



EXTENSION CENTER FOR FAMILY DEVELOPMENT

Seven Reasons to Shop at Minnesota Farmers Market

Farmers markets benefit consumers shopping for fresh produce, as well as the community. Here are seven reasons to buy fresh fruits and vegetables at a farmers market:

- 1. Freshly picked fruits and vegetables taste better.** When you shop at a farmers market, you know that the produce is fresh and at peak flavor because it was recently picked from a nearby farm to community garden. Unlike some grocery store produce, farmers market produce wasn't transported from thousands of miles away.
- 2. You can buy straight from the source.** Farmers are experts about their own products. When you shop at a farmers market, you get information on how your food was grown straight from the source. Growers also can tell you the best ways to prepare different items and give you their favorite recipes.
- 3. Farmers markets offer opportunities to try something new and different.** Farmers markets feature a vast selection of different varieties of produce, many of which are not available at your conventional grocery stores.
- 4. You can get the kids involved.** Farmers markets offer great environments for kids to learn and explore. The less-structured, open-air atmospheres of farmers markets offer more freedom and opportunities for children (and adults) to ask questions and try something new than do grocery stores.
- 5. Farmers markets are good places to interact with your neighbors.** The Farmers Market Coalition (see "References" on the next page) found that people who shop at farmers markets have 15 to 20 social interactions per visit compared with 1 to 2 social interactions at a grocery store. Farmers markets provide spaces to meet and greet. Many markets also feature activities such as kids' crafts, live music, cooking demos, and food sampling.
- 6. You can use your credit, debit or EBT card.** Many Minnesota farmers markets now accept all forms of "plastic payment." What's more, you are eligible to receive a \$10 match in Market Bucks at participating farmers markets if you use your EBT card.
- 7. Farmers markets provide public value.** When you shop at a farmers market, you help stimulate local economies; preserve farm or urban growing land and associated livelihoods; increase access to fresh, nutritious food; and support healthy communities.





REFERENCES

Farmers Market Coalition. (2013). *Celebrating the many benefits of farmers markets*. Retrieved from <http://farmersmarketcoalition.org/celebrating-the-many-benefits-of-farmers-markets/>

United States Department of Agriculture. (2015). *Top 10 reasons to shop at a farmers market*. Retrieved from <http://www.nutrition.gov/farmers-markets>



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♻️ Printed on recycled and recyclable paper with at least 10 percent postconsumer waste material. This material is funded in part by USDA's Supplemental Nutrition Assistance Program (SNAP). SNAP provides nutrition assistance to people with low income. For more information on this and other Extension Center for Family Development Health and Nutrition programs, see <http://z.umn.edu/farmersmarkets>.