



Good for You!

Top 10 Reasons to Shop at a Farmers Market

1. Freshly picked, in season produce is at its peak in flavor and nutrition.

On average, “fresh” vegetables lose up to 45% of their nutritional value between being picked and landing on the grocery shelf. Peak season, fresh picked produce gives you the best taste and maximum nutrition, making it the best value for your food dollar.



2. Support your local farmers and economy.

Shopping at farmers markets directly supports your local farmers and keeps the money you spend closer to your neighborhood. You can help new and/or smaller farmers be successful and help save farmland in your area.

3. Colorful fruit and vegetables boost your health.

The color molecules in plant foods not only look scrumptious but also contain strong antioxidants, the health-promoting substances that neutralize the free radicals formed when cells burn oxygen for energy. Free radicals damage or destroy healthy cells. In general, the deeper the color of a fruit or vegetable, the more powerful its antioxidant action. Other phytochemicals help protect against damaging effects of toxic substances. Eating a variety of colorful fruits and vegetables allows their different nutrients to work together to help fight illnesses.

4. It's a great way to get your kids involved.

A great way to get your children to eat healthy foods is to involve them in the selection process. Let them pick out something new to try, then they can help prepare a meal or snack with the produce they've chosen.



Search for “Kansas FNP” on Facebook to learn more about eating well and saving money.

5. Supporting your local farmers market strengthens your community.

Farmers markets can be important anchors for vibrant communities. Meet your local farmers, learn about foods grown in your area and catch up with friends and neighbors while stocking up with local goods.

6. Farmers markets offer foods that align with MyPlate guidelines.

Create a healthy plate with goodies from your local farmers market. Buy foods and see how they fit with MyPlate. Visit different booths to pick up seasonal fruits and vegetables, as well as local dairy, grain and protein products so you can build your healthy plate.

7. Farmers often have recommendations for preparing their products.

Farmers often have good tips and suggestions on ways to prepare (and store) their products.

8. You can try a new fruit or vegetable!

Have you ever tasted gooseberries or rhubarb? Many farmers markets offer lesser known fruits and vegetables, providing a variety that can be both tasty and nutritious.

9. SNAP and WIC benefits are accepted at some farmers markets.

Ask about SNAP benefits at farmers markets and find out which WIC state agencies participate in the Farmers Market Nutrition Program.

10. Farmers markets are easy to find.

Due to their flexible locations, some community farmers markets provide fresh, healthy foods when other sources aren't as easily accessed.

For more information, check out these links:

snaped.fns.usda.gov/nutrition-through-seasons/seasonal-produce

www.fruitsandveggiesmorematters.org/fruit-nutrition-database

www.fruitsandveggiesmorematters.org/vegetable-nutrition-database

www.ams.usda.gov/local-food-directories/farmersmarkets

Adapted from: www.nutrition.gov/farmers-markets and *Tips to Shop Safe at Farmers Markets*, Londa Nwadike, PhD, Kansas State University / University of Missouri Extension Consumer Food Safety Specialist

Farmers Market Food Safety

Shopping at a farmers market is a great way to get locally-grown, fresh fruit, vegetables, and other foods for you and your family. But there are basic guidelines that you should follow to ensure that the farm-fresh food is safe.

What to look for:

Fresh Produce—Clean, looks fresh, no cuts or nicks

Cut or peeled produce—Surrounded by ice. Looks fresh and cold

Meats, eggs, cheeses— Product is in cooler or on ice

Milk and juice—Buy only pasteurized items

Home canned food—Ask how it was prepared and handled

Booth, personal cleanliness—Vendors have clean clothes, hands, no wiping nose, etc.

Wash all produce before use!

Safety tips on the way home:

- Keep raw meat separate from other foods
- Make the market your last stop
- Use cooler/insulated bags, especially if it takes more than one hour to get home

K-STATE
Research and Extension



This material is funded by USDA SNAP. USDA is an equal opportunity employer and provider. SNAP provides food assistance to people with low income. It can help you buy nutritious foods for a better diet. For information, call 1-888-369-4777.

For more information, contact your local Extension Office