clientsTips for Promoting FMNP

Why promoting Farmers Market Nutrition Program (FMNP) is important:

When WIC clients get FMNP checks and redeem them throughout the season, great things happen for WIC clients and farmers. When checks are issued and not cashed, an opportunity is lost for fresh, local produce to move from the grower's farm to the WIC client's table.

Promoting your local markets and farm stores help clients connect to the gift of a love of fresh fruits and vegetables. How you promote this FMNP season depends on you and your staff. Promotion ideas are included here to inspire you and support the great work you do to share FMNP with your clients.

5 Easy Tips to Continue Promoting in July and Keep it Going!

June	WIC Farmers Market season begins June 1. Check if signs are posted to let clients know.
July	Cherries, nectarines, peaches, and berries! Use white boards to share what's available in July.
August	One of the best months for variety at the market. Let clients know it's the peak of the season.
September	New fall produce and apples are ready this month. Share fall produce tips.
October	FMNP checks must be used before October 31. Remind clients before the checks expire.

Connect clients to the Farmers Market experience

"*My neighbor, a number of years ago, said she wanted to join me on a Saturday morning trip to the local farmers market. I never thought to ask if she'd been to a farmers market before – turns out, this was her first time. She was so surprised when we got there! She'd imagined it was a big "warehouse" of fruits and vegetables with shopping carts and cash machines! It reminded me to not assume my WIC clients know what to expect at a farmers market. I started asking clients if they'd ever been and if they hadn't; we talked about what it's like to shop at a farmers market. When clients know what to expect, they feel more confident in finding the market and shopping there too*." ~A WIC staff person

Here's a few other ways to keep the energy going for a great FMNP season:

1. **Share *Eligible WIC FMNP Foods*** – Find an easy "Shopping List" of eligible foods in the Appendix of the Policy and Procedure Manual Volume 1, Chapter 8 – Farmers Market Nutrition Program.
2. **Order the *Fun at the Farmers' Market* flyers** – Now available in English and Spanish from the Fulfillment Center. 8.5" x 11" flyer includes interesting ideas to inspire clients to shop at the market for fresh, seasonal produce. Tips for shopping with children, what other moms say about the market experience, and helpful things to know about buying, storing, and using fresh fruits and vegetables.

3. **Share FMNP related National Food Holidays** – Did you know June is National Fruit and Vegetables Month? August 3 is National Watermelon Day, August 8 is National Zucchini Day, and August 22 is "Eat a Peach Day"! For a complete list and calendar, Google: *National Food Holidays*, and in the meantime, have a pickle (it used to be a cucumber!) in July to celebrate National Pickle Month.
4. **Use FMNP Appointment Folder *Reminder Inserts*** – Included with this Tip Sheet. Customize with your local market times and days, print, and share with clients as a reminder to use their FMNP checks throughout the season. Includes helpful information and quick ways to use seasonal produce. Now in English and Spanish.

Market the fun:

Activities for families are plentiful at the Farmers Market!

- Visit your local Farmers Market websites to find out about free tastings, cooking demonstrations, music, and other events for family fun. Post the events, days, and times. Be sure to include a *feeling connection* to the market, like: Visit the Farmers Market - Create Happy Memories of Summer Fun with Your Kids.

- Let clients know: Farmers Markets are always Instagrammable! Kids and fresh fruits and vegetables just go together in pictures! And along with that great Instagram post, clients can find fresh fruits and veggies that kids love. While you're at it, let them know Pinterest has great recipes and ideas for using fresh produce.

Market the shopping experience:

Share some bargain shopping ideas – WIC FMNP checks go farther when clients are strategic in their shopping. The value is always there, the fruits and vegetables are fresh and nutritious, and shopping supports the local economy <u>and</u> there are still a few ways to stretch FMNP food dollars. Here's a few suggestions to share:

- ✓ Shop early for the best selection and compare prices.
- ✓ Shop later for bargains. When the farmers are packing up may be the best time to get a great price on a flat of tomatoes or the last of the asparagus.
- ✓ Shop for items in the peak of their season. When corn or tomatoes or peaches are ready, they're delicious; they're also plentiful and chances are they're a good price too.
- ✓ Make friends with the farmers. Farmers love what they're doing and can answer those big *produce* questions, like what's the difference between a raspberry and a tayberry. Or what's a fiddlehead and how do you eat them? They can also let you know what's a better bargain this week, or what's worth waiting a week to buy.

Market with a little problem –solving!

Clients have the best of intentions to scoop up all that delicious produce at the Farmers Market before the October 31 deadline and occasionally something gets in the way. Here's a few problem-solving ideas.

When clients say:	**Offer:**
"The Farmers Market isn't open when I can get there."	*Did you know you can use your FMNP checks at Farm Stores too? Some people think the Farm Store is easier because it's open more days and hours and you can drive right up and shop. How does that sound to you? I have the address and directions. Does that work for you? Let me know what you buy when you're here for your next appointment.*
"I don't have transportation."	*Did you know your mom, grandma, husband, or friend can shop for you? Write a list of items you'd like and let them know how to use the checks. Or Did you know you can use all your checks at one time? If you can only get to the market one time, use all your checks and freeze some of the produce. We have tips for freezing your fruits and vegetables.*
"It's hard with all the kids."	*Some moms shop with a friend to help and it's more fun too. We've also heard moms say they prefer the Farm Store because you can park closer and it's smaller so kids might be more patient – they may even have samples. Would that work?*

SHOP FARMERS MARKET!

Don't miss out on fresh fruits and veggies! Set a reminder on your phone to use your Farmers Market checks.

The market in our area is open

Wonder how to store your produce? The Foodkeeper can help you use food while at peak quality. Download The Foodkeeper app free for Android and iPhone. **Google: USDA Foodkeeper.**

Find recipes and create your own cookbook at: What's Cooking? The USDA Mixing Bowl. **Google: USDA Mixing Bowl.**

Traveling? Shop at any authorized market or farm store in WA. **Google*:* WA WIC Farmers Markets to find markets or farm stores.**

Shop now at your local authorized market or farm store for a delicious taste of summer!

WIC Farmers Market checks come only once a year!

SHOP FARMERS MARKET!

Don't miss out on fresh fruits and veggies! Set a reminder on your phone to use your Farmers Market checks.

The market in our area is open

Wonder how to store your produce? The Foodkeeper can help you use food while at peak quality. Download The Foodkeeper app free for Android and iPhone. **Google: USDA Foodkeeper.**

Find recipes and create your own cookbook at: What's Cooking? The USDA Mixing Bowl. **Google: USDA Mixing Bowl.**

Traveling? Shop at any authorized market or farm store in WA. **Google*:* WA WIC Farmers Markets to find markets or farm stores.**

Shop now at your local authorized market or farm store for a delicious taste of summer!

WIC Farmers Market checks come only once a year!

SHOP FARMERS MARKET!

Don't miss out on fresh fruits and veggies! Set a reminder on your phone to use your Farmers Market checks.

The market in our area is open

Wonder how to store your produce? The Foodkeeper can help you use food while at peak quality. Download The Foodkeeper app free for Android and iPhone. **Google: USDA Foodkeeper.**

Find recipes and create your own cookbook at: What's Cooking? The USDA Mixing Bowl. **Google: USDA Mixing Bowl.**

Traveling? Shop at any authorized market or farm store in WA. **Google*:* WA WIC Farmers Markets to find markets or farm stores.**

Shop now at your local authorized market or farm store for a delicious taste of summer!

WIC Farmers Market checks come only once a year!

Seasonal Fun at the Market!

June - Eat Berries!

Build a breakfast parfait with low-fat vanilla yogurt, granola, and berries!

July - It's Peaches and Cherries!

Grill peaches or nectarines to bring out their natural summer sweetness. Just cut in half and place them on the grill.

Add pitted, halved cherries to your next green salad! Pair with a creamy yogurt and buttermilk dressing.

August - Time for Corn on the Cobb!

Enjoy corn fresh off the grill with a squeeze of fresh lime and a sprinkle of chili powder.

Add summer vegetables to your favorite pasta salad, like corn kernels and cherry tomatoes.

September - It's Apple Time!

Make *Microwave Baked Apples*. Wash 4 apples and remove the core. Cut the bottom off each apple to form a flat surface. Place in a microwave safe dish. Mix ¼ cup brown sugar with 1 teaspoon cinnamon and spoon into the center of apples. Cover with waxed paper and microwave on high for 6-10 minutes.

October - Roast a pumpkin!

Roast cleaned pumpkin halves on a lightly oiled baking sheet at 375 degrees until tender, about one hour. **Add** roasted pumpkin to breads, muffins, soups, or
simply scoop, mash and eat.

Use your Farmers Market checks before October 31!

Seasonal Fun at the Market!

June - Eat Berries!

Build a breakfast parfait with low-fat vanilla yogurt, granola, and berries!

July - It's Peaches and Cherries!

Grill peaches or nectarines to bring out their natural summer sweetness. Just cut in half and place them on the grill.

Add pitted, halved cherries to your next green salad! Pair with a creamy yogurt and buttermilk dressing.

August - Time for Corn on the Cobb!

Enjoy corn fresh off the grill with a squeeze of fresh lime and a sprinkle of chili powder.

Add summer vegetables to your favorite pasta salad, like corn kernels and cherry tomatoes.

September - It's Apple Time!

Make *Microwave Baked Apples*. Wash 4 apples and remove the core. Cut the bottom off each apple to form a flat surface. Place in a microwave safe dish. Mix ¼ cup brown sugar with 1 teaspoon cinnamon and spoon into the center of apples. Cover with waxed paper and microwave on high for 6-10 minutes.

October - Roast a pumpkin!

Roast cleaned pumpkin halves on a lightly oiled baking sheet at 375 degrees until tender, about one hour. **Add** roasted pumpkin to breads, muffins, soups, or
simply scoop, mash and eat.

Use your Farmers Market checks before October 31!

Seasonal Fun at the Market!

June - Eat Berries!

Build a breakfast parfait with low-fat vanilla yogurt, granola, and berries!

July - It's Peaches and Cherries!

Grill peaches or nectarines to bring out their natural summer sweetness. Just cut in half and place them on the grill.

Add pitted, halved cherries to your next green salad! Pair with a creamy yogurt and buttermilk dressing.

August - Time for Corn on the Cobb!

Enjoy corn fresh off the grill with a squeeze of fresh lime and a sprinkle of chili powder.

Add summer vegetables to your favorite pasta salad, like corn kernels and cherry tomatoes.

September - It's Apple Time!

Make *Microwave Baked Apples*. Wash 4 apples and remove the core. Cut the bottom off each apple to form a flat surface. Place in a microwave safe dish. Mix ¼ cup brown sugar with 1 teaspoon cinnamon and spoon into the center of apples. Cover with waxed paper and microwave on high for 6-10 minutes.

October - Roast a pumpkin!

Roast cleaned pumpkin halves on a lightly oiled baking sheet at 375 degrees until tender, about one hour. **Add** roasted pumpkin to breads, muffins, soups, or
simply scoop, mash and eat.

Use your Farmers Market checks before October 31!

¡COMPRE EN LOS MERCADOS DE GRANJEROS!

¡No se pierda las frutas y verduras frescas! Ponga un recordatorio en su celular para usar sus cheques en los Mercados de Granjeros.

El mercado en nuestra área está abierto

¿Cómo almacenar sus productos agrícolas? Foodkeeper le puede ayudar a usar alimentos cuando están en su mejor calidad. Baje gratuitamente el App The Foodkeeper para Android o iPhone. **Google: USDA Foodkeeper.**

Encuentre recetas y cree su propio libro de recetas en: ¿Qué estas Cocinando? El Tazón de Mezclar de USDA **Google: USDA Foodkeeper**

¿Viajando? Haga sus compras en cualquier mercado tienda rural autorizada en WA. **Google: WA WIC Farmers Markets to find markets or farm stores**

¡Compre ahora en su mercado o tienda rural local autorizada para un delicioso sabor del verano!

¡Los cheques de WIC FMNP vienen solamente una vez al año!

¡COMPRE EN LOS MERCADOS DE GRANJEROS!

¡No se pierda las frutas y verduras frescas! Ponga un recordatorio en su celular para usar sus cheques en los Mercados de Granjeros.

El mercado en nuestra área está abierto

¿Cómo almacenar sus productos agrícolas? Foodkeeper le puede ayudar a usar alimentos cuando están en su mejor calidad. Baje gratuitamente el App The Foodkeeper para Android o iPhone. **Google: USDA Foodkeeper.**

Encuentre recetas y cree su propio libro de recetas en: ¿Qué estas Cocinando? El Tazón de Mezclar de USDA **Google: USDA Foodkeeper**

¿Viajando? Haga sus compras en cualquier mercado tienda rural autorizada en WA. **Google: WA WIC Farmers Markets to find markets or farm stores**

¡Compre ahora en su mercado o tienda rural local autorizada para un delicioso sabor del verano!

¡Los cheques de WIC FMNP vienen solamente una vez al año!

¡COMPRE EN LOS MERCADOS DE GRANJEROS!

¡No se pierda las frutas y verduras frescas! Ponga un recordatorio en su celular para usar sus cheques en los Mercados de Granjeros.

El mercado en nuestra área está abierto

¿Cómo almacenar sus productos agrícolas? Foodkeeper le puede ayudar a usar alimentos cuando están en su mejor calidad. Baje gratuitamente el App The Foodkeeper para Android o iPhone. **Google: USDA Foodkeeper.**

Encuentre recetas y cree su propio libro de recetas en: ¿Qué estas Cocinando? El Tazón de Mezclar de USDA **Google: USDA Foodkeeper**

¿Viajando? Haga sus compras en cualquier mercado tienda rural autorizada en WA. **Google: WA WIC Farmers Markets to find markets or farm stores**

¡Compre ahora en su mercado o tienda rural local autorizada para un delicioso sabor del verano!

¡Los cheques de WIC FMNP vienen solamente una vez al año!

¡Diversión estacional en el Mercado!

Junio – ¡Comer Bayas!

¡Construya un desayuno con yogur de vainilla descremado, granola y bayas!

Julio – ¡Son Duraznos y Cerezas!

Ase duraznos o nectarinas para traer su dulzura natural del verano. Sólo córtelos a la mitad y póngalos en la parrilla.

¡Agregue cerezas sin semillas, cortadas a la mitad a su próxima ensalada verde! Sírvalo con un aderezo cremoso de yogur y aderezo "buttermilk".

Agosto – ¡Temporada de elote!

Disfrute elote recientemente quitado de la parrilla con un poco de limón fresco y una pizca de chile en polvo.

Agregue verduras del verano, como maíz y tomates "cherry", a su ensalada de pasta favorita.

Septiembre – ¡Es temporada de manzanas!

Haga *Manzanas horneadas en el microondas* Lave 4 manzanas y quite el centro. Corte el fondo de cada manzana para formar una superficie plana. Coloque en un plato seguro para microondas. Mezcle ¼ taza de azúcar morena con 1 cucharadita de canela y póngalo en el centro de las manzanas. Cubra con papel encerado y hornee en microondas de 6-10 minutos a temperatura alta.

Octubre – ¡Ase una calabaza!

Ase mitades de calabaza limpias en una bandeja del horno engrasada a 375˚ hasta que este tierna, más o menos por una hora. **Agregue** calabaza asada al pan, panecillos, sopas o solamente raspe, muela y coma.**¡Use sus cheques de Farmers Market antes del 31 de octubre!**

¡Diversión estacional en el Mercado!

Junio – ¡Comer Bayas!

¡Construya un desayuno con yogur de vainilla descremado, granola y bayas!

Julio – ¡Son Duraznos y Cerezas!

Ase duraznos o nectarinas para traer su dulzura natural del verano. Sólo córtelos a la mitad y póngalos en la parrilla.

¡Agregue cerezas sin semillas, cortadas a la mitad a su próxima ensalada verde! Sírvalo con un aderezo cremoso de yogur y aderezo "buttermilk".

Agosto – ¡Temporada de elote!

Disfrute elote recientemente quitado de la parrilla con un poco de limón fresco y una pizca de chile en polvo.

Agregue verduras del verano, como maíz y tomates "cherry", a su ensalada de pasta favorita.

Septiembre – ¡Es temporada de manzanas!

Haga *Manzanas horneadas en el microondas* Lave 4 manzanas y quite el centro. Corte el fondo de cada manzana para formar una superficie plana. Coloque en un plato seguro para microondas. Mezcle ¼ taza de azúcar morena con 1 cucharadita de canela y póngalo en el centro de las manzanas. Cubra con papel encerado y hornee en microondas de 6-10 minutos a temperatura alta.

Octubre – ¡Ase una calabaza!

Ase mitades de calabaza limpias en una bandeja del horno engrasada a 375˚ hasta que este tierna, más o menos por una hora. **Agregue** calabaza asada al pan, panecillos, sopas o solamente raspe, muela y coma.

¡Use sus cheques de Farmers Market antes del 31 de octubre!

¡Diversión estacional en el Mercado!

Junio – ¡Comer Bayas!

¡Construya un desayuno con yogur de vainilla descremado, granola y bayas!

Julio – ¡Son Duraznos y Cerezas!

Ase duraznos o nectarinas para traer su dulzura natural del verano. Sólo córtelos a la mitad y póngalos en la parrilla.

¡Agregue cerezas sin semillas, cortadas a la mitad a su próxima ensalada verde! Sírvalo con un aderezo cremoso de yogur y aderezo "buttermilk".

Agosto – ¡Temporada de elote!

Disfrute elote recientemente quitado de la parrilla con un poco de limón fresco y una pizca de chile en polvo.

Agregue verduras del verano, como maíz y tomates "cherry", a su ensalada de pasta favorita.

Septiembre – ¡Es temporada de manzanas!

Haga *Manzanas horneadas en el microondas* Lave 4 manzanas y quite el centro. Corte el fondo de cada manzana para formar una superficie plana. Coloque en un plato seguro para microondas. Mezcle ¼ taza de azúcar morena con 1 cucharadita de canela y póngalo en el centro de las manzanas. Cubra con papel encerado y hornee en microondas de 6-10 minutos a temperatura alta.

Octubre – ¡Ase una calabaza!

Ase mitades de calabaza limpias en una bandeja del horno engrasada a 375˚ hasta que este tierna, más o menos por una hora. **Agregue** calabaza asada al pan, panecillos, sopas o solamente raspe, muela y coma.

¡Use sus cheques de Farmers Market antes del 31 de octubre!

****

This institution is an equal opportunity provider.

Washington State WIC Nutrition Program does not discriminate.
For persons with disabilities, this document is available on request in other formats.
To submit a request, please call 1-800-841-1410 (TDD/TTY 711).
DOH 960-200 May 2016