

SHOPPING TIPS (FARMERS MARKET)

WHY SHOP AT A FARMERS MARKET?

- What makes shopping at a farmers market different from shopping at the supermarket is the freshness and variety of the ingredients available.
- Since the produce is grown locally, there's little time between harvest and market, so the food gets to you fresh. This means it will keep longer than some supermarket produce and that it can be more flavorful and nutritious.
- You're supporting your local economy.
- Many farmers markets accept FMNP (for WIC), SFMNP (for Seniors) coupons and EBT (Food Stamps/SNAP benefits).

TALK TO THE FARMERS

- No one knows produce better than they do. If you have questions about how to store, cook, wash, or do anything to something they sell, don't hesitate to ask. Sometimes they'll even offer recipes or let you sample something first.

GET INSPIRED

- While you can certainly go to a farmers market with a shopping list, there's something fun about just seeing what's in season and letting that inspire your meal plan.

TAKE A LAP

- There's nothing worse than purchasing a pint of strawberries from one farmer, only to see that the next farmer over has even better (or cheaper) strawberries. That's why it's a good habit to walk through the market in one direction to check out what everyone's offering. Then, you can walk back in the other direction and purchase whatever you've been eyeing.

ARRIVE EARLY

- For the best selection, arrive early to the market.
- That being said, farmers will often offer specials and discounts at the end of the day, when they're ready to leave.

BRING A BIG BAG

- Besides helping you use fewer plastic bags, bringing your own market tote and packing your purchases in it makes it so much easier to carry everything. For major shopping, bring a wheeled cart.