



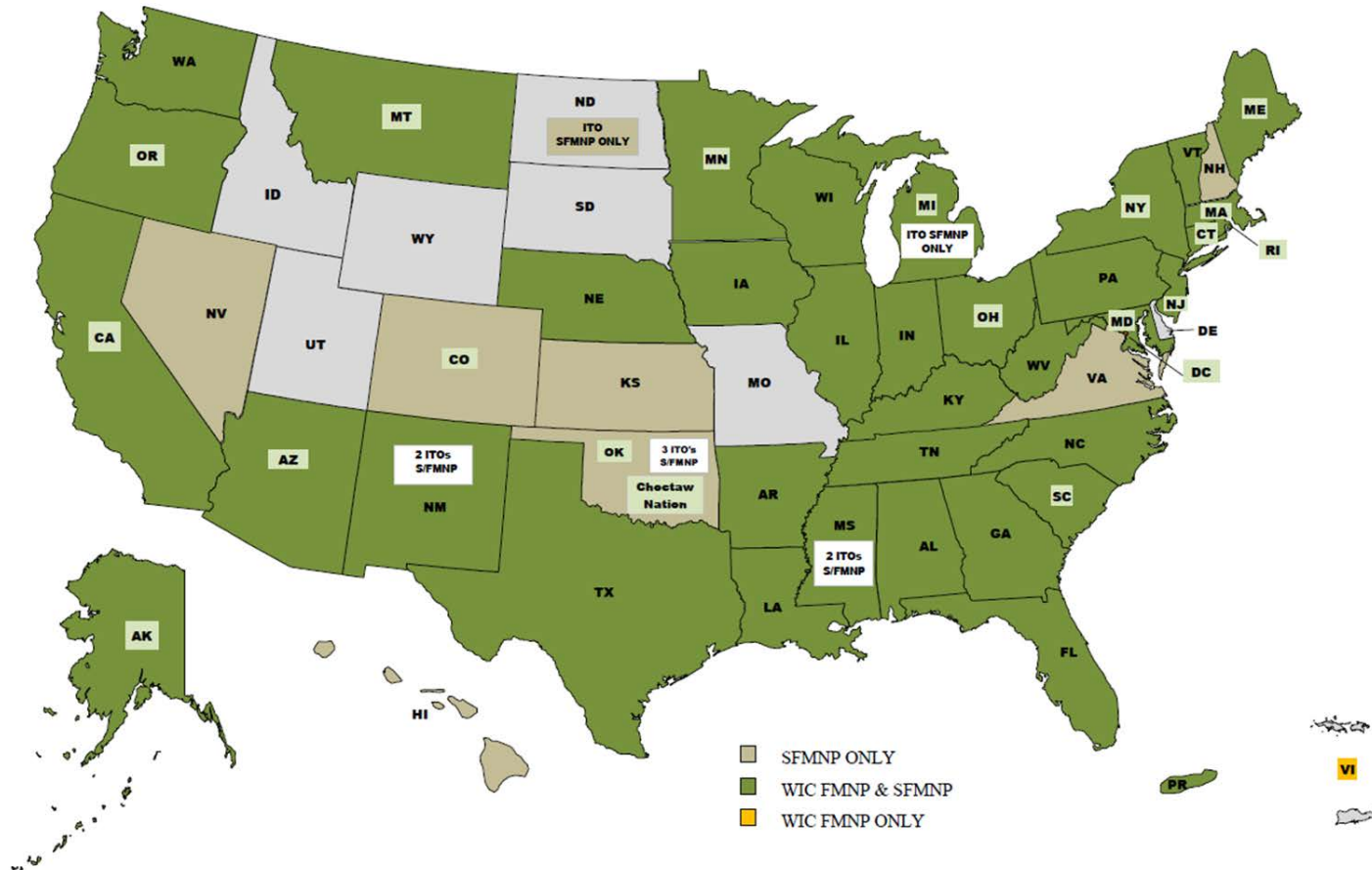
Connecting local farmers to economically challenged children





Connecting local farmers to economically challenged children

Senior & Farmers' Market Nutrition Programs & States Agencies That Authorized Farmers to Accept WIC CVVs
revised as of September 27, 2012



Authorized Farmers to Accept CVVs - CNMI and Guam (not shown), Alaska, Arizona, California, Choctaw Nation, Colorado, Connecticut, District of Columbia, Maine, Maryland, Massachusetts, Michigan, Minnesota, Montana, New Jersey, New York, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina

WIC FMNP - Guam not shown



Connecting local farmers to economically challenged children

It is important to support local Nevada farmers, especially those using minimal levels of chemicals.

Supporting these farmers helps the environment and returns money to the local economy.





Connecting local farmers to economically challenged children



A sampling of what we found at a nearby convenience store.

This is what you find in a food desert.





Connecting local farmers to economically challenged children



More from the food desert.



This is what many kids subsist on.



Connecting local farmers to economically challenged children

Sum total of the fresh produce section.





Connecting local farmers to economically challenged children

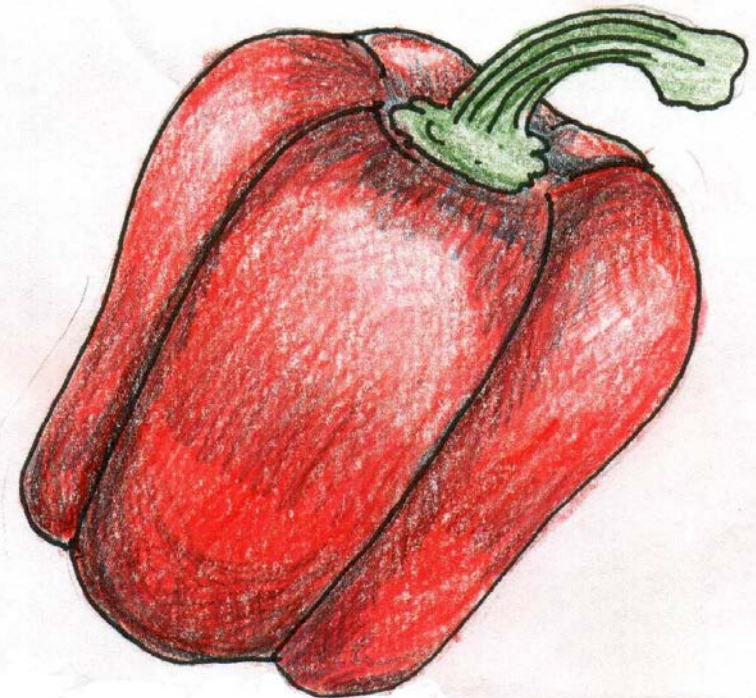
Fruits and vegetables are great sources of many vitamins, minerals and other natural substances that may help protect you from chronic diseases.”
—Centers for Disease Control and Prevention





Connecting local farmers to economically challenged children

The Mission of FFFK is to help low-income, nutritionally at-risk children get started eating more fresh produce, while promoting small-scale sustainable farmers.





Connecting local farmers to economically challenged children

Each family receives 5 coupons like the one below, for a total of \$25.

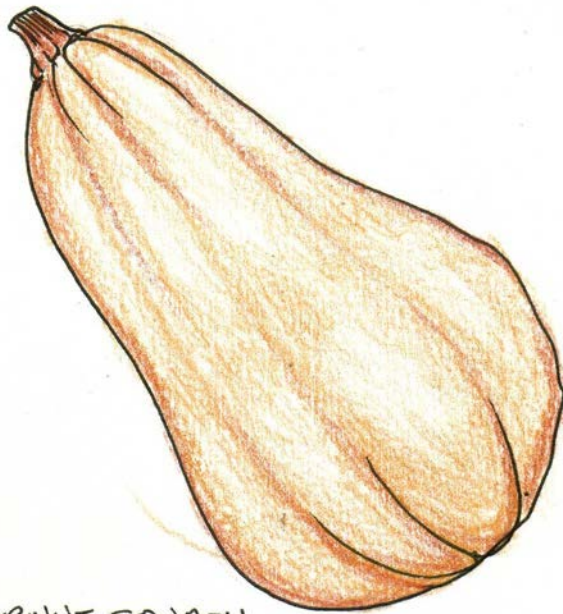


There are security features we didn't tell you about, of course.



Connecting local farmers to economically challenged children

We distribute aid based on income, dietary need, and the age of the children.



BUTTERNUT SQUASH



CARROTS



*Connecting local farmers to
economically challenged children*

FFFK is founded on the philosophy of maximizing the number of different people we can help.

We serve both families and farmers.





Connecting local farmers to economically challenged children

Participants Guide

The Food Color Wheel

Each color group of fruits and vegetables tends to have different nutrients vital for good health.

Try to balance your fresh produce consumption among the different colors to obtain all necessary nutrients. For example:

- Red—beets, bell peppers (red), strawberries, tomatoes, watermelon
- Orange/Yellow—acorn squash, butternut squash, cantaloupe, carrots, golden beets, pumpkins, summer squash
- Green—basil, beet greens, bell peppers (green), cucumbers, green beans, honeydew melon, kale, okra, spinach, chard, zucchini
- Blue/Purple—blue potatoes, blueberries, eggplant

Use this strategy when shopping at the market. Happy shopping!

“Fruits and vegetables contain essential vitamins, minerals, and fiber that may help protect you from chronic diseases.”

— Centers for Disease Control and Prevention



Eat a variety of fruits and vegetables, like www.EatingWell.com suggests.

Contact Farm Fresh For Kids

E-mail: info@farmfreshforkids.org
Website: www.farmfreshforkids.org

© Farm Fresh For Kids 2011-2012

Directions to the

Village Shopping Center Market

From the south,

1. Drive north on Virginia St
2. Turn left onto California Ave
3. Market is on the right in Village Shopping Center parking lot, after you pass Booth St

From the north,

1. Drive west on 4th St
2. Turn left onto Keystone Ave
3. Continue until reaching California Ave
4. Market is on the right in Village Shopping Center parking lot, after you pass Booth St

OR, take Bus Route #16 until the California Avenue / Cherry Lane stop.

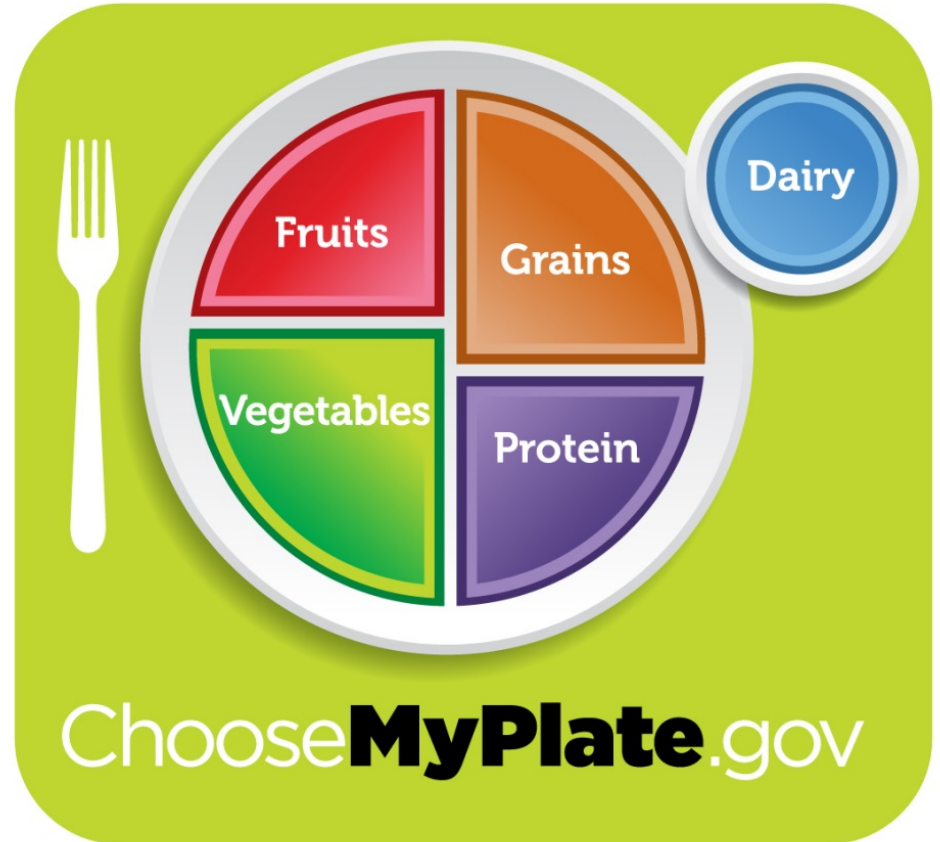
Use your coupons at the booths of Workman Farms, Pioneer Farms, Salisha's Delicious, or Lattin Farms.





Connecting local farmers to economically challenged children

USDA Dietary Advice:
Make half your plate
fruits and vegetables.





Connecting local farmers to economically challenged children

Farm Fresh For Kids

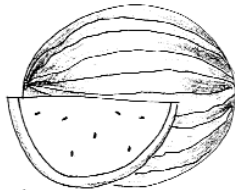
Kids Page: Color in the fruit or vegetable with the correct color after you eat it! Eating fruits and vegetables of all colors will keep you healthy. Ask the staff if you have questions about a fruit or vegetable.

Página de Niños: Colorea la fruta o la verdura con el color correcto después de comerla. Comer las frutas y verduras de todos los colores se mantendrá saludable. Le pregunta a un empleado si tienes preguntas sobre una fruta o verdura.

Red Beet/Remolacha



Watermelon/Sandía



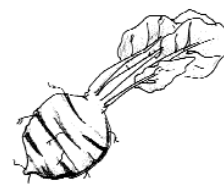
Tomato/Tomate



Pumpkin/Calabaza



Golden Beet/Remolacha



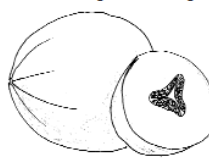
Acorn Squash/Calabaza



Butternut Squash/Calabaza



Cantaloupe/Cantalupo



Carrots/Zanahorias



Summer Squash/Calabaza del Verano



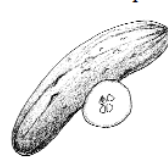
Kale/Col Rizada



Beet Greens/Hojas de Remolacha



Cucumber/Pepino



Green Beans/Ejotes



Honeydew Melon/Melón



Zucchini/Calabacín



Okra/Okra



Swiss Chard/Acelga



Bell Pepper/ Pimiento



Potato/Papa



Draw and color any other fruits or vegetables you ate.

Dibuja y colorea algunas otras frutas o verduras que comi.



*Connecting local farmers to
economically challenged children*

“I have been to the farmers' market twice with my children, and left empty-handed each time because we couldn't afford farm fresh produce. Your program enabled us to bring home several new selections and I am happy to say there are some new favorites in our kitchen! Thank you for all you do.”

~ Participant, 2013





Connecting local farmers to economically challenged children

“I want to thank you for all that you do for families, who like me, feel that everything we can consume is a blessing to us. Thanks to you - many thanks and BLESSINGS.” ~ Participant, 2012





Connecting local farmers to economically challenged children

A note we received from one of our first-grade recipients



Dear Karthik,
Thank You for the
delicious cucumbers.
Sincerely
ISSA EL
9/13/11



*Connecting local farmers to
economically challenged children*

Thank you for your interest!



For further information: www.farmfreshforkids.org

