

Just Say Yes to... **Lesson #12: Shop at a Farmers Market**

Fruits and Vegetables

Lesson Materials

- Giant flip pad
- Farmers' market produce samples
- Ingredients and supplies to prepare and serve JSY recipe
- Visual prompt cards for shopping at the farmers market (optional)

Duration of Lesson

Welcome	2
Icebreaker	5
Introduction	10
Activity 1	15
Activity 2	15
Recipe	20-40
Physical Activity	5
Closing	5

Take Home Items

- JSY recipe
- NY Harvest Chart
- 'Benefits go Further' handout
- JSY incentive

References

- **Using EBT at Farmers Mkt.**
<http://www.fns.usda.gov/ebt/sc-rip-system-paper-scrip-token-or-receipts>
- **Video (6 minutes)** "Farmers Markets: Fresh, Nutritious, Local" (USDA)
<http://www.nutrition.gov/farmers-markets>
- **Video (8 minutes)** "Shop the Farmers Market with EBT Benefits – Seneca Falls, NY"
<https://www.youtube.com/watch?v=4IDxvhvziMn>

Objectives

At the completion of the workshop, participants will be able to:

- Identify the hours and location of nearby farmers market(s).
- State the benefits of shopping at a farmers market
- Identify the benefits of purchasing seasonal fruits and vegetables at a farmers market.
- Identify overall health and wellness strategies to include intentions to eat healthy and increase physical activity.

Welcome

- Greet participants as they enter workshop area.
- Introduce yourself and JSY program.
- Explain what the workshop will be about and how long it will take.
- Define workshop ground rules:
 - This is a safe learning environment.
 - No one will be called on. Participants have a "voice by choice."
 - Please stay until the end, complete a survey and receive incentive.

Ice Breaker

- Ask participants if they have ever shopped at a farmers market. If so, what do they like best about shopping there? If not, what keeps them from going? Write down comments and refer to them throughout the presentation, emphasizing benefits and addressing perceived difficulties. (getting there, how to pay, too confusing or hard to shop there)

Introduction

- Announce that farmers markets are now open for the season. Review the location and hours of nearby markets that accept EBT and JSY Health Bucks as payment. Displaying a map or other visual material that shows proximity of the market to public transportation may be helpful to address concerns about getting to the market.
- Remind participants that the market accepts SNAP-benefits, cash and the Health Bucks that they will be given at the end of this workshop.
- State the goal of the workshop is to share tips and experiences with one another for successful farmers market shopping trips, so that everyone can become an "expert" farmers' market shopper.

What can \$4 buy at the farmers market?

(Activity 1)

- Display \$4 worth of items from farmers market. Tell participants that you will be giving them \$4 in Health Bucks at the end of the workshop. Show the items you purchased for \$4. Ask participants to identify what they are (for unusual items).
- Discuss that eating “in season” is an important strategy to save money and get the best quality. Show how to look for freshness of each item. Emphasize this as a benefit of shopping at farmers markets.
- Ask participants to suggest ways to use each item in a meal. Write these ideas on chart paper. Note how many ‘cups’ of fruits/vegetables can be obtained for \$4 and compare this to the MyPlate recommendation for 2000 calories (2 cups fruits, 2 ½ cups vegetables)

Available now at the farmers’ market!

(Activity 2)

- Display 2 – 3 items that are in season and likely to be found at the farmers market. (You may want to check this out ahead of time, or refer to the seasonal availability chart). Ask participants to identify the items and suggest ways that they would use them in a meal or recipe. Write these ideas on chart paper.
- Compare cost of the items in grocery store vs. farmers market. (Note: depending on the items used, cost may not be less at farmers market)
- Ask: What would be the advantages of buying at a farmers market? (In season produce often costs less, better value because product is fresher, better for the environment, support farmers, being outside, exercise walking around market). Write these ideas on chart paper.

- Discuss tips for shopping at the farmers market. Write these on chart paper or use prepared visual prompt cards.
 - **Come prepared.** Ask for suggestions on what you need to take. (bags, comfortable shoes, list, Health Bucks)
 - **Time your visit.** Ask what time nearby markets are open. What do you think is the best time to go to the market? (Anytime you can get there! When you can go right home afterwards to refrigerate/store your purchases).
 - **Walk Around.** See what is available that day, how does it look, compare prices. Discuss that fruits and vegetables are often lowest in cost when they are in season. This could be a good time to insert a physical activity message.
 - **Ask questions.** Farmers are happy to talk about their products and answer your questions. Ask participants what kinds of questions they might ask.
 - **Use your EBT Card.** Look for signs indicating which farmers accept EBT or Health Bucks. Display a sampling of items to show what can and cannot be purchased with SNAP benefits. Explain the systems by which EBT cards may be used at farmers markets. If possible, check with the local market on how EBT purchases are processed. If a participant says they have used their benefits at the market, ask if they would explain the process.

Note: References listed provide information for JSY Nutritionists about using SNAP benefits at farmers markets. If you have a site with AV equipment and internet access, the videos are appropriate for participants to view. Otherwise, use them for your own information.

Take Away Task

- Remind participants when the local markets are open during the upcoming week and ask them to think about or write down when they will go to spend their JSY Health Bucks.

Demonstrate a JSY Recipe

- Discuss all steps in preparation.
- Explain how to select and store the fruit or vegetable used in the recipe.
- Offer samples to participants.
- Announce JSY allergy disclaimer (i.e. participants should avoid the sample if they have an allergy to any of the ingredients).

Suggested Recipe Talking Points

- Discuss the season during which the fruit/vegetable you are using is available locally.
- Discuss other fruits and vegetables that are likely to be available now at local farmers markets.
- Ask participants for ideas on ways to use the fruits and/or vegetables currently in season.
- Remind participants that eating fruits and vegetables when they are in season often saves money.

Physical Activity Transition Statement

Nutrition and physical activity are key factors to living a long and healthy life. Making healthy recipes and drinks can be easy and inexpensive. Including physical activity into your life can be just as simple!

Select a Physical Activity Message from the Menu

Applicable FNS Messages

Closing

- Summarize key points in lesson.
- Ask participants, "What are your questions?"
- Distribute JSY Surveys. Assist participants with completion, if needed.
- Give a JSY Nutrition Education Incentive and JSY Health Bucks to participants as they hand in their survey. Remind them that the market location and hours are printed on the back of their Health Bucks. Encourage them to spend their Health Bucks soon!
- Thank participants.