



**FOR IMMEDIATE RELEASE**

Contact:

Susan Krahn, MS, RDN, CD, CLC  
Public Health Nutritionist  
715-839-6941  
[Susan.Krahn@co.eau-claire.wi.us](mailto:Susan.Krahn@co.eau-claire.wi.us)

**Veggin' Out at the Farmers' Market**  
*Shop for local, healthy foods this summer*

**Eau Claire, WI –July 11th, 2018–** 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 and WIC Program aim to help our community use more of our locally grown foods by offering *Veggin' Out* cooking demonstrations and nutrition education at two local farmers' markets.



Have you ever wondered how to cook a zucchini? Do you have a picky eater at home? When you stop by the *Veggin' Out* table you can learn how to cook easy, healthy recipes the whole family will enjoy. The farmers' market is a great place for children to learn about healthy foods. Bring kids to the market to taste new fruits and vegetables! If you have a picky eater who will never touch a cooked green pea on his or her dinner plate at home, you might be surprised by their willingness to try a fresh, crunchy sugar snap pea at the farmers' market.

**Visit the *Veggin' Out* table to learn more about eating and cooking local fruits and vegetable now until August 23<sup>rd</sup>!**

- **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 – 3007 Mall Dr, Eau Claire**
  - Sundays from 8:00 AM – 2:00 PM
- **Eau Claire County Government Center- Corner of Lake Street and 2<sup>nd</sup> Avenue**
  - Tuesdays from 12:00 PM -5:00 PM

**Make your dollars go further at the farmers' market**

One 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 farmers' market benefit each summer. **In 2018, eligible families using WIC can get a \$30 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. Call 715-839-5051 or visit <http://bit.ly/EauClaireCoWIC> to find out if you are eligible for the WIC program.

**FoodShare participants are invited to use the Market Match Program to double their dollars to purchase healthy, local food.** Every Saturday in June -September from 8:30-12:30 at the Eau Claire Downtown Farmers Market, FoodShare participants may purchase one-dollar wooden tokens with their QUEST cards. Tokens purchased will be doubled up to \$10 per QUEST card per week. Tokens can then be spent to buy healthy, local food at the Downtown Market. Tokens never expire and can be used any day the Downtown Market is open.

*For more information about Veggin' Out or the WIC Farmers' Market Nutrition Program, contact Susan Krahn at 715-839-6941.*

###