

# 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.



## Individual Counseling:

Individual counseling is a learner-centered approach that focuses on the learners' needs and involves the learner in decision making and problem solving, and can be provided via a bulletin board, display or individual counseling session.

**Target Audience:** participants with or without children

## Goals:

This session is offered to promote participation in local farmers' markets 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:

- Participant will name the reason(s) why he or she shops at a farmers' market.
- Participant will name 1 to 2 fruits or vegetables he or she will buy at the farmers market.
- Participant will state a new recipe or cooking technique for a locally grown fruit or vegetable that he or she will prepare.

**Time:** 5 to 7 minutes; time depends upon the amount of discussion with the participant.

## Procedure:

### Set-up:

- 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"
- Picture or Graphic promoting "5 Fruits and Vegetables a Day".

### 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 booklet 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 topic. 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 the participant, *"Have you 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 participant share his or her 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 participant.

### **3) Eating a variety of vegetables and fruits**

- Ask the participant, *"What is your favorite fresh fruit or vegetable?"* Share your favorite fruit or vegetable. Example: *"My favorite is tomatoes because they are especially yummy in the summer."*
- Ask the participant, *"What is your favorite way to prepare this fresh fruit or vegetable?"* Share your ideas. Example: *"I like to make salsa with tomatoes."*

### **4) Trying new recipes and cooking ideas**

- Give the Farmers Market book to the participant. Ask participant to look through the booklet and choose a recipe or cooking idea he or she would like to try.
- Ask the participant, *"What recipe or cooking idea will you try at home?"*
- Ask the participant to write his or her idea in the binder, or a small card that can be pinned to the bulletin board, flip chart or placed in the box. Give the participant time to look through and see the ideas that other participants have written.

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

