



# FARMERS' MARKET Shopping Tips

## 1. Decide which fruits and veggies are in season.

### Summer Vegetables

- Cucumbers
- Tomatoes
- Peppers
- Squash
- Beans
- Greens
- Sweet potatoes
- Okra
- Corn

### Summer Fruits

- Watermelons
- Peaches
- Blueberries
- Cherries
- Raspberries

### Fall Vegetables

- Tomatoes (winding down towards frost)
- Salad greens (October)
- Spinach
- Leeks
- Green Beans
- Cucumber
- Summer Squash (ex: Zucchini)
- Beets
- Turnips
- Rutabaga
- Celeriac
- Sweet Corn
- Winter Squash

### Fall Fruits

- Raspberries (late August to first frost)
- Grapes (through mid Oct)
- Pears (through mid Oct)
- Apples (through late Oct)



## CHAMPAIGN COUNTY WIC

# 2024 FARMERS' MARKET NUTRITION PROGRAM

Enjoy local fruits and vegetables with WIC Farmers' Market Vouchers!

## REMINDERS

- You must redeem your vouchers by October 31st.
- Farmers cannot offer change for your \$5 vouchers, so use them wisely.
- You may choose to pay the difference if your total is more than amount of vouchers you have available.
- Lost or stolen vouchers cannot be replaced, so keep them safe!



SNAP/Link is also accepted at the Farmers' Market

## STAY CONNECTED

Follow the Champaign-Urbana Farmers' Markets on Facebook for more information, and to keep up on weekly events!

- @ ChampaignFarmersMarket
- @ UrbanaMarket
- @ CUFarmersMarket



## 2. Select and store your produce

- Ask the produce vendor for some easy tips.
- Choose produce that is not bruised or damaged.
- Scan the QR code below for produce storage tips.
- Consider freezing or canning

Produce storage tips scan here



## 3. Decide how to use your fresh produce

- Ask the farmer for some recipe ideas!
- Cut sweet potatoes into fries and roast them in the oven!
- Boil or grill sweet corn and have corn on the cobb!
- Add fresh berries to yogurt!
- Enjoy sliced apples or celery with peanut butter for a quick snack!
- Slice up cucumber and add to fresh salad greens!



This institution is an equal opportunity provider.

# WIC FARMERS' MARKET NUTRITION PROGRAM

## ABOUT THE PROGRAM

- Each **active** WIC participant is eligible to receive WIC Farmers' Market Vouchers
  - Women, Children, and Infants 6 months and older
- A total value of **\$30 (six \$5 vouchers)** per participant can be issued
- Visit a Farmers' Market in Champaign County and redeem your vouchers with an eligible vendor in exchange for fresh fruits and vegetables

## FOODS ALLOWED

- VEGETABLES
- FRUITS
- CUT HERBS

## FOODS NOT ALLOWED

Canned Vegetables, Baked Goods, Juices/Cider, Ornamental Pumpkins/ Gourds/Corn, Honey, Any Processed Foods (Such as: Jellies/Jams), Popcorn, Nuts, Dried Beans/Peas, Eggs, Flowers, Potted Herbs/Plants

## MATCH PROGRAM

- WIC recipients in Champaign County are eligible to receive match vouchers to spend at Champaign Farmers' Market or Urbana's Market at the Square
- Match vouchers may only be picked up at Champaign Farmers' Market or Urbana's Market at the Square.

For more information visit:  
[www.thelandconnection.org/fmnp-match/](http://www.thelandconnection.org/fmnp-match/)

## NUTRITION

Fruits and vegetables are excellent sources of vitamins, minerals, and other nutrients to keep your body strong and in good health.

Eat more color. Fill your plate with colorful fruits and vegetables to get vitamins, minerals, and nutrients.

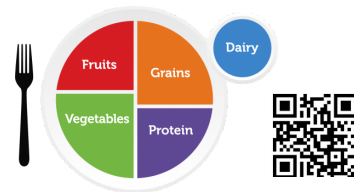
*small changes matter and make a **BIG** difference*



For additional resources please visit:  
<https://www.wichealth.org/>

## MYPLATE RESOURCES

The USDA MyPlate is an excellent guide for creating a nutritious plate.



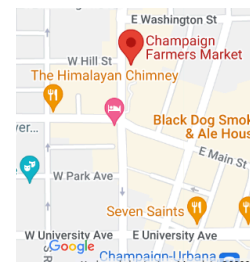
## BUDGET-FRIENDLY COOKBOOKS AND RECIPES



## LOCATIONS AND TIMES

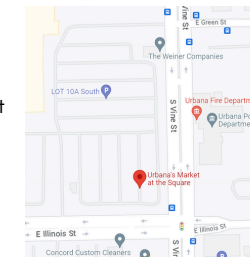
### CHAMPAIGN Farmers' Market

Downtown Champaign:  
 Neil and Washington  
 Tuesdays 3:00pm-6:00pm  
 May 14 - October 22, 2024



### URBANA'S Market at the Square

Lincoln Square Mall Parking Lot  
 Saturdays: 7:00am-12:00pm  
 May 1 - October 26, 2024



## LOOK FOR THIS SIGN!



This yellow sign indicates that the vendor is able to accept your Farmers' Market vouchers.

