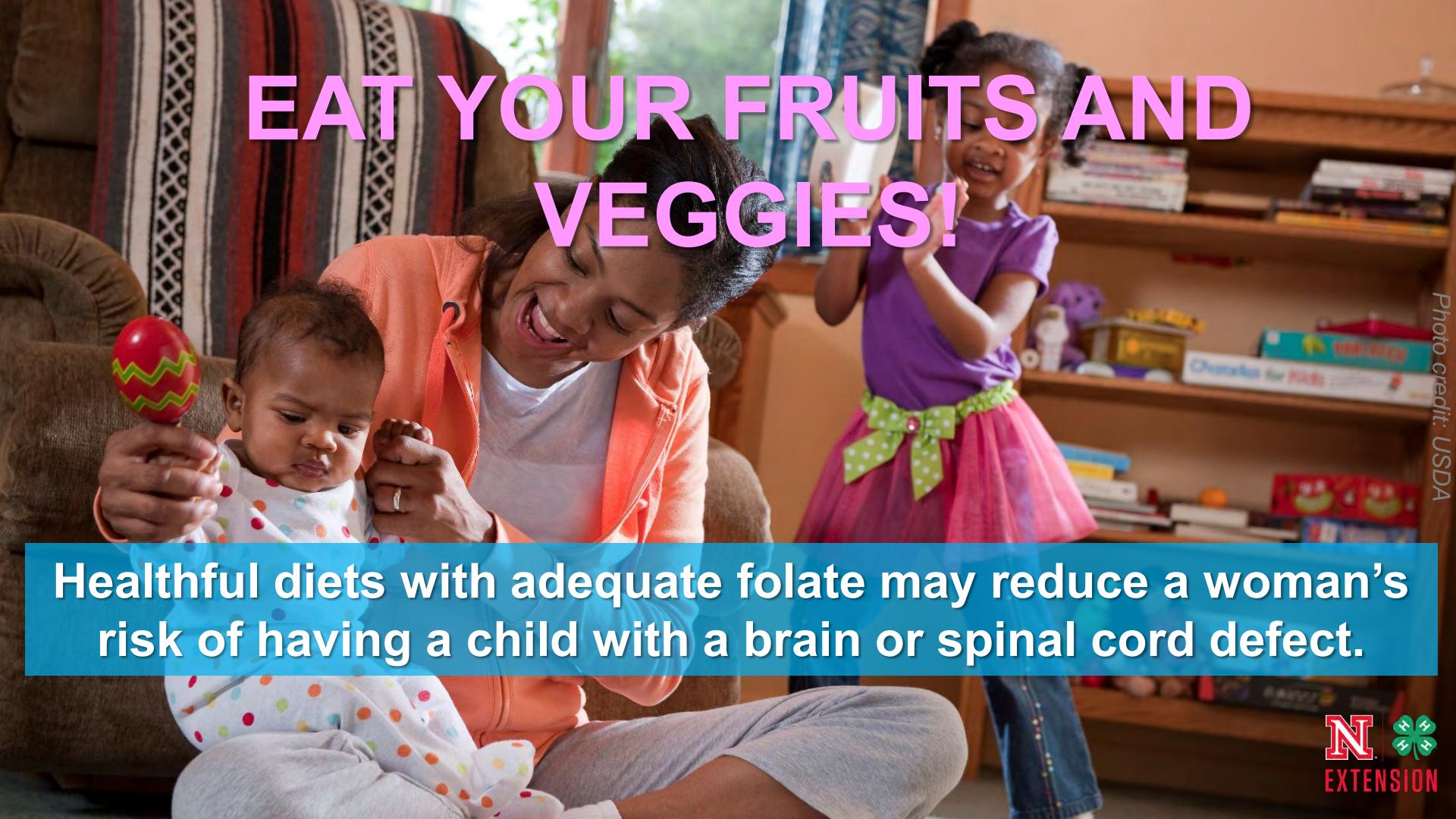
Photo credit: USDA

EAT YOUR FRUITS AND VEGGIES!

Vitamin C helps heal cuts and wounds and keep teeth and gums healthy.



EAT YOUR FRUITS AND VEGGIES!

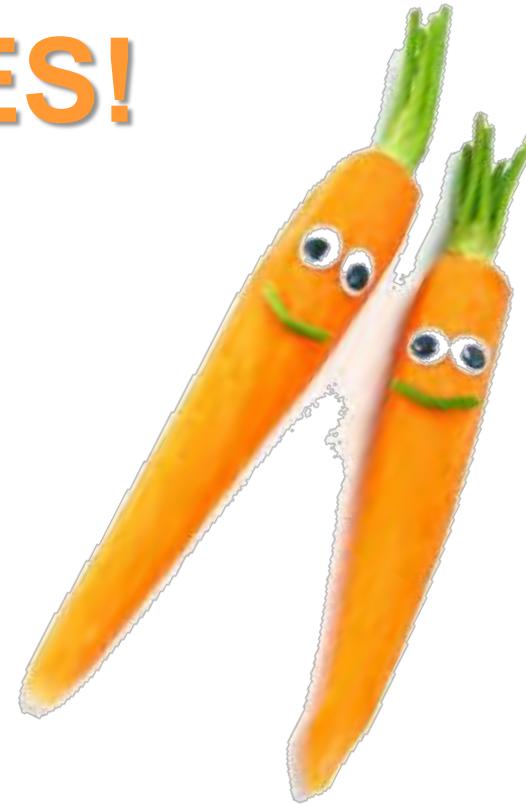
A woman with dark hair, wearing an orange cardigan over a white shirt, is smiling and holding a baby in her lap. The baby is wearing a white onesie with colorful polka dots. In the background, a young girl in a purple shirt and a pink tutu with a green polka-dot belt is standing and clapping. They are in a living room with a bookshelf filled with books and toys.

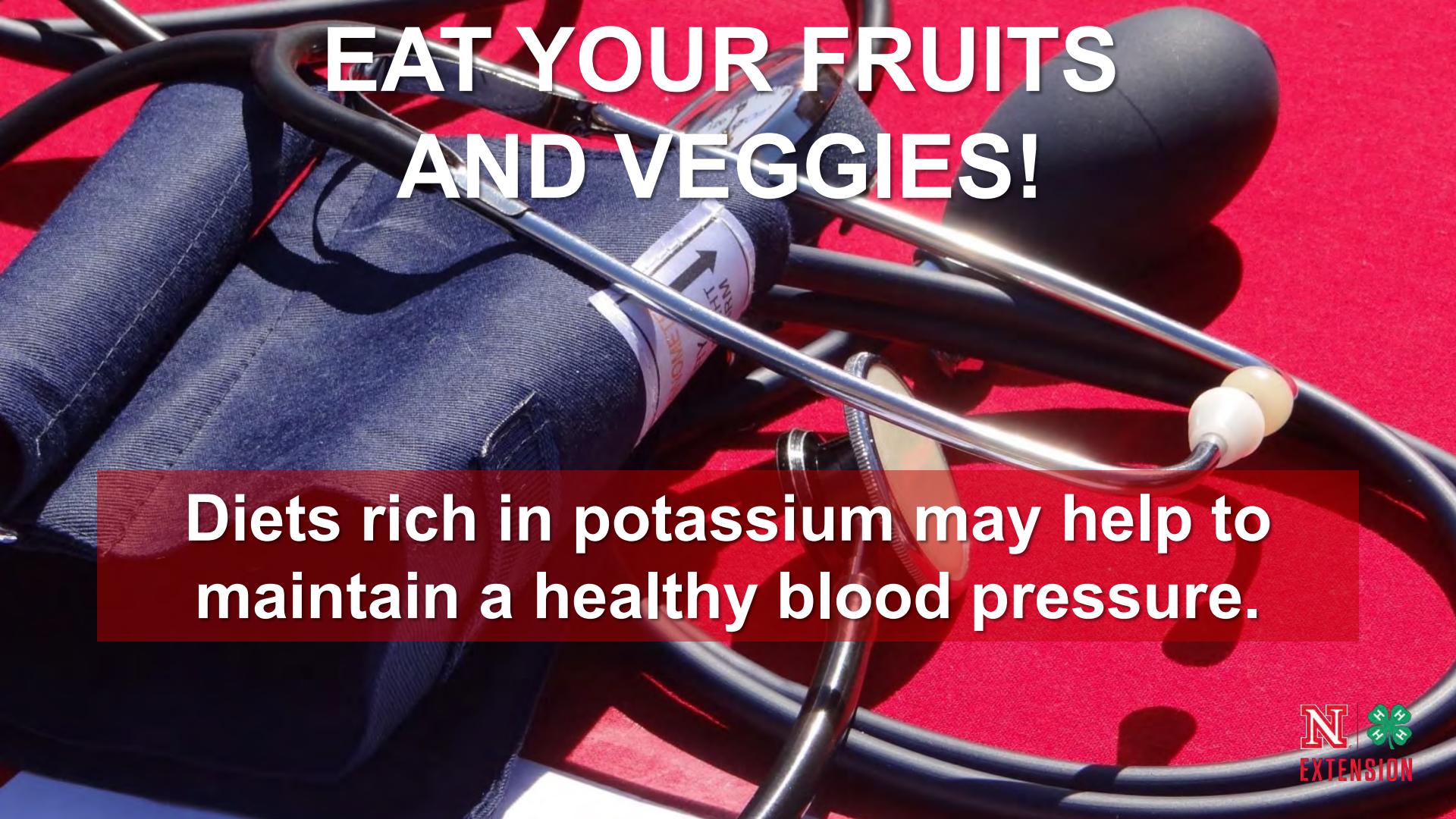
Healthful diets with adequate folate may reduce a woman's risk of having a child with a brain or spinal cord defect.

Photo credit: USDA

EAT YOUR FRUIT AND VEGGIES!

Vitamin A keeps eyes and skin healthy and helps to protect against infections.

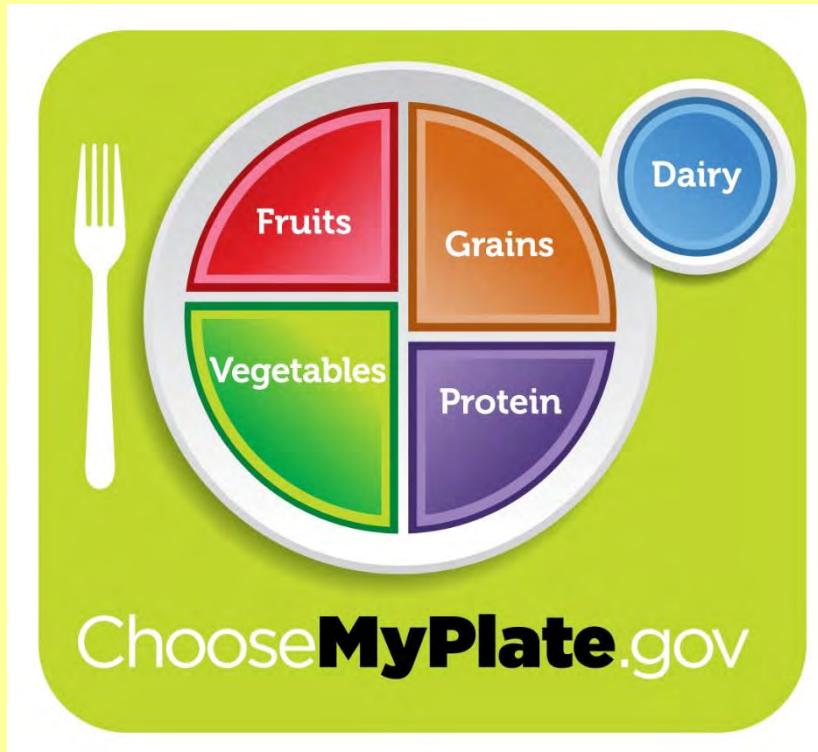




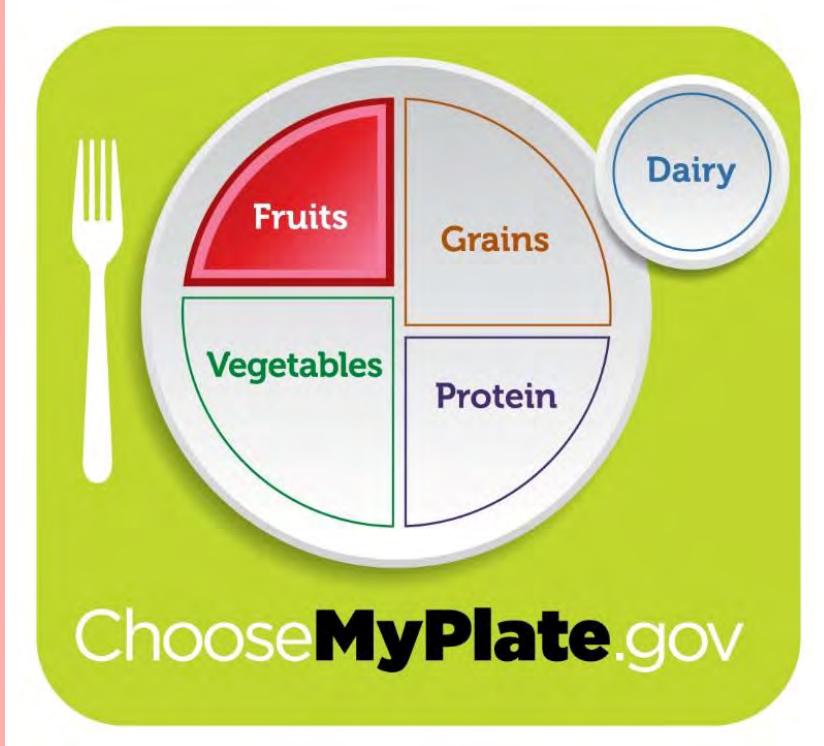
EAT YOUR FRUITS AND VEGGIES!

Diets rich in potassium may help to maintain a healthy blood pressure.

Use MyPlate as a Portion Size Guide



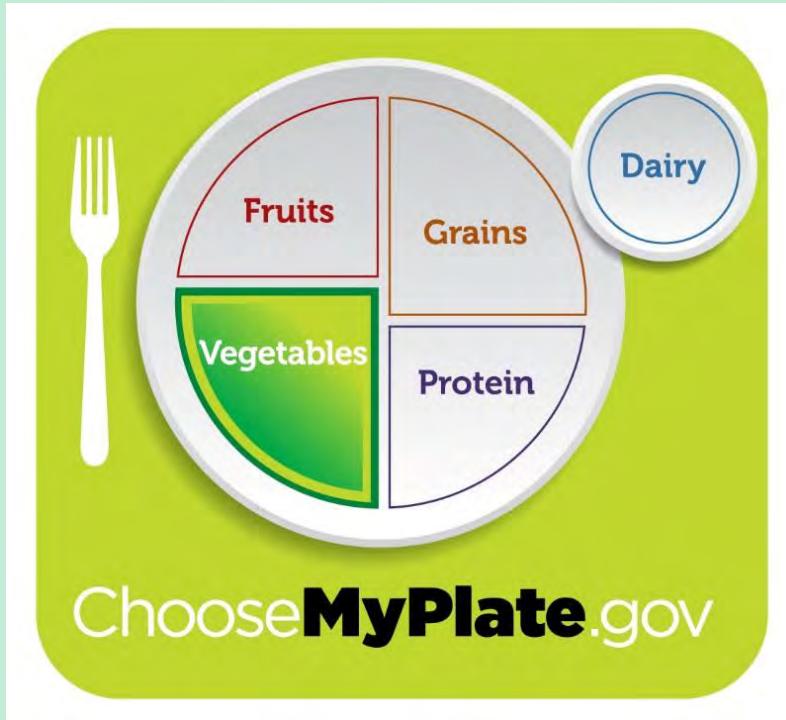
MyPlate: Fruits



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 $2\frac{1}{2}$ 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*

Blue/Purple

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

A close-up photograph of a hand holding a slice of pizza. The pizza has a golden-brown crust with some charred spots. Toppings include melted cheese, a green vegetable (possibly a green bean or a piece of broccoli), and red onion slices. The background is blurred.

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



FARMERS MARKET MEAL PLANNING



- Tuna salad with grated carrots, red peppers, onions and garlic
- Whole grain pasta with tomato sauce and fresh herbs
- Fresh vegetable soup

A close-up photograph of a tortilla filled with a variety of ingredients. The tortilla is visible on the left and right edges. Inside, there are pieces of meat, yellow corn, and diced red tomatoes. A bright yellow rectangular overlay covers the top half of the image, containing the text.

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.



Photo credit: John | <https://flic.kr/p/4m4DK> | CC BY-NC 4.0 | Cropped slightly



**Handle produce gently to
reduce bruising. Bacteria can
thrive in the bruised areas.**