

Discover Wisconsin Farmers' Markets *a guided tour*



B4180-01

facilitator guide

**FOOD
WISE**
Healthy choices, healthy lives.



Extension
UNIVERSITY OF WISCONSIN-MADISON



Welcome

On this tour we hope to increase confidence in...

- Being at a farmers' market.
- Speaking with vendors.
- Being able to select produce that you and/or your family will enjoy at a price that works for you.
- Using food assistance benefits.

Discussion

How many have been to a farmers' market?

- You can find other farmers' markets in your area at www.wifarmersmarkets.org
- What would you like to learn today?



Concerns about shopping at a farmers' market

What are some reasons people might give for NOT shopping at farmers' markets?

Below are some common reasons.

- I think it will be too expensive.
- I do not know what to do with the food from the market.
- The hours do not work for my schedule.
- The parking or location is not convenient.
- There is no benefit to shopping at a farmers' market.

A woman with short brown hair, wearing a dark jacket, is smiling and looking to her right. She is holding a head of broccoli. The background is a blurred outdoor market setting with a red umbrella and other people.

Creating confidence

This tour will help address some of these concerns by...

- Providing general familiarization with the market.
- Suggesting money saving strategies.
- Sharing common terminology.
- Discussing food assistance programs.
- Highlighting tips to building a healthy plate.

A photograph of fresh produce including tomatoes, garlic, and basil on a wooden surface. The tomatoes are bright red and still on their green vine. The garlic is white and partially peeled. The basil leaves are green and fresh. The background is a rustic wooden table.

Benefits of a farmers' market

- Items in season taste better.
- It supports local businesses/jobs/economy.
- Food is typically grown in the area and is less traveled.
- Produce donation programs provide produce for food pantries/banks.

Refer to pages 2-3

Terms you might hear at market

- Quart, pint, bushel, peck
- Seasonality
- SNAP, EBT, Incentive Programs, WIC Farmers' Market Nutrition Program (FMNP), Senior Farmers' Market Nutrition Program (Senior FMNP).
In Wisconsin: FoodShare or QUEST Card.
- Market Currency (tokens, paper)
- Vendor



Understanding farmers' market quantities

SHOW examples of
a quart,
pint,
peck, ½ peck,
bushel, ½ bushel,
pound, ½ pound

Refer to page 23





Seasonality

Defined - The time of year when produce is harvested and available. Wisconsin sweet corn is not available in June. Try August when it is in season.

Early season tomatoes sold in June cost more because they are more rare. However, in September tomatoes will cost less. This is because they are being harvested and there is a larger supply.

For the best price and quality, purchase items during the season they are available.

Refer to pages 6-7

Food Assistance Programs



Explain the different programs being accepted at your market.

SNAP, Incentive Programs, WIC Farmers' Market Nutrition Program (FMNP), Senior Farmers' Market Nutrition Program (Senior FMNP), etc.

Refer to page 8

Using your QUEST/EBT Card

Bring QUEST (EBT) Card to a participating farmers' market. Stop by the information table to learn how to use your card at the market.

Refer to pages 9-11



SNAP becomes market currency (tokens, paper)



- If you use your SNAP benefits, in many markets you will purchase tokens first.
- No change is given for tokens.
- At some markets, all vendors accept tokens. At other markets, you can use your tokens at any booth displaying a sign stating "QUEST (EBT) Tokens Accepted Here."
- Show a sign they might see. Point out signs on a tour.



WIC and Senior FMNP benefits

The WIC and Senior FMNP provides a one-time food benefit per growing season to WIC families and seniors. Each household receives checks that are redeemed with authorized vendors at local farmers' markets from June through October.

- WIC and Senior FMNP participants receive a listing of farmers' markets and farm/roadside stands where they can shop. The listing is provided when checks are received.
- Look for the WIC and Senior FMNP sign at farmers' stalls. Not all farmers are authorized to accept WIC or Senior FMNP checks.



Refer to page 12

A photograph of a woven basket overflowing with red and green apples, set against a warm, golden sunset background with blurred trees. The basket is positioned on the right side of the frame, and the apples spill out onto a surface in the foreground. A semi-transparent green banner is overlaid at the bottom of the image, containing text.

Redeeming checks

Things to consider:

- Look at the value of the check.
- Redeem the check for its full dollar amount, or if the item costs more, pay the extra amount due.
- If the item costs less than the check, no change will be returned to you.

What can I buy?

SNAP

Allowed: SNAP-eligible food items and food producing plants and seeds.

Not allowed: Food that is meant to be eaten as soon as it is purchased. *Examples:* food you would get at a store or restaurant that is ready to eat, such as hot tamales or fresh, unwrapped baked goods.

WIC and Senior FMNP

Allowed: Locally grown, fresh, unprocessed fruits, vegetables, and fresh cut herbs for human consumption. *Examples:* apples, lettuce, green beans, berries, celery, peppers, tomatoes, and herbs.

Not allowed: Non-produce items such as cheese, meat, baked goods, cider, or nuts.

Refer to page 13

Creating a healthy plate with MyPlate



The USDA MyPlate campaign uses this model for folks to see what makes a healthy meal.

- How many have seen this model before?
- What are the five food groups and why is it important to eat from each group every day?
- We need to eat from all of the food groups on the plate to get everything we need to keep ourselves and our families healthy and well.
- Your nutrient needs may vary depending on your sex, age, and activity level.

Refer to page 14

Continuing with MyPlate

What are the benefits from each food group?

Each food group has a benefit.

Protein:

Gives the building blocks for bones, muscles, cartilage and blood

Grains:

Provides energy and fiber

Dairy:

Important for bone health

Fruits and vegetables:

Protects against certain diseases



Let's look at fruit and vegetable benefits

*since they should
be half your plate*

Fruits and vegetables differ in their nutrient content so it is very important to eat a variety. There are several benefits of fruits and vegetables.

Reduce our risk of:

- Certain types of cancer
- Heart disease
- Developing kidney stones
- Type II Diabetes
- High blood pressure
- Bone loss





Additional benefits of fruits and vegetables

- Naturally low in calories, sodium, fat, and cholesterol
- High in vitamins, minerals, and fiber
- Helpful in maintaining a healthy weight
- Available year-round

Tips for adding more fruits and veggies to your snacks and meals

MyPlate Tip Sheets

- Add fruits and vegetables to water.
- Add fruit to yogurt or oatmeal.
- Fill your omelet or scrambled eggs with vegetables such as mushrooms, peppers, onions.

Refer to page 24





Additional tips

- Load your pizza with veggies.
- Make a fruit smoothie.
- Add chopped or pureed vegetables to meatloaf, casseroles, and pasta.

What are additional tips you can think of?

**One more tip:
use herbs
instead of salt**

- Adds flavor and color to meal
- Examples:
basil, parsley,
cilantro, oregano,
rosemary



How to prepare to shop at a farmers' market

- Come with a shopping list in mind using recipes you want to make.
- Ask vendors what is at peak season and tastes really good.
- Ask vendors what is a good buy today due to a large supply.
- If you cannot find something, ask vendors what a substitute might be or if you want to try something, ask vendors how to cook it. (Have a vendor talk with the class about this.)
- Note that sometimes vendors cannot engage in long conversations when they are busy.

Refer to pages 4-5



Shopping tips

Farmers' markets can be fun and informative.

- Talk to the vendors to learn which fruits and vegetables are in season and when prices are the lowest.
- Shop early in the day for the best selection.
- Bring your own bags and baskets to reduce bruising.





Shopping tips

- Plan or bring recipes and meal ideas with you.
- Keep recipes and meal ideas simple.
- Buy the amount you will use in 3-4 days.
- Freeze what you will not eat for later use.
- Talk to vendors to see if there is a different time you can purchase from them if the market hours do not work for you.

Are there tips that you can think of?

Additional tips



- Walk around the market to get an idea about what is available and to preview prices.
- Ask farmers about what they are selling.
- Get cooking tips from the vendor or other shoppers.
- Do not haggle over prices.
- Expect some dirt. Items are fresh from the field.
- Sample what is available and explore something new.



Money saving tips

- Comparison shop among the vendors. All prices are not the same.
- Consider quantity or bulk purchasing. Freeze or preserve for later use.
- Purchase “seconds” or slightly bruised or scarred produce.
- Purchase day old bread.



Fruit and vegetable safety

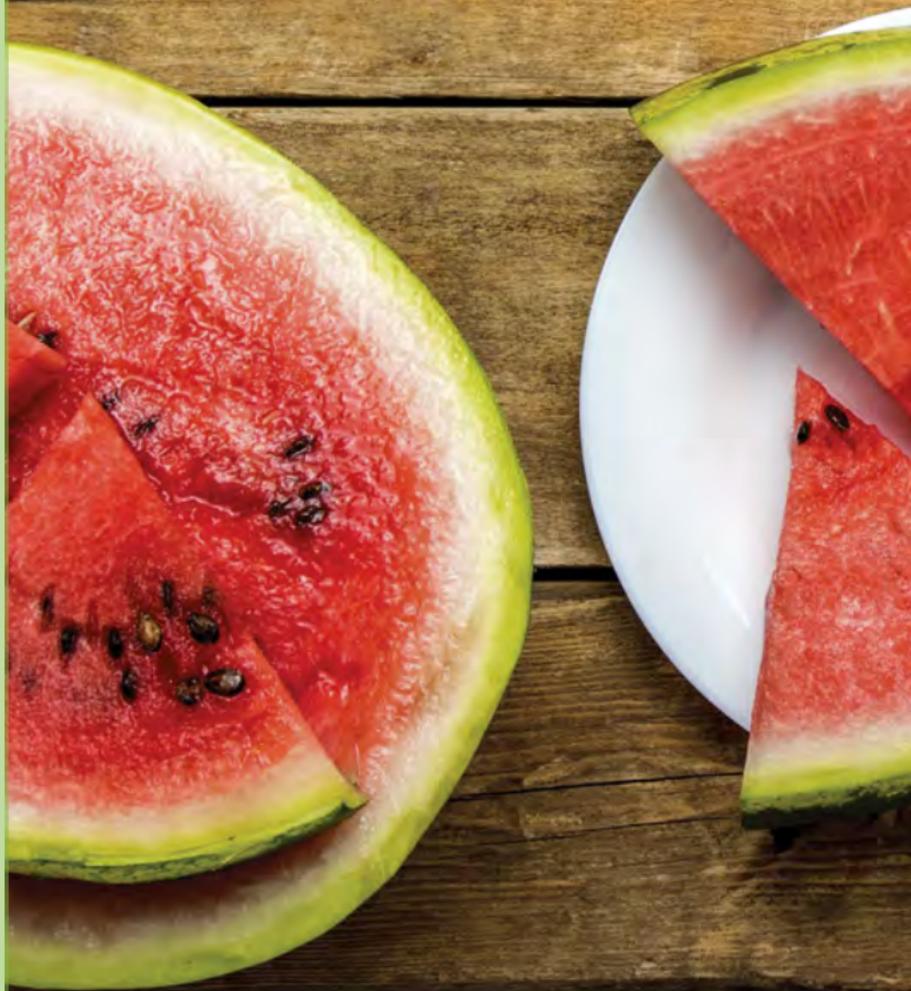
Follow basic guidelines to ensure that farm-fresh food is safe.

- Before and after preparing fresh produce, wash your hands for 20 seconds with warm water and soap.
- Wash fruits and vegetables thoroughly under running water just before eating, cutting, or cooking. Do not wash fruits and vegetables with soap, detergent, or commercial produce washes.

Refer to pages 16-17

More food safety:

- Even if you plan to peel or cut the produce before eating, **wash it first!** Any bacteria present on the outside of items like melons can be transferred to the inside when you cut or peel them.
- Be sure to refrigerate cut or peeled fruits and vegetables within 2 hours after preparation.



Take home tips



- Making half of your plate fruits and vegetables is an important step toward a healthy lifestyle.
- The farmers' market can provide you with fresh and sometimes dried options.
- Fresh produce can be preserved. Refer to pages 18-21.
- Shopping at a farmers' market may expose you to new and exciting food options.
- Talk with the vendor for food preparation tips.
- Farmers' markets are fun places to be. Check for events that may be happening there.

Encourage your children to choose more fruits and vegetables

- **At the market:** Let kids help choose fruits and vegetables. Discuss your favorites. Talk about the colors and textures. Let your child pick out something new.
- **At home:** Let your kids help cook. Eat together. Be a healthy role model. Surround your child with healthy choices.

Refer to page 25



Tips for older adults

- Cut back on salt by using fresh herbs, spices, lemon juice, or vinegar.
- Add more fiber to your diet by eating fresh fruits and veggies, dry beans, whole grain breads, or nuts and seeds.
- Dental problems may make it hard to eat fruits and vegetables. Try steaming or cooking to make them easier to chew.

*Refer to pages 28-29
Senior Guide*





Fruit and Vegetable Rainbow Race

Suggested Month: June - October • Time: 20 minutes

Objective: Participants will become more familiar with their local farmers' market while they learn about the benefits of, and search for, different kinds and colors of fruits and vegetables.

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Directions: (Use corresponding Activity Sheet)

1. Direct participants to the MyPlate symbol in the participants' booklet (page 14). Explain that MyPlate is a symbol that teaches us how to fill our plates with foods from the five food groups. Explain that the five food groups provide adults and children with the nutrients they need to grow and stay healthy.
2. Explain that a healthy way to fill your plate is *half full of fruits and vegetables*. Refer to the MyPlate graphic and show participants where the fruits and vegetables groups are. Emphasize that these two food groups take up *half the plate*.



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3. Explain that when you eat many different kinds and colors of fruits and vegetables that you are more likely to get the nutrients, vitamins, and minerals you need to stay healthy.
 4. **Explain the challenge:** Participants have 10 minutes to explore the market (alone or with a partner or team) and locate a fruit or vegetable for each color written in the table. They should also record the price and quantity. Explain that the bonus box is for any other color you find that is not listed. Encourage them to find fruits and vegetables they are less familiar with. Give one point for each right answer, and 2 points for the bonus. Award prizes if available.
-

Gather, Discuss, Evaluate:

- What is MyPlate?
- How much of your plate should be filled with fruits and vegetables?
- Why is it important to eat many different kinds and colors of fruits and vegetables?
- What is one new fruit or vegetable you saw at the market that you might purchase or try?



Salsa Dash

Suggested Month: July - September • Time: 20 minutes

Objective: Participants will become more familiar with their local farmers' market while they search for all the ingredients to make fresh tomato salsa using MyPlate as a reference.

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Directions: (Use corresponding Activity Sheet)

1. Direct participants to the MyPlate symbol in the participants' booklet (page 14). Explain that MyPlate is a symbol that teaches us how to fill our plates with foods from the five food groups. Explain that the five food groups provide adults and children with the nutrients they need to grow and stay healthy.
2. Explain that a healthy way to fill your plate is *half full of fruits and vegetables*. Refer to the MyPlate graphic and show participants where the fruits and vegetables groups are. Emphasize that these two food groups take up *half the plate*.



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3. Explain that salsa is a healthy condiment that is easy to make. Talk about different ways to eat salsa [as a condiment, on eggs, on salads, on sandwiches, as a sauce, etc.]. Explain that when you make your own salsa you can control how much salt you put in.
 4. **Explain the challenge:** Participants have 10 minutes to explore the market (alone or with a partner or team) and locate all of the items on the Fresh Salsa recipe. They should record the price for each item. When participants return, taste-test the Fresh Salsa. If possible, offer the winner (the first one back) the ingredients to make a batch of salsa.
-

Gather, Discuss, Evaluate:

- What is MyPlate?
- How much of your plate should be filled with fruits and vegetables?
- Why is salsa healthy? [is made with fruits and vegetables, you can control the salt]
- Discuss other things you could add to salsa [different kinds of peppers, using fruit instead of tomatoes, fresh or jarred garlic, lemon juice, additional or other spices, etc.].
- Ask: What is your favorite way to eat salsa?



Farmers' market Scavenger Hunt

Suggested Month: Any • Time: 20 minutes

Objective: Participants will become more familiar with their local farmers' market while they search for different items commonly sold at the market and discuss where they belong on MyPlate.

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Directions: (Use corresponding Activity Sheet)

1. Direct participants to the MyPlate symbol in the participants' booklet (page 14). Explain that MyPlate is a symbol that teaches us how to fill our plates with foods from the five food groups. Explain that the five food groups provide adults and children with the nutrients they need to grow and stay healthy.
2. Talk with participants about how farmers' markets offer fresh local food, and that you can often find healthy food from all of the food groups of MyPlate at farmers' markets. Provide examples. Explain that each farmers' market is organized a little differently — depending on the space — and that it helps to know your way around your local market.



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- 3. Explain the challenge:** Participants have 10 minutes to explore the market (alone or with a partner or team) and locate all of the items in the *Farmers' Market Scavenger Hunt* list. When they locate the item they should ask the vendor the corresponding question on the activity sheet. This will help them get better acquainted with where things are, and with the vendors at their local market. (If it's a very busy market day omit the vendor questions.) Give one point for each item they find. Award prizes if available.
-

Gather, Discuss, Evaluate:

- What is MyPlate? Did you see foods from all of the food groups at the market today?
- Where does the food at the farmers' market come from? [usually local farmers who live in the same community or nearby] Explain when you buy local you are helping your community.
- What is one thing you saw at the market that surprised you?



Roasted Vegetable Round Up

Suggested Month: fall & winter markets • Time: 20 minutes

Objective: Participants will become more familiar with vegetables that are good for roasting such as winter squash, parsnips, carrots, onions, and rutabaga; and discuss ideas for using them to fill half their plate.

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Directions: (Use corresponding Activity Sheet)

1. Direct participants to the MyPlate symbol in the participants' booklet (page 14). Explain that MyPlate is a symbol that teaches us how to fill our plates with foods from the five food groups. Explain that the five food groups provide adults and children with the nutrients they need to grow and stay healthy.
2. Explain that a healthy way to fill your plate is *half full of fruits and vegetables*. Refer to the MyPlate graphic and show participants where the fruits and vegetables groups are. Emphasize that these two food groups take up *half the plate*.



continued on back...



3. Explain that when you eat many different kinds and colors of fruits and vegetables you are more likely to get the nutrients, vitamins, and minerals you need.
4. Ask: *Have you ever roasted vegetables before?* Explain that many of the vegetables you find at fall and winter markets are good for roasting. Roasting makes many vegetables taste sweet. Describe how to roast vegetables and explain that if you do not have a stove you can also cook these vegetables in the microwave.
5. **Explain the challenge:** Participants have 10 minutes to explore the market (alone or with a partner or team) and locate the vegetables on their activity sheet. They should also record the price per pound. Give one point for each vegetable they find. Award prizes if available.

Gather, Discuss, Evaluate:

- What is MyPlate? Why do you need to eat a variety of kinds and colors of fruits and vegetables?
- How do you roast vegetables?
- What is one vegetable you saw that you might purchase to roast or cook another way? How would you prepare it?



Salad Challenge

Suggested Month: May - August • Time: 20 minutes

Objective: Participants will become more familiar with their local farmers' market while they search for a variety of fruits and vegetables to make a healthy spinach salad..

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Directions: (Use corresponding Activity Sheet)

1. Direct participants to the MyPlate symbol in the participants' booklet (page 14). Explain that MyPlate is a symbol that teaches us how to fill our plates with foods from the five food groups. Explain that the five food groups provide adults and children with the nutrients they need to grow and stay healthy.
2. Explain that a healthy way to fill your plate is *half full of fruits and vegetables*. Refer to the MyPlate graphic and show participants where the fruits and vegetables groups are. Emphasize that these two food groups take up *half the plate*.



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3. Explain that when you eat many different kinds and colors of fruits and vegetables that you are more likely to get the nutrients, vitamins and minerals you need. Discuss that making colorful salads is a great way to include a variety of different kinds and colors of fruits and vegetables in your diet.
4. **Explain the challenge:** Participants have 10 minutes to explore the market (alone or with a partner or team) and locate the required items to make a colorful Farmers' market Spinach Salad. They should check off each item they find [spinach and 3 or more fruits or vegetables from the list]. Encourage them to find fruits and vegetables they are less familiar with. Give one point for each item checked. Award prizes if available.

Gather, Discuss, Evaluate:

- What is MyPlate? Why do you need to eat a variety of kinds and colors of fruits and vegetables?
- What kinds of fruits and vegetables did you find?
- What is one fruit or vegetable you found that you think you or your family would like to eat on a salad?



Ask a Vendor

Suggested Month: Any month, on a slow market day

Time: 20 minutes

Objective: Participants will become more familiar with the farmers and vendors at their local farmers' market while exploring in-season fruits and vegetables.

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Directions: (Use corresponding Activity Sheet)

1. Direct participants to the MyPlate symbol in the participants' booklet (page 14). Explain that MyPlate is a symbol that teaches us how to fill our plates with foods from the five food groups. Explain that the five food groups provide adults and children with the nutrients they need to grow and stay healthy.
2. Talk with participants about how farm markets offer fresh local food, and that you can often find healthy food from all of the food groups at farm markets. Explain that food is at its nutritional peak when it's just picked and that when you buy local you are usually buying food at its freshest.



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3. Discuss how buying from local farmers keeps money in neighborhoods and communities. Shopping will be easier and more enjoyable if you know your farmers, farm market vendors, and the food they sell.
4. **Explain the challenge:** Participants have 10 minutes to explore the market and get to know one vendor or farmer by asking the questions below. There are two spaces for participants to add their own questions. They should record the answers to each question. When participants return discuss what they learned.

Gather, Discuss, Evaluate:

- What is MyPlate?
- Why is it important to shop at farm markets? [supports local farmers, food is fresh, keeps money in the local community]
- Discuss their findings. What is the most interesting thing you learned when talking to farmers and vendors?
- Do you think you are more comfortable talking to vendors and farmers after doing this activity?

Adapted by:



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