



FARM DIRECT FACEBOOK POSTS

TIPS AND EXAMPLES 2021

Farmers Markets Response to COVID-19:

Farmers markets and farms continue to work to meet COVID safety standards. Common practices could include mask requirements, social distancing, and limitations to sampling and eating onsite. Restrictions may change during the season.

Contact your local markets and farms or visit their websites to learn more.

FDNP Facebook Posting Tips and Suggestions:

- **Edit examples below or create new posts to reflect your region, participants, and locally available produce.** Give staff the opportunity to offer feedback about how best to communicate these ideas with your followers. You know them best.
- Aim for at least one Farm Direct post per month from June through November. Concentrate posts toward the start of the season for farms and stands that close before November.
- Take photos or videos of local produce or markets to include in your posts. Remember to obtain consent for photos of people. Refer to your local policies and procedures about photos. Visit unsplash.com for more free picture options.
- Reference FDNP webpages and online shopper directory at MyOregonFarm.org as needed. The [WIC Farm Direct participants page](#) offers tips and instructions.
- Use one or more of these hashtags to categorize content and expand reach:
#oregonfarmfresh #myoregonfarm #oregonwic

FDNP and FVB Increase Promotion:

- Coordinate FDNP promotion with messaging on the temporary FVB increase ([see FVB increase messaging toolkit](#)). Encourage participants to buy fresh, local fruit and veggies with Farm Direct, and use their FVB for frozen, canned and imported produce in addition to fresh.
- FDNP provides more than just extra produce:
 - Visiting farmers markets and farms, including many u-pick farms, is a fun, outdoor family activity. Many offer special child-focused activities.
 - FDNP provides more income for local farmers and supports local communities and economies.
 - Produce at a farmers market is often picked within 24 hours of selling which makes it extra fresh and tasty, and packed with nutrients.
 - Many farmers offer preparation tips and cooking ideas.



FARM DIRECT FACEBOOK POSTS

TIPS AND EXAMPLES 2021

Suggestions and Example Posts:

JUNE:

- *Customize a post about how participants can get checks from your clinic.*
Picture: “It’s Time” or “It’s Farm Direct Season”
- Buy more locally grown fruit and veggies with the WIC Farm Direct Nutrition Program. [Fruit and veggie emojis here!] Contact [enter your information] to see if you are eligible (or mention how to get checks).
Picture: “It’s Farm Direct Season” or “Spanish It’s Farmers Market Season”
- WIC Farm Direct gives you checks for local fruit and veggies! Where will you spend yours? Find a participating farmers market or farm at MyOregonFarm.org
Picture: “Raspberry pint” or “Basil and strawberries”

JULY:

- Fill up on extra veggies and fruits this summer with WIC! Use your Farm Direct checks to buy fresh and local at farmers markets, farm stands, and u-pick farms. Shop with your eWIC card at grocery stores for canned, frozen, and imported fruit and veggies.
Picture: local farmers market produce or “Cucumbers and sign”
- Farmers markets are a great place to introduce your kids to new fruit and vegetables. A scavenger hunt can make it extra fun! Don’t forget your Farm Direct checks. <https://www.foodhero.org/farmers-market-savenger-hunt>
Picture: “Scavenger Hunt”
- You can support Oregon farmers by spending your Farm Direct checks and bringing home the summer’s freshest produce.
Picture: Seasonal items such as berries or “Pints of produce”

Apoye a los agricultores de Oregon usando sus cheques Farm Direct, y lleve a casa frutas y verduras frescas.



FARM DIRECT FACEBOOK POSTS

TIPS AND EXAMPLES 2021

AUGUST:

- (August 1-7) It's National Farmers Market Week! Support a local farmer by shopping with your Farm Direct checks at your friendly local market.
Find image and infographics at:
farmersmarketcoalition.org/national-farmers-market-week/
- Pizza night! Kids will love building their very own mini pizzas. Spend your Farm Direct checks on local veggies for colorful, tasty toppings.
Link: <https://foodhero.org/recipes/my-personal-pizza>
- Show your family and a farmer you care. Have some family fun this weekend at a participating market or farm: MyOregonFarm.org
Picture: "What will you buy"

SEPTEMBER:

- Be sure to spend all your Farm Direct checks before your market closes for the year. September is a great time to find your favorite fruit and veggies.
Picture: "Spend all by fall"

Asegúrese de usar todos sus cheques de Farm Direct antes de que los mercados cierrren este año. Septiembre es un gran mes para encontrar sus frutas y verduras favoritas.

Picture: "Spanish What will you buy"
- Do you still have WIC Farm Direct checks? Buy local! Check out the WIC Shopper app to learn how and where to shop.
Picture: "FDNP on Shopper App"
- Pears ripen from the inside out! "Check the neck" for ripeness. Gently press near the stem with your thumb. When it gives to gentle pressure it is ready to eat. Grab some local pears with your Farm Direct checks this season!
Video from USA Pears (based in Oregon!):
<https://www.facebook.com/USApears/videos/5814117111932543/>



FARM DIRECT FACEBOOK POSTS

TIPS AND EXAMPLES 2021

OCTOBER:

- Don't miss out on the freshest fall fruit and veggies! Many farmers markets close in October so find a location at MyOregonFarm.org and shop while you can.

Picture: "Shop this week"

- What do you call a squished pumpkin? Squash! Use your Farm Direct checks for locally grown winter squash and apples this season.

Picture/link: <https://foodhero.org/recipes/baked-apples-and-squash>

- Oregon farmers have been working hard to bring you the freshest fall produce. Use your Farm Direct checks to bring home your family's favorites.

Los agricultores de Oregon han trabajado mucho para ofrecer frutas y verduras de otoño. Lleve a su hogar los productos favoritos de su familia, usando su cheques Farm Direct.

Picture: "Fall veg with sign"

NOVEMBER*:

- November is the last month to shop with your Farm Direct checks. Find the freshest local food for your family at participating locations: MyOregonFarm.org

Picture: "Shop this week" or "Spend by 11.30"

Use sus cheques Farm Direct para comprar frutas y verduras frescas para su familia. Noviembre es el ultimo mes para usar sus cheques. Encuentre una ubicación en la página MyOregonFarm.org

Picture: Spanish Spend by 11.30

- Don't miss out on local fruit and veggies for your family meals. Spend your WIC Farm Direct checks before they expire this month. Questions? Visit MyOregonFarm.org

- *Post the last full week of November if your local markets or stands are open:* Last Chance! Find a farmers market or farm stand to use your Farm Direct checks by this week. MyOregonFarm.org

Picture: "Shop this week" or "Spend by 11.30"

**Consider listing specific locations if there are only a few open during November in your area.*