

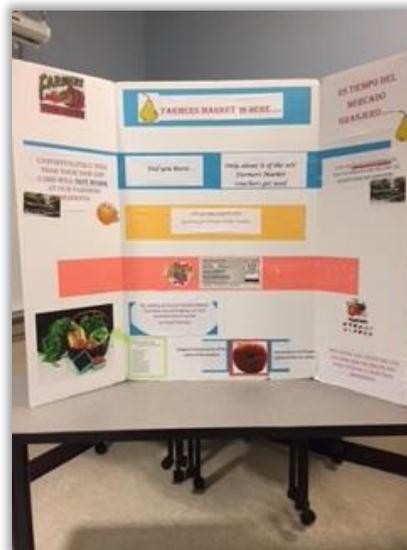
Healthy kids, strong parents,  
WIC works wonders!

## Improving WIC Farmer's Market Redemption Rates - Deschutes County WIC QI Project

Deschutes County WIC Program increased their 2013 redemption rates by 12% by focusing on reminding families to use their farmers' market coupons and helping families better understand the value of the coupons. Here's how they did it:

### Reminders:

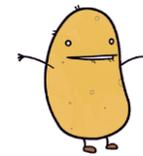
- Postcard reminders that clients address themselves when they receive their coupons. Includes the statement: "This is my pledge to use my Farmer's Market Coupons."
- Bulletin Board in main office lobby during August/September with a reminder: "Did you use your Farmer's Market coupons?"



### Understanding the Value:

- Sign at distribution event: "Did you know?" (only 2/3 of coupons get used, will you help us get to 100%?)
- Basket example of what can be bought for \$20 at the Farmer's Market.
- Verbalize value by telling clients that if they can't commit to using their coupons they could go to someone who will use them, etc.

For more details about Deschutes County WIC's QI project *Improving WIC Farmer's Market Redemption Rates*, contact Laura Spalding, [laura.spalding@deschutes.org](mailto:laura.spalding@deschutes.org).



## You Say Potato and I Say Potahito

Some people say *WIC Program Farmer's Market coupons* and others *Farm Direct Nutrition Program Checks*. It doesn't matter what you call them as long as we help our families to use them at the farmers market to buy nutritious Oregon grown fresh fruits and vegetables.

## More suggestions for improving your Farmers' market redemption rates

- Give the maximum allowed number coupon books per family.
- Distribute coupons at the market
- Bring a farmers' market to your WIC clinic.

## New “Seasonal Selection” Recipe Booklet for Market Season 2017!



WIC will now start offering a new farmers' market nutrition educational material every season for our participants. We are calling this the farmers' market “seasonal selection”. It's based off your feedback from the 2016 Nutrition Education Materials Survey.

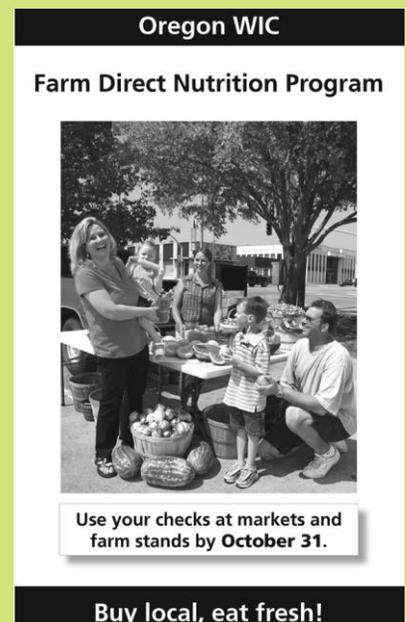
This year, our seasonal selection is a beautiful recipe booklet by Food Hero. It's called ***Farmers' Market Local, Fresh and in Season***, and it features 50 simple and delicious recipes for 22 of the most popular market fruits and vegetables. We hope participants enjoy this colorful, new booklet!

These *Farmers' Market Local, Fresh and in Season* booklets will be available through Shopify on May 1st. Please only order enough for the coming market season so there is enough to go around. They are available in Spanish and English.

This fall, after the market season is over, we will get your input on what to offer for next year's seasonal selection.

Good news, one less handout this market season.

We have taken the shopping tips from the *Shopping with WIC at Farmers' Markets and Farm Stands* and added them to the *Farm Direct Nutrition Program Brochure*. That means one less handout for our families to keep track of while shopping at the market. The FDNP brochure will be available to order on Shopify on May 1<sup>st</sup>.



## Updated class outline and self-paced lesson.

The FDNP class outline and self-paced lesson have been updated to remove references to the *Shopping with WIC at Farmers' Markets and Farm Stands* handout. They will be available to download on March 31<sup>st</sup>.

## Staff News

### Oregon's new logo and branding on display at the SNAP-Ed conference

Kelly Sibley, WIC Breastfeeding Coordinator, and Karen Bettin, WIC Nutrition Consultant, worked with Barb McClendon, WIC Publications Coordinator, to incorporate the new WIC logo into displays to be shared.



How is your agency using the new logo?



Send [Kim McGee](#) pictures and stories from your agency to share in future WIC Links.

### Oregon's eWIC Showcase a success

State staff hosted 59 WIC staff from around the nation to share how we successfully implemented eWIC in Oregon. Tiare Sanna (Washington Co.) and Cindy Cole (Linn Co.) shared their local agency experiences and answered lots of questions.

We provided the chance to shop with eWIC. Here is Sue Woodbury, Oregon WIC Director, with eWIC foods to be donated.



### A wee bit o' fun!

Michelle Aarhus, State Vendor Training Coordinator, made us all smile when she visited our March Green Food potluck dressed as a leprechaun.

