

Module: Module 6—*Fresh Ideas for Saving in Every Season*

Audience: Mothers participating in the WIC program

Project Goal: Participants of the Maine WIC Nutrition program will consume the recommended amounts of vegetables each day—1 ½ cups for children; 2 ½ cups for adults/teenagers.

Behavioral Objective: Participants will be able to identify seasonal vegetables enabling them to save money when purchasing fresh vegetables.

Key Outcome Measures:

Participants will receive information about:

1. The availability of fresh vegetables in each season
2. How canned and frozen varieties are good alternatives out of season
3. Tips for using canned and frozen vegetables

Lesson Theme(s): Follow the seasons for great deals and delicious meals.

Key Education Messages: Buying fresh foods in season can help to save money. When fresh foods are not in season, canned or frozen varieties are great alternatives.

Materials Needed:

1. *Fresh Ideas for Saving in Every Season /Tomatoes* fact sheet
2. Tomato Recipes
3. Incentive Item (Suggestion: reusable shopping bags)

Instructional Methods

Conversation Starter: *Have you ever noticed that many vegetables are cheaper at different times of the year?*

Education strategies:

From Handout

1. Discuss seasonal availability of common vegetables.
2. Explain that vegetables that are in season are often cheaper and at the highest quality.
3. Note that local produce can often be found at supermarkets and farmers' markets.
4. Remind participants that canned and frozen varieties are excellent and affordable choices outside of the harvest season.