



National Farmers Market Week, August 2-8

FEATURE: August

Here's how you can put 5-2-1-0 into action this month:



NATIONAL FARMERS MARKET WEEK

National Farmers Market Week is an opportunity to highlight how much value markets bring to their communities as well as put a focus on eating locally-grown fruits and vegetables!

- Farmers markets support healthy communities
- Farmers markets increase access to fresh, nutritious food
- Farmers market shoppers eat more fruits and vegetables than non-shoppers

Access more National Farmers Market Week facts & resources [here](#).

STRATEGY 7:

Engage community partners to help support healthy eating and active living.



Your local farmers market can be a great partner for your 5-2-1-0 programming efforts! Here are some ideas:

- Take a (virtual) field trip to the farmers market
- Set up a mini farmers market at your site
- Work with the market director to create a program to attract students and families to the market, like a [Power of Produce Club](#)

– [10 Strategies for Success](#)

DOUBLE UP FOOD BUCKS:

There are 19 farmers markets and farm stands across the state participating in Double Up Food Bucks this season. The program allows customers using SNAP EBT and P-EBT to double their purchases of fresh fruits and vegetables. Find a participating location near you at [DoubleUplowa.org](#) or [request flyers](#) to spread awareness of the program.



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