

Farmers' Market - Shop Local, Fresh and In Season

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This lesson plan is provided in two different learner-centered education methods - facilitated group discussion and individual counseling.



Facilitated Group Discussion:

Facilitated group discussions are an interactive form of learner-centered group education where the learners discuss a specific topic and share their questions and knowledge with other group members.

Target Audience: participants with or without children

Goals:

This session is offered to promote participation in a local farmers market which can be:

- an opportunity to learn more about their local community.
- a place to obtain fresh healthy foods and be active.
- a way to encourage participants to aim to make half their plates fruits and vegetables; focus on whole fruits and eat a variety of vegetables.
- an opportunity to find new recipes and cooking ideas for preparing fruits and vegetables.

Learning Objectives:

- Participants will name the reason(s) why they want to shop at a farmers' market.
- Participants will name 1 to 2 fruits or vegetables they would buy at the farmers' market.
- Participants will state a new recipe or cooking technique for a locally grown fruit or vegetable that they will prepare.

Time: 15 to 30 minutes; time depends upon the number of participants, and how much discussion there is in the different activities. Try to share ideas with the entire group. However, if the group is too large, participants can be broken into groups of 2 to 4 for the sharing activities. The small groups can discuss the questions among themselves and share with the larger group, depending on time.

Procedure:

Set-up:

- Chairs placed in a semicircle
- Table with bulletin board, flip chart, binder of paper or box.
- Title of lesson plan written on the top of the bulletin board, flip chart, binder of paper or box - "Farmers Market - shop fresh, local and in season"
- Statement written on the bulletin board, flip chart, binder of paper, or box - "List a recipe or cooking idea that you want to try"
- MyPlate.gov graphic of plate - how to eat healthy with MyPlate.

Materials:

- Farmers Market books
- List of local farmers markets in the community
- Fruit and vegetable coloring sheets and crayons for children



Methods for sharing participants' ideas (choose one):

- Flip chart on a stand or bulletin board, small cards and pins or tape, pens or markers.
- Binder of white paper that participants can write their ideas on and pens.
- Box for ideas, small cards and pens.

Optional ideas:

- Pictures of locally grown fruits and vegetables to post on bulletin board or flip chart.
- Prepare a recipe from the Farmers' Market book and give samples for taste testing.
- Basket of fruits and vegetables that are available in your local farmers' market.

Key Content Points:

- It's fun and easy to shop at a local farmers' market.
- There are many delicious and simple ways to prepare fruits and vegetables.
- My family will aim to make half our plates of fruits and vegetables; focus on whole fruits and eat a variety of vegetables.

Lesson Overview:

1) Welcome

- Introduction of self and class. Example: *"Hi, my name is Carol and today we're going to talk about some of our favorite fruits and vegetables, the local farmers markets and how to prepare some of our local fruits and vegetables."*
- If children are present, give coloring sheets and crayons to children to color during the session.

2) Shopping at local farmers markets

- Ask participants, *"Who has shopped at a local farmers' market? If yes, what was your experience like? If not, what are some reasons why you haven't shopped at a farmers' market?"* Let the group share their experiences.
- Discuss the benefits of shopping at a local farmers market - fresh fruits and vegetables, locally grown fruits and vegetables, supporting local farmers and small businesses, getting ideas and new recipes, fun activities for children, and an easy way to eat 5 servings of fruits and vegetables each day.
- Share the list of local farmers markets with the group.

3) Eating a variety of vegetables and fruits

- Ask participants, *"What is your favorite fresh fruit or vegetable?"* Let the group share their favorites.
- Ask participants, *"What is your favorite way to prepare this fresh fruit or vegetable?"* Let the group share their ideas for preparing their favorite fruit or vegetable.
- Share your favorite with the group. Example: *"My favorite is tomatoes because they are fresh and taste yummy in the summer."* Share your ideas for using tomatoes. Example: *"I like to make salsa with tomatoes."*

4) Trying new recipes and cooking ideas

- Give the Farmers Market book to participants. Ask participants to look through the book and choose a recipe or cooking idea they'd like to try.
- Ask participants, *"What recipe or cooking idea will you try at home?"* Let the group share their ideas.
- Ask participants to write their idea on a small card or piece of paper. Gather the cards and share the ideas with the group.

Evaluation: Participants will state a fruit or vegetable recipe or cooking idea that they will prepare at home.

