

## *How to Store your Goodies When You Get Home*

❁ As you buy, put heavier, firmer items on the bottom of your bag or basket.

❁ If you drive to the market on a hot day, keep a cooler in your car to transport home the produce you buy.

❁ Store all green produce in plastic bags in the refrigerator.

❁ Always keep tomatoes, garlic, potatoes and onions at room temperature.

❁ Learn more about individual fruits, vegetables and herbs from this website:  
[www.whfoods.org](http://www.whfoods.org)

❁ An excellent web site for recipes is [www.allrecipes.com](http://www.allrecipes.com).

❁ Remember to ask the farmer who you bought the produce from if you are unsure of the best way to store or prepare items you've bought.

## *Healthy Food Healthy Communities*

The Farmers' Market Nutrition Enhancement Program is funded by the State of New Mexico; it is administered by the New Mexico Department of Health and supported by New Mexico Aging & Long-Term Services Department, ECHO Inc, the Salvation Army, and Character Kids. The WIC FMNP and New Mexico Connections Food Stamp Program are funded by the U.S. Department of Agriculture; they are administered by the New Mexico Department of Health and New Mexico Human Service Department, respectively. All programs are supported by the New Mexico Department of Agriculture and the New Mexico Farmers' Marketing Association.

Programs offered by these agencies are consistent with federal and state laws and regulations on non-discrimination regarding race, color, gender, national origin, religion, age, disability, and sexual orientation. Report evidence of non-compliance by writing to the Secretary of Agriculture, Washington DC, 20250. Trade names are used to simplify information; no endorsement is intended.

### **Contact information:**

- ❁ **WIC and Nutrition Enhancement Program: 1-866-867-3124**
- ❁ **New Mexico Connections: 1-800-283-4465**
- ❁ **New Mexico Farmers' Markets: 1-888-983-4400**

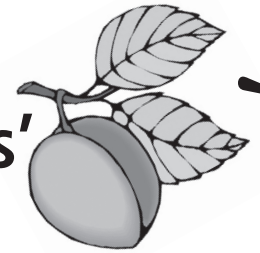
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## Farmers' Market Shopping Tips



- ❁ Nutrition Enhancement Program
- ❁ WIC
- ❁ New Mexico Connections

 **Eat more fresh fruits and vegetables**

 **Support local farmers and farmers' markets**

*Taste the Difference!*

# Farmers' Market Shopping Tips

## *Why shop at a farmers' market?*

Shopping at a farmers market can be fun, and good for you and your community! Some of the reasons include:



You get the freshest foods available, and fresh means better health for you.



You can meet the farmer who grew your food and they can tell you the best ways to prepare the produce are buying.



You can save money, especially on organic produce.



Farmers' markets provide a livelihood for many farmers who otherwise might not be farming.

## *Before You Leave Home*

Check when the market is open. Farmers markets have different days and hours of operation so double check that your local market is open before you go there.

**Bring your own bag,** basket or a light shopping cart. Recycle plastic bags by bringing them with you and asking the farmers to use them instead of theirs. Keep an inexpensive cooler in your car to keep produce fresh and safe during hot weather.

**Shop early.** You'll find the best selection early in the day, so try to get there when the market first opens.

**Go without a list.** This probably goes against what you've learned, but the point of going to the farmers' market is to get the freshest possible produce. So plan on buying whatever looks best and plan your meals around your purchase.



*Enjoy  
the  
Market!*

**NEW MEXICO  
FARMERS'  
MARKETS**

**Browse before buying.** Take time to taste and compare the offerings of different vendors.

**Try new foods.** Buy something you've never had before. Ask the farmer the best way to enjoy it. Never cooked kohlrabi? At the farmers' market, a grower can tell you how to select and prepare it.

**Take time to chat with the farmers.** Getting to know your local growers is part of the fun of shopping at farmers' markets. You'll become a wiser shopper.

**Go straight home.** Plan on bringing your purchases home before running any more errands — leaving fresh produce sitting in a hot car can wilt it. Or, bring an ice chest to keep the produce cool.