



THE GARDEN GROCERY

FOOD SAFETY & SELECTION AT THE FARMERS MARKET



UNIVERSITY OF
Nebraska
Lincoln®





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Facts About Farmers' Markets

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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!**



Naale
\$2.00 bunch
Baby Bok Choy
\$2.00 bunch

1. bunch

Fresh Garlic
\$2.00 bunch

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.

st Family Farm
111 Pleasant Rd
Iowa 50144
bakery.com

Farmers' Markets Make \$en\$e!

Fathers Day Specials-

Bacon Wrapped Filet \$19.99/lb.

Ribeye Steaks \$13.99/lb.

Filet Mignon Steak \$13.99/lb.

Sirloin Steak \$10.99/lb.

Locally raised
meat may be
available in
some markets.

Farmers' Markets Make \$en\$e!

Take home some fresh cut flowers!

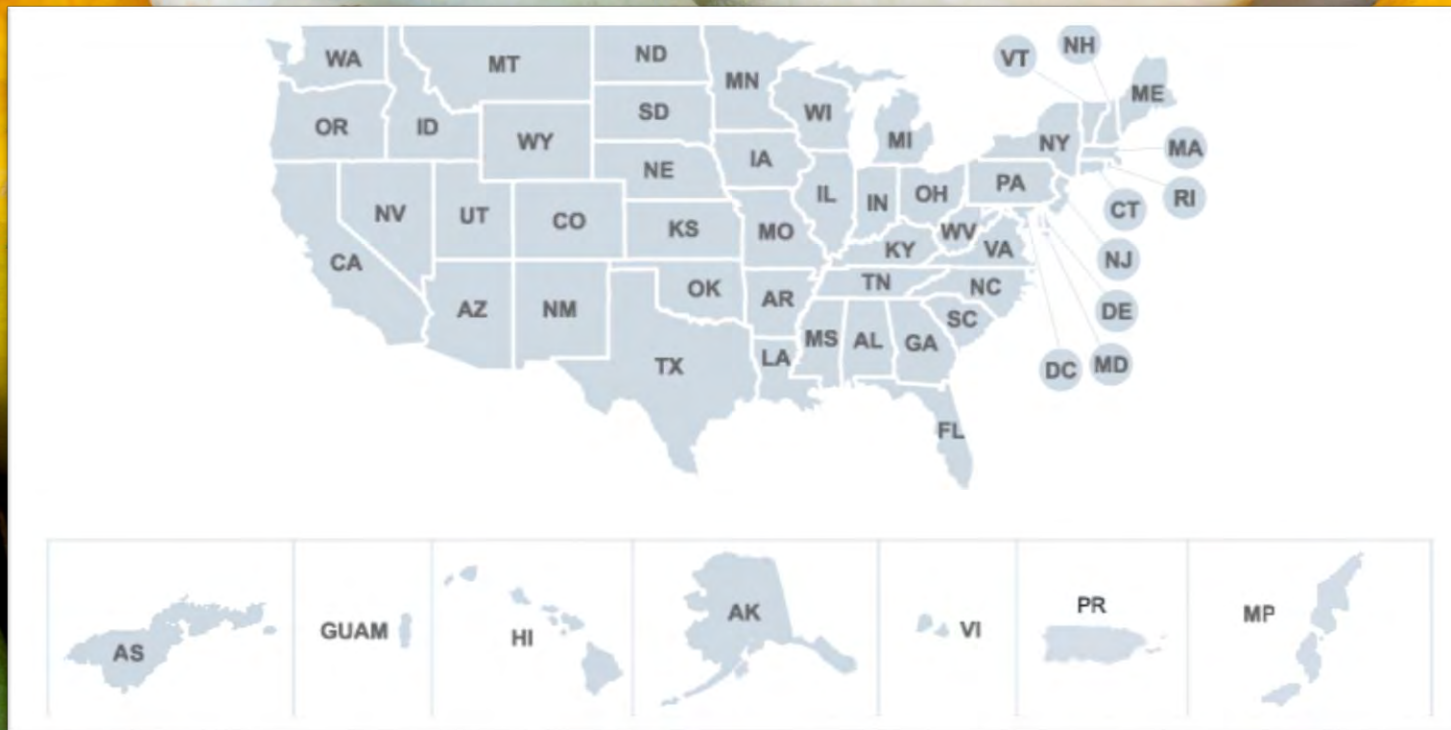
Farmers' Markets Make \$en\$e!

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

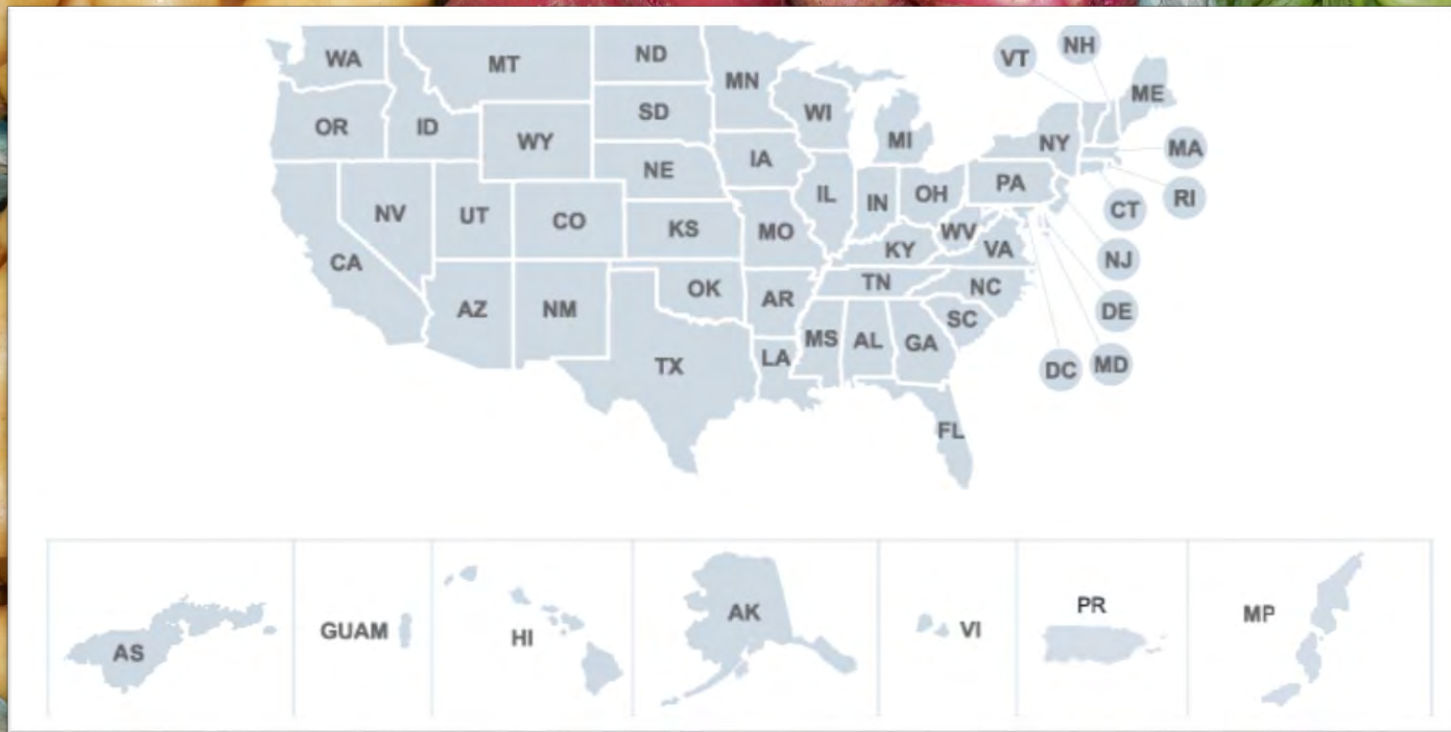
- Senior Farmers' Market Nutrition Program (SFMNP)
- Women, Infant, and Children (WIC) Farmers' Market Nutrition Program (FMNP)

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>

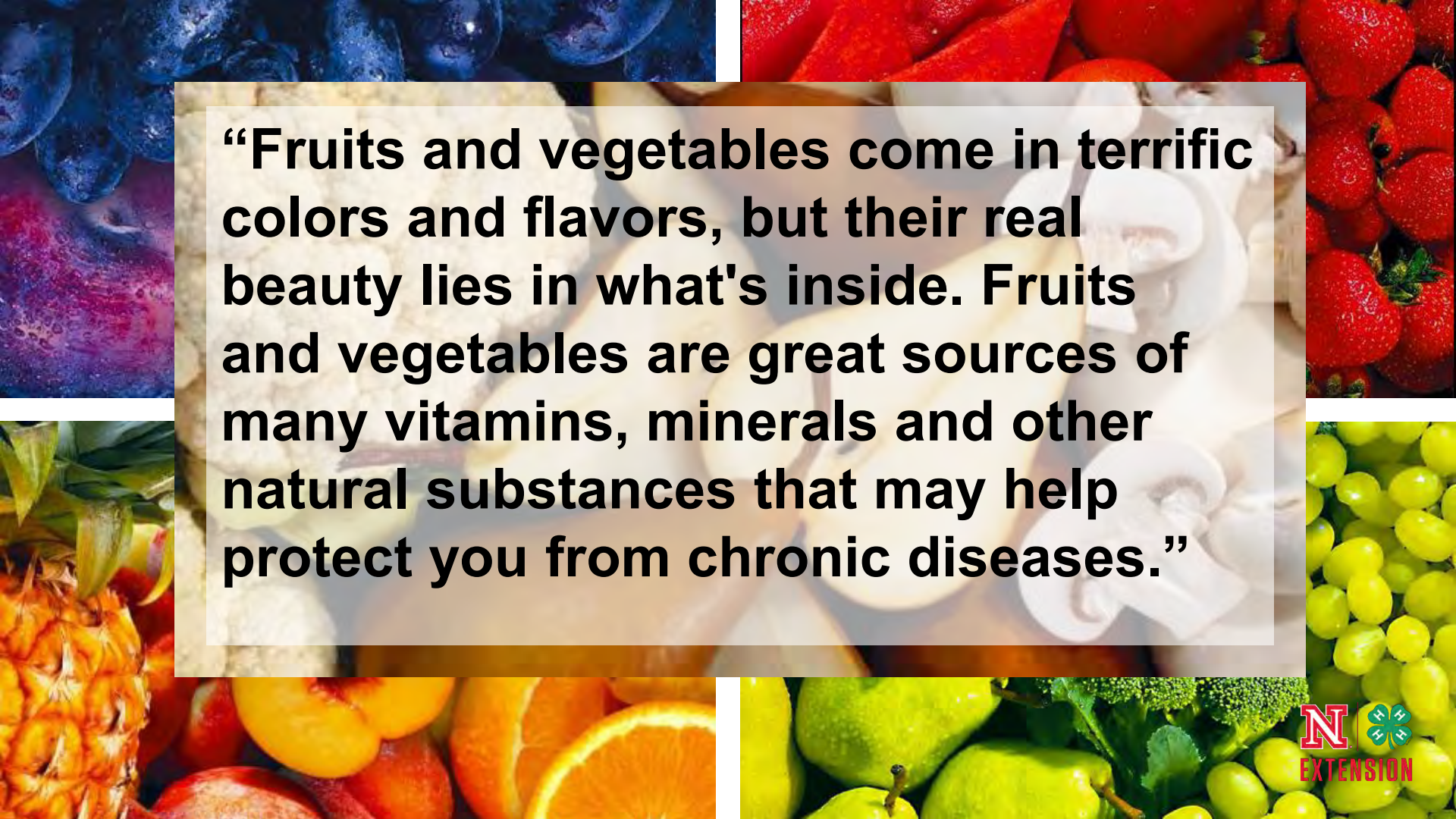





Food and Nutrition

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!

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.



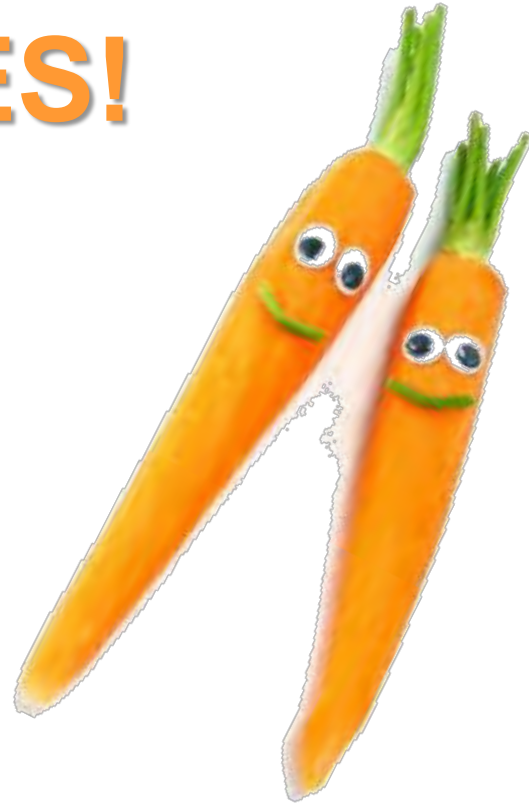
EAT YOUR FRUITS AND VEGGIES!

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.

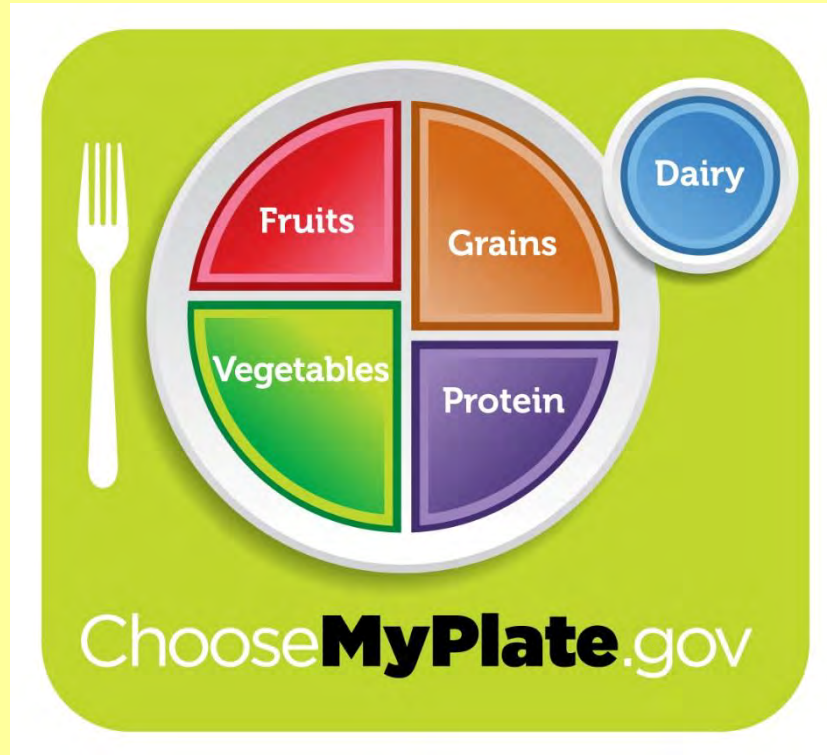


A close-up photograph of a medical sphygmomanometer and a stethoscope resting on a vibrant red surface. The sphygmomanometer's blue fabric cuff is the central focus, with a white label featuring an upward-pointing arrow and the words 'WHILE' and 'LEAVE'. The silver metal tubing of the stethoscope is draped across the cuff and extends towards the right side of the frame. The background is a solid, bright red color, creating a high-contrast, clinical aesthetic.

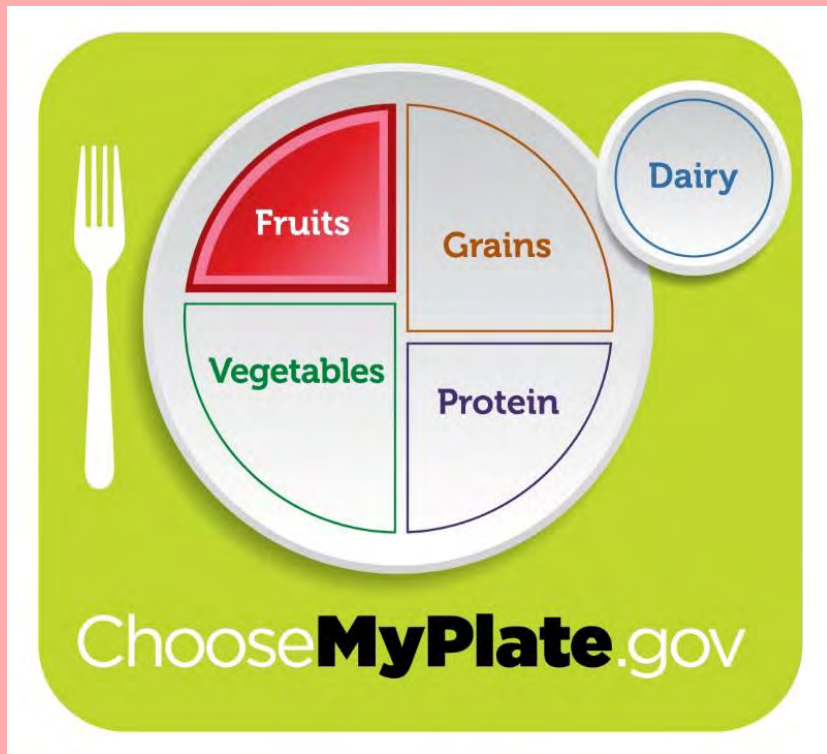
EAT YOUR FRUITS AND VEGGIES!

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

Use MyPlate as a Portion Size Guide



MyPlate: Fruits

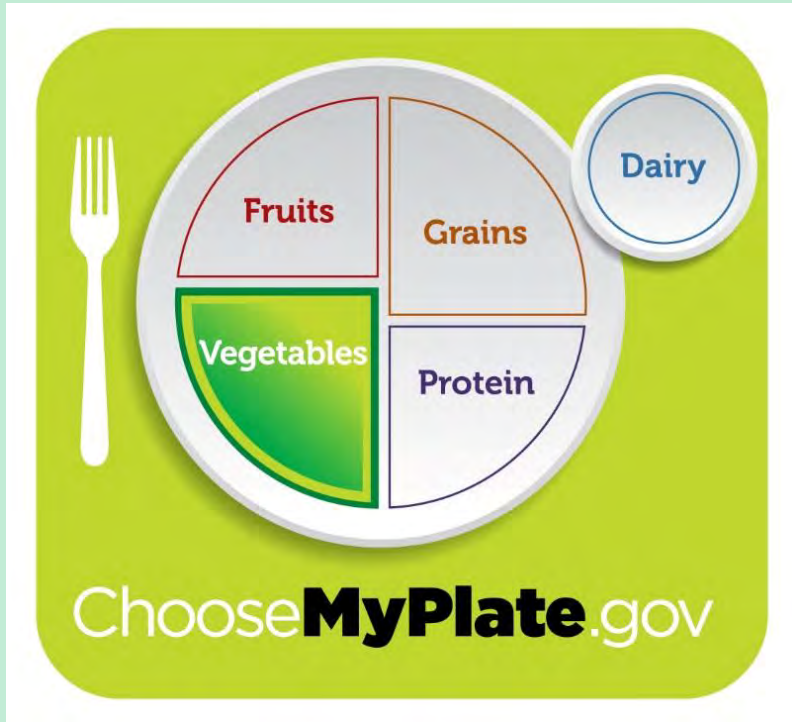


Eat the equivalent of 2 cups of fresh, canned or frozen fruits per day (for a 2,000 calorie diet).

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*

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

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


**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.