Shopping with Your Farm Direct Checks at Farmers' Markets and Farm Stands (revised 2020)

Session Focus

Target Audience: Participants receiving Farm Direct checks in a classroom setting

Session Goal: Promote consumption of a healthy diet by encouraging WIC participants to use their Farm Direct checks at a farmers market or farm stand to purchase fresh fruits and vegetables. Stay healthy and safe while shopping with the Farm Direct Checks.

Key Content Points:

- Point 1: Specific steps and rules must be followed to use the Farm Direct checks at farmers markets and farm stands.
- Point 2: Only eligible produce may be purchased from an authorized farmer at a farmers markets or farm stand.
- Point 3: Local farmers markets and farm stands may have special health and safety distancing plans in place to protect the health of shoppers and staff.

Session Objectives:

- Objective 1: Participants will be able to identify the steps for using their Farm Direct checks to purchase fresh fruits and vegetables from an authorized farmer at the farmers market or a farm stand.

- Objective 2: Participants will be able to identify two fresh fruits or vegetables they would purchase at a farmers market or farm stand as part of a healthy diet.

- Objective 3: Participants who use the WICShopper App will be able to identify Food Hero link as a source of recipes for seasonal fruits and vegetables.

- Objective 4: Participants will be able to identify at least one farmers market or farm stand where they may use their Farm Direct checks.

Session Planning

Session Title: Shopping with Your Farm Direct Checks at Farmers Markets and Farm Stands

Health and Safety Considerations in 2020: This season many locations are implementing safety and physical distancing plans to help protect the health of shoppers and staff. This includes additional space between vendor booths, limiting the total number of shoppers at one time, and potential pre-order and pick-up options. Learn more by contacting your local farmers market or farm stand. . Consider sharing specific details from popular FDNP shopping locations in your area.

Classroom Location Considerations: Farm Direct check distribution may require more space than usual. Make sure the size of the room is adequate for the number of families scheduled.

Materials Needed and Their Location:

- **New** *Farm Direct Nutrition Program Brochure (57-1054 Eng/Span) (Revised 2020)*
- **New** *Oregon Farm Direct Nutrition Program Checks WELCOME HERE* Sign *(Revised 2018)*
- **New** *Informational poster* "Need help using your Farm Direct Checks" for use at Farmers Market information booths, farm stands, and WIC clinics. *(2018)*
- List of local farmers markets and farm stands on the FDNP Directory found at myoregonfarm.org
- Smart Phone with WICShopper App
- Recipes for fruits and vegetables from Foodhero.org for participants without the WICShopper App
- Flip chart paper and markers
- Paper and Pens

Preparation Needed:

- Download and print list of local farmers markets and farm stands for your service area from myoregonfarm.org.

Time Needed: 30 minutes

Session Outline

- **Facilitator notes**: Farm Direct checks and check registers will need to be gathered and instructions for check distribution shared with participants in the closing comments if check distribution is immediately following the session. Post the new informational poster "Need help using your Farm Direct Checks" where participants can see it.

Time	Learning activity	Objective covered
2 min	**Opening the session**: "Hello, I'm _____ and I am very pleased to be here talking with you about how to buy fresh fruits and vegetables at farmers markets and farm stands using your Farm Direct checks and how to use Food Hero for finding recipes for the seasonal fruits and vegetables you buy at the market. I also wanted to let you know this year will be a little different because many farmers markets and farm stands are implementing safety and physical distancing plans to help protect the health of shoppers and staff. This includes additional space between vendor booths, limiting the total number of shoppers at one time, and potential pre-order and pick-up options. You can learn more by contacting your local farmers market or farm stand.	

Time	Learning activity	Objective covered
2 min	**Warm-up activity**: "I'd like to start our time together today by learning a little bit about how much experience you have had with shopping at a farmers market or farm stand using a Farm Direct check." "Raise your hand if you have ever been to a farmers market or farm stand. For those of you with your hands up, how many of you have used a Farm Direct check"	

Time	Learning activity	Objective covered
10 min	Activity 1: Explore – Offer – Explore Explore: • "For those of you with experience with using a Farm Direct check at a farmers market or farm stand. What if anything would you like to share about that process with those who haven't?" • Record answers on flip chart • Thank participants for participation Offer: ✶ Clarify inaccuracies ✶ Handout the Farm Direct Nutrition Program Brochure. Ask participants to turn to the section in the brochure called How to use your checks. Ask, what if anything can we add to the list of things to know before you use your Farm Direct checks? ✶ Facilitator reads aloud any points not covered by audience. ✶ Facilitator points out the new informational poster "Need help using your Farm Direct Checks". Farmers market managers will receive these posters and are encouraged to post them at information booths so they can help participants when they have questions. Explore: • "Now that we have gone over all the steps on how to use a Farm Direct check at a farmers market or farm stand, what questions do you have about this process?" • Facilitator answers any questions.	1

Time	Learning activity	Objective covered
5 min	**Activity 2**: Pair Share • "Let's look at the seasonality chart in the brochure. Hopefully you will see some of your favorite fruits and vegetables listed in that table. The timing can vary some year to year depending on the weather, but take a moment and think about what month you might like to go to the farmers market or your local farm stand." • "When you are finished, share with someone sitting next to you what you always buy at the farmers market and maybe one new thing you will try this year." • "How many of you have used the new WICShopper App? Have you noticed there's a link to Foodhero.org? "Foodhero.org has tons of recipes highlighting seasonal fruits and vegetables." • "If you don't have a smart phone, you can find the same recipes on your computer at Foodhero.org. We also have some great fruit and vegetable recipes downloaded from FoodHero.org you can take with you when leave today."	2, 3

Time	Learning activity	Objective covered
5 min (Tailor this activity based on the size of your county)	**Activity 3: "Explore – Offer – Explore"** **"Let's take a minute and talk about where you can use your farmers market checks. I encourage you to contact your local farmers market or farm stand, or visit their website, to find out what social distancing health and safety measures are in place before you go shopping** <u>Explore:</u> • "Who knows which farmers markets and farm stands take your Farm Direct checks?" • Record answers on flip chart <u>Offer:</u> ✶ Clarify inaccuracies ✶ Pass out list of local farmers markets and/or a map showing the location of the farmers markets and farm stands ✶ "Not all farmers at a market are authorized to accept your Farm Direct checks. You have to look for a sign at the booth before you start shopping. Sometimes farmers forget to post their sign, so you can also ask if they are accepted." ✶ Share *Oregon Farm Direct Nutrition Program Checks WELCOME HERE* sign ✶ "If you like to use the internet, you can find farmers in your area authorized to take your Farm Direct checks by going to myoregonfarm.org. <u>Explore:</u> • "Which of these markets or farm stands would be the most convenient for you?"	4

Time	Learning activity	Objective covered
6 min	**Closing the session**: • "We've gone over the specific steps on how to use a Farm Direct check, you've highlighted the eligible fruits and vegetables you would like to purchase with your checks including what new fruit or vegetable you might try this year, we've talked about the link to Foodhero.org recipes on your WICShopper and you've identified a farmers market or farm stand that is convenient for you. I've also encouraged you to contact the market of farm stand before you go to know what special health and safety measures might be in place. Please remember that you can't use your eWIC card to purchase fruits and vegetables at the farmers market and you can't use your Farm Direct checks at the grocery store • "Thank you so much for participating in today's group session. I am sure that you will enjoy shopping for fruits and vegetables with your Farm Direct checks. And if you have any questions, please do not hesitate to give us a call." • Share the next steps for getting their Farm Direct checks.	