

FOR IMMEDIATE RELEASE

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Veggin' Out at the Farmers' Market

Eau Claire, WI –July 18, 2016– July brings western Wisconsin plenty of fresh fruits and vegetables at our local farmers' markets. Despite the availability, almost 75% of adults in Eau Claire County report eating less than the recommended five servings of fruits and vegetables per day for good health. The Eau Claire City-County Health Department's WIC Program aims to help the community use more of our locally grown, healthy foods by offering *Veggin' Out*, a cooking demonstration and nutrition education program at two local farmers' markets.

Veggin' Out is held on Wednesdays and Thursdays at the Eau Claire Downtown Farmers' Market in Phoenix Park and on Sundays at the Festival Foods Farmers' Market through August 25. The program is staffed by nutrition students from the University of Wisconsin-Stout. Visitors to the *Veggin' Out* table learn how to cook easy, healthy recipes and taste samples of fresh fruits and vegetables. All community members are invited to visit the table to learn more about using and cooking local fruits and vegetables. Last summer, *Veggin' Out* had over 4,300 visits with members of our community!

The Eau Claire County WIC Program has organized *Veggin' Out* for over 10 years. The primary goal of the program is to promote the use of WIC Farmers' Market Nutrition Program benefits. WIC, a supplemental nutrition program for eligible women, infants, and children, offers a one-time benefit per growing season. In 2016, eligible families can receive a \$20 voucher package to purchase fresh, locally grown fruits, vegetables, or herbs from approved Wisconsin farmers' market vendors. Families receiving WIC benefits are encouraged to visit with the *Veggin' Out* volunteers to learn how to best use their farmers' market benefits.

For more information about the *Veggin' Out* program, contact Susan Krahn at 715-839-6941.

Visit <http://www.eauclairewi.gov/departments/health-department/wic> or call 715-839-5051 to learn more about the WIC program.



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