



What are we doing at community farmers' markets?

Families need healthy advice about ways to cook fruits and vegetables. At our community farmers' markets we help shoppers meet their local farmers. We show them simple ways to prepare fresh vegetables and fruits.

At markets located in low income areas, teams of Community Educators and college volunteers:

- make easy to cook recipes for tasting
- promote eating fresh produce from local farmers
- help people shop wisely
- encourage families to make half their plate fruits and vegetables



In Brooklyn, educators demonstrate easy ways Orthodox families can add more vegetables to every meal.

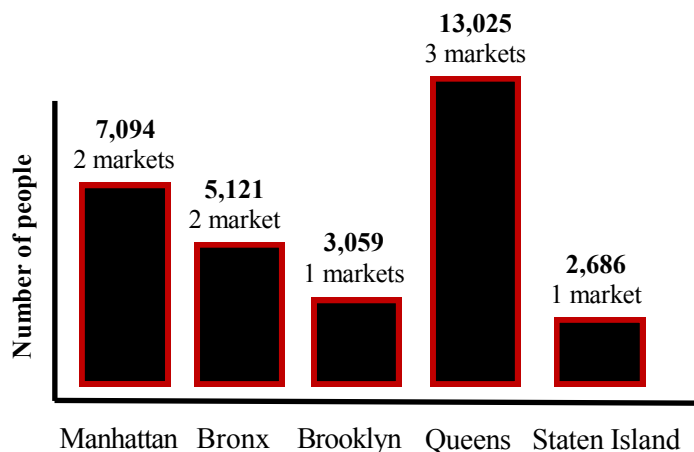
What are people saying?

“I never thought to use my grater. It is so easy to chew grated carrots. I will add them to my salads, along with some apples!” Ms. G

Our Educators demonstrate grating vegetables to add in salads and quick cook sautéés.

“Look how pretty the greens look with red beets and orange carrots. That’s wonderful.” Mrs. M

People reached at Farmers' Markets



We've made a difference.

- **30,985** people at **9 farmers' markets** visited Cornell University Cooperative Extension cooking and learning stations in NYC. Many of those individuals tasted farm fresh produce cooked using simple nutritious recipes.
- **26 state farmers** donated over **700 pounds of produce** used during cooking and learning events at local markets. **There were 136 events and activities this season.**
- **20 college volunteers** from 10 colleges and universities received community nutrition experience working at markets.

Help cooking vegetables for someone in need.



Shoppers eat more vegetables every day by cooking with the different greens sold at market.



Add corn right off the cob and grated carrots to your greens.

Ms. R was frustrated as she approached our farmers' market cooking demonstration. She had a list of foods she could eat to help with her diabetes. It was given to her by the hospital nutritionist. **"I don't know how to do this. I can't figure out what to eat from a list of foods. I need a menu and help on how to cook some of these vegetables."** Cornell Cooperative Extension nutrition educators were on hand. We showed her how to cook the many different greens for sale at the farmers market. We helped her understand how she can use the vegetables on her list to make her plate healthier. We introduced her to the farmers, and she was able to use her Health Bucks to help pay for produce.

Ms. R was not used to eating kale. She did not know she could add it raw to her salads. "I heard in the news that people put kale in the blender to make green drinks. I can do that!" Ms. R watched us cook collards. The recipe was fast and easy. We added grated carrots for a wonderful orange color, and spices in place of salt. **"This tastes pretty good. I never thought to cook collards fast. I never would have added carrots. I like this!"** A big smile came over her face. She felt empowered. "What are you cooking next week? I would love to come back to learn about other recipes." We invited her back for every week that season, and told her that as the season changed, so did our recipes. **"It's nice to help someone in need."**

Farmers' Market Nutrition Program in NYS operates through collaboration

NYS Department of Agriculture and Markets
Cornell University Cooperative Extension
Office for the Aging
Special Supplemental Nutrition Program for Women,
Infants and Children

2015 NYC Market Partners

Down To Earth Markets Jamaica Farmers' Market
Greenmarket Farmers' Markets, GrowNYC (5 market sites)
Harvest Home Farmer's Markets (3 market sites)

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