

# Farmers' Market - shop local, fresh and in season

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This lesson plan is provided in two different nutrition education methods - facilitated group discussion and learner centered education.

## One-on-one Counseling:

One-on-one counseling is a learner-centered approach that focuses on the learners' needs and involves the learner in decision making and problem solving, and can be provided via a bulletin board, display or individual counseling session.

## Target Audience:

participants with children (this lesson plan will also work with participants without children)

## Goals:

This session is offered to promote participation in local farmers' markets which can be:

- an opportunity for families to learn more about their community.
- a place for families to obtain fresh healthy foods and be active with their family.
- a way to encourage families to eat at least 5 servings of fruits and vegetables each day.
- an opportunity to find new recipes and cooking ideas for preparing fruits and vegetables.

## Learning Objectives:

- Participant will name reason(s) why they to shop at a farmers' market.
- Participant will name 1 to 2 fruits or vegetables they would buy at the farmers market.
- Participant will state a new recipe or cooking technique for a locally grown fruit or vegetable that they will prepare for their family.

## Time: 5 to 7 minutes

Time depends upon the amount of discussion with the participant.

## Procedure:

### Set-up:

Table with bulletin board, flip chart, binder of paper or box.

Title of lesson plan written on the top of the bulletin board, flip chart, binder of paper or box - "Farmers Market - shop fresh, local and in season"

Question written on the bulletin board, flip chart, binder of paper, or box - "List a recipe or cooking idea that you want to try"

Picture or Graphic promoting "5 Fruits and Vegetables a Day".

### Materials:

Farmers Market Booklets

list of local farmers markets in the community

fruit and vegetable coloring sheets and crayons for children

### Methods for sharing participants' ideas (choose one):

- A. Flip chart on a stand or bulletin board, small cards and pins or tape, pens or markers.
- B. Binder of white paper that participants can write their ideas on and pens
- C. Box for ideas, small cards and pens

## Optional ideas:

- A. Pictures of locally grown fruits and vegetables to post on bulletin board or flip chart.
- B. Prepare a recipe from the Farmers' Market booklet and give samples for taste testing.
- C. Basket of fruits and vegetables that are available in your local farmers' market.

## Key Content Points:

1. It's fun and easy to shop at a local farmers' market.
2. There are many delicious and simple ways to prepare fruits and vegetables.
3. My family should aim for 5 servings of fruits and vegetables each day.

## Lesson Overview:

### 1. Welcome

- Introduction of self and topic. Example: "Hi, my name is Carol and today we're going to talk about some of our favorite fruits and vegetables, the local farmers' markets and how to prepare some of our local fruits and vegetables."
- If children are present, give coloring sheets and crayons to children to color during the session.

### 2. Shopping at local farmers markets

- Ask participant, "Have you shopped at a local farmers' market? If yes, what was your experience like? If no, what are some reasons why you haven't shopped at a farmers' market?" Let participant share their experiences.
- Discuss the benefits of shopping at a local farmers market - fresh fruits and vegetables, locally grown fruits and vegetables, supporting local farmers and small businesses, get ideas and new recipes, fun activities for children, and an easy way to eat 5 servings of fruits and vegetables each day.
- Share the list of local farmers markets with the participant.

### 3. Eating a variety of vegetables and fruits

- Ask participant, "What is your favorite fresh fruit or vegetable?" Share your favorite fruit or vegetable. Example: "My favorite is tomatoes because they are especially yummy in the summer."
- Ask participant, "What is your favorite way to prepare this fresh fruit or vegetable?" Share your idea. Example: "I like to make salsa with tomatoes."

### 4. Trying new recipes and cooking ideas

- Give the Farmers Market booklet to participant. Ask participant to look through the booklet and choose a recipe or cooking idea they'd like to try with their family.
- Ask participant, "What recipe or cooking idea will you try at home?"
- Ask participant to write their idea in the binder, or a small card that can be pinned to the bulletin board, flip chart or placed in the box. Give the participant time to look through and see the ideas that other participants have written.

## Evaluation:

Participants will state a fruit or vegetable recipe or cooking idea that they will prepare at home.