



FOR IMMEDIATE RELEASE

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Veggin' Out at the Farmers' Market

Eau Claire, WI –July 18, 2017– Bright red tomatoes, crunchy cucumbers, warm corn on the cob... Summer brings fresh, delicious fruits and vegetables to our local farmers' markets in Wisconsin. Despite this, almost 75% of adults in Eau Claire County report eating less than the recommended five servings of fruits and vegetables each day for good health. The Eau Claire City-County Health Department's WIC Program aims to help our community use more of our locally grown foods by offering *Veggin' Out* cooking demonstrations at two local farmers' markets.

Or have you ever wondered how to cook a zucchini? Do you have a picky eater at home? When you visit the Veggin' Out table you learn how to cook easy, healthy recipes the whole family will enjoy. Bring your children to taste new fruits and vegetables. Everyone is invited to visit the table to learn more about eating and cooking local fruits and vegetables now through August 24th. In past summers, *Veggin' Out* has had over 4,300 visits with members of our community!

Where to find Veggin' Out:

- Eau Claire Downtown Farmers' Market in Phoenix Park
 - Wednesdays from 9:00 AM – 1:00 PM
 - Thursdays from 12:00 PM – 5:00 PM
- Festival Foods Farmers' Market
 - Sunday from 8:00 AM – 2:00 PM

The main goal of *Veggin' Out* is to support the WIC Farmers' Market Nutrition Program. WIC, a nutrition program for eligible women, infants, and children, offers a one-time benefit per growing season. In 2017, eligible families can use a \$24 voucher package to buy fresh, locally grown fruits, vegetables, or herbs from approved Wisconsin farmers. Families receiving WIC benefits are encouraged to visit the *Veggin' Out* table to learn how to best use their farmers' market benefits.



For more information about Veggin' Out or the WIC Farmers' Market Nutrition Program, contact Susan Krahn at 715-839-6941. Call 715-839-5051 to find out if you are eligible for the WIC program.

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