

Shopping at the Farmers Market

Farmers Markets sell a variety of fruits and vegetables. Some even sell other products like meat, seafood, cheese, and dry pasta. You can find great deals on in-season fruits and vegetables at the Farmers Market, often at lower prices than grocery stores. Many Farmers Markets even accept SNAP and WIC Farmers Market Nutrition Program (FMNP) benefits.

It can be difficult to get our children to try fruits and vegetables, but bringing them to the Farmers Market can make them more willing and excited to try them—especially if they helped pick them out. Have them stroll the market with you and ask vendors questions along the way. You and your children can ask vendors what fruits and vegetables they're selling and how to prepare them. Many vendors will even offer free samples, which can give your preschooler a chance to try something they may not have normally chosen. It usually takes children around 8–15 exposures to a new food for them to accept it, so having the opportunity to try fruits and vegetables at the Farmers Market is a great time for them to try (or just see!) the food. It's easy to want to be in charge of the grocery shopping, but letting our children participate will help them have positive experiences with food.

Another reason to take our children to the Farmers Market is that they can learn more about where their food comes from. You and your children can ask vendors how they grew their fruits and vegetables. Starting the conversation early about the importance of farmers and agriculture can promote healthy eating habits in preschoolers as they grow up. Helping our children understand that our food doesn't just come from a grocery store can spark their interest in cooking and get them involved in the kitchen. They may even like to start a garden with you after.



Provided by NC EFNEP, a Cooperative Extension program

To find a Farmers Market near you, visit
www.ncfarmfresh.com/farmmarkets.asp