

*****This email is being sent to all WIC Coordinators*****

July Outreach Morsel 2008

[Share the Success of the WIC and Farm Direct Partnership - Promotional Article & Photos attached](#)

Dear WIC Coordinators:

Summer is here and so are the many farmers' markets, u-pick sites and farm stands. Hopefully, each of you have had a chance to shop for beautiful produce at one of these locations and hopefully, your WIC participants have too! Let's make sure to share the success of this ten-year partnership and how it is making a small difference in the lives of WIC clients.

Attached you will find an article titled *Farm to Family: Savings for WIC Clients at Local Farmers' Markets* (Farmers' Market Word document) originally written by Joy McNeal of Multnomah/Mid-County. Joy used this article for a health department newsletter---thanks for sharing, Joy!

Here are a few ideas how you can use the attached article:

- Include this in a WIC or health department newsletter either for employees or clients
- Submit it to a community or neighborhood newspaper
- Send it to your local OSU extension or food bank partner so they can include it in any newsletters or postings

If you have the time, please insert your local farmers' market information (turquoise highlight---make sure to delete if you do not add your local information). This information might include listing the market locations, highlighting the number of WIC clients eligible to receive checks (spreadsheet attached) or inserting your client responses about using Farm Direct checks. I am also attaching some farmers' market photos which can be included with this article. Local photos, of course, would be the preference but these are a good backup.

Please let Nhu or myself know if you have any thoughts or other ideas on this outreach.

Farm to Family: Savings for WIC Clients at Local Farmers' Markets

This year, the surging cost of food makes it difficult for lower income families to buy fresh produce. WIC---the Special Supplemental Nutrition Program for Women, Infants and Children continues to partner with local farmers to improve access to wholesome, local fruits and vegetables through a Farm Direct Program.

WIC provides client education on the health benefits of eating fruits and vegetables and guidance on how to select and prepare fresh produce through this Farm Direct Program. Each summer, WIC clients receive Farm Direct checks to spend at authorized farmers' markets, farm stands and u-pick sites. This partnership reinforces healthy behaviors for nutritionally needy families while supporting local farmers.

Oregon WIC and local farmers are celebrating ten years of teamwork. This year over 26,000 WIC families will receive \$20 worth of Farm Direct checks with approximately 500 farmers participating at 89 farmers' markets and 91 roadside stands statewide. *This is where you can add local information.*

Here is what WIC clients are saying about using Farm Direct checks:

“My child never ate peaches until we went to the farmers’ market and the farmer showed him the wonders of peaches. Now he’s willing to try any food from the market, peaches being his favorite.”

“It helps so much to talk to the farmers and see what is available. Without the coupons I would never have gone to the farmer market. I buy more variety now”.

“I had never gone to a u-pick site and didn’t know what to expect. They were so nice there. They showed us how to pick strawberries and the kids really got into it. They didn’t know that strawberries grew on little plants”.

“Going to the farmers’ market means my children see food in a whole different way.”

Fifteen percent of Oregon families are food insecure or go hungry which underscores the need the WIC and Farm Direct partnership. WIC is a community based public health nutrition program that promotes lifelong wellness for families. WIC also provides a monthly food package and support for pregnant, postpartum and breastfeeding mothers and children birth to five years old. For more information, please call 800-SAFENET (800-723-3638) or visit WIC online at: www.oregon.gov/dhs/ph/wic.

WIC is an equal opportunity program and employer