



Healthy Choices Count!

# AUGUST

## VISIT LOCAL MARKETS

#HealthyChoicesCount



STATE OF IOWA DEPARTMENT OF  
**Health AND Human**  
SERVICES

FIND MORE 5-2-1-0 RESOURCES:  
[www.iowaHealthiestState.com/5210](http://www.iowaHealthiestState.com/5210)



### DID YOU KNOW?

National Farmers Market Week is August 6-12 and serves as an annual celebration that highlights the vital role farmers markets play in our nation's food system.

In 2020, the USDA reported \$1.7 billion in sales directly to consumers at farmers markets and on-farm stores, so show some love to your local market!

### STRATEGY 7: ENGAGE COMMUNITY PARTNERS TO HELP SUPPORT HEALTHY EATING AND ACTIVE LIVING

- Your local farmers market can be a great partner in your 5-2-1-0 programming efforts!
- Positive change is more likely to occur when community partners are involved.

### VISIT YOUR LOCAL MARKET & ENGAGE COMMUNITY PARTNERS!

*Sample Language Requesting Support From Local Businesses*

*Ideas to Help Engage Community Partners*

*National Farmers Market Week Toolkit and Information*

*Demonstration Farms to Visit Around Iowa*

*Farmers Market Scavenger Hunt*

