



Florida Department of Health

Florida Farmers' Market

NUTRITION PROGRAM

Florida Department of Agriculture and Consumer Services





What is the Farmers' Market Nutrition Program?

The Farmers' Market Nutrition Program (FMNP) provides WIC participants with coupons that can be used to purchase locally grown, fresh Florida fruits and vegetables. This produce can be purchased from authorized farmers at selected farmers' markets during the program dates listed on your coupons.



What is a Farmers' Market?

A farmers' market is an association of farmers who assemble for the purpose of selling their produce directly to consumers.



Who qualifies for the Farmers' Market Nutrition Program?

Pregnant, postpartum or breast-feeding women and children ages 1 through 4 who are enrolled in the WIC program.

If you qualify you will receive:

- ◆ FMNP coupons from the WIC clinic in which you are enrolled.
- ◆ Information about the nutritional importance of fresh fruits and vegetables.
- ◆ A list and map of participating farmers' markets in your area. FMNP coupons may be used at these authorized markets only.



Cantaloupe



Mango



Greens



Sweet Potato

Vitamin A



Use your WIC/FMNP coupons to buy locally grown fresh fruits and vegetables.

Fruits and Vegetables Can...

- ◆ Give you and your little one more energy.
- ◆ Add color, flavor and variety to your diet.
- ◆ Lower your chances of getting cancer or heart disease.

FMNP checks may not be used to purchase baked goods, eggs, herbs, meats, nuts of any kind, seafood or processed foods such as jams, jellies, cheese, honey, apple cider, fruit juices, pickles, or cane or maple syrup.

For a Healthy Family

- ◆ Build a healthy base: Eat a variety of nutrient rich foods.
- ◆ Be wise about portion size.
- ◆ Add more fruits, vegetables, whole grains and fiber-rich foods to your family's diet.
- ◆ Choose lower fat foods more often.
- ◆ Be physically active.




Green Pepper



Orange



Strawberries



Tomato



List of Authorized Fruits and Vegetables

Only fresh fruits and vegetables may be purchased with the **Farmers' Market Nutrition Program Coupons**

Fresh Vegetables

Asparagus
Beans
Broccoli
Cabbage
Carrots
Cauliflower
Celery
Chinese Cabbage
Collards
Corn
Cucumbers
Eggplant
Endive/Escarole
Green Onion/Leeks
Greens
Kale
Lettuce

Mushrooms

Okra
Onions
Peas
Peppers
Potatoes
Pumpkins
Radishes
Rhubarb
Rutabagas
Spinach
Squash
Zucchini

Fresh Fruits

Avocados
Bananas
Berries
Carambola

Figs

Grapefruit
Grapes
Guavas
Kumquats
Lemons
Limes
Mangos
Melons
Oranges
Papaya
Passion Fruit
Peaches
Pears
Satsumas
Strawberries
Tangerines
Tomatoes

Practice food safety by following four basic rules:

- 1 Clean** – Wash hands and surfaces often.
- 2 Separate** – Don't cross contaminate. Separate raw meat, poultry and seafood from other foods.
- 3 Cook** – Cook food to proper temperatures.
- 4 Chill** – Refrigerate foods quickly to prevent bacterial growth.

Fresh fruits and vegetables are high in many important vitamins and minerals. Some of these can also be a rich source of fiber in your diet.



How to use FMNP coupons

- 1** Go to the participating farmers' market in your area. Look for farmers displaying the FMNP sign.
- 2** Choose from the locally grown FMNP-approved produce available. A list of the fruits and vegetables that can be bought with FMNP coupons appears in this brochure.
- 3** Show the farmer your WIC identification card.
- 4** Sign your name on the coupon and give the coupon to the farmer.



Beans



Carrots



Grapefruit



Blueberries



Quick Recipes

◆ Top fresh Florida berries with a dollop of low-fat yogurt and dust with a little cinnamon.

◆ Stir-fry thin slices of Florida zucchini and yellow squash

for one minute in a teaspoon of oil. When done, sprinkle with Parmesan cheese.

◆ Pierce a Florida potato or Florida sweet potato with a fork in several places; put in microwave safe container and microwave on high for 4 to 5 minutes. Serve the baked potato with your favorite low-fat toppings. For the sweet potato, serve with a dash of salt, pepper and cinnamon.



Remember...

You must use your Farmers' Market coupons to buy only locally grown fresh fruits and vegetables.

Farmers often sell all of their produce before the end of market hours, so arrive early for the best selection.

You will not receive any change back if your purchase is less than the amount of the coupon. Ask the farmer if you can receive additional produce to make up the difference.

You must use your coupons on or before the date listed on your coupons. Farmers cannot accept coupons after this date.



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