



Summer is the Time for Fresh

Summer is WIC Farmers' Market voucher time. Farmers' Markets are open-air markets where you can buy locally-grown produce. Your family's health will benefit from all the fresh vegetables your local farmer has to offer.

Why purchase fresh vegetables?

- The taste and texture of fresh vegetables is better.
- Children enjoy the crunchy texture of fresh vegetables.
- The variety of vegetables found in summer will give your family more choices.
- Buying locally supports the farmers in your area.

Colorful vegetables provide a wide range of vitamins, minerals and fiber your body uses to stay strong and healthy.

GREEN

Vision health
Lower risk of some cancers
Strong bones & teeth

YELLOW /ORANGE

A healthy heart
Vision health
A healthy immune system

RED

Memory function
A healthy heart
Urinary tract health

BLUE/PURPLE

Urinary tract health
Memory function
Healthy aging

WHITE

Heart health
Keeps cholesterol low
Lowers risk of some cancers

Here is a list of what you may find at your Farmers' Market during the summer:

July.....green beans, peas, cabbage, beets, broccoli, greens

August.....corn, tomatoes, onions, beans, summer squash, carrots

September.... broccoli, cauliflower, winter squash, turnips

Vegetables can be used as a learning tool for your child.

- As you shop, ask your child to say the color of each vegetable.
- Have your child pick a colorful vegetable and help prepare it for a meal.
- Parents set a great example when they try new vegetables in front of children.
- With a little soil and seed, you can start a small container vegetable garden. Let your child water and care for his/her garden and watch it grow! (You can buy vegetable seeds with Food Stamp benefits.)

This summer I will try to:

- take my child to a Farmers' Market.
- buy a new **fresh** vegetable at the grocery store or farmers' market.
- Try a new recipe using fresh vegetables.
- save money by looking for vegetables that are the best buys.
- have my child help prepare vegetables for the family meal. Ways to involve my child include:
 - choose the vegetable(s)
 - wash the vegetable(s)
 - try the vegetable raw, before cooking it
 - if you have a kitchen timer, have the child set it for the cooking time
- encourage my child to try new vegetables by trying it myself. (Remember, children may need to try new foods 5 or 6 times before they decide they like them.)
- call The University of Maine Cooperative Extension for free help with planning, shopping and cooking.

Cumberland County	1-800-287-1471
Hancock County	1-800-287-1479
Waldo County	1-800-287-1426
Washington County	1-800-287-1542



Maine Department of Health and Human Services administers the WIC Nutrition Program. WIC is an Equal Opportunity Program.