



Healthy Choices Count

[IowaHealthiestState.com](http://IowaHealthiestState.com)

# AUGUST

## VISIT LOCAL MARKETS

#HealthyChoicesCount

### 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!

#### *Take a field trip to the farmers market*

Kids can learn more about nutrition and healthy eating, foods that grow where they live, and how a farmer grows food and brings it to the market. Invite kids to share their experience with parents and caregivers and to plan their own family trip to the market.

#### *Tour a local farm to learn how fruits and vegetables are grown*

Get a first hand look at farm life and where the tasty foods you eat every day come from by touring a local farm! From caring for animals to picking berries there is so much to learn by exploring local farms.

*Need more ideas? Visit [IowaHealthiestState.com/5210-resources](http://IowaHealthiestState.com/5210-resources)*



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