

Farmers Markets and Farm Stores: Tips for shopping with WIC farmers market benefits

Use WIC farmers market benefits to buy fresh, locally grown produce. Farmers market benefits can be used at authorized growers across the state. They are a great way to explore a variety of produce grown in Washington and in bordering counties in Idaho and Oregon.



FIND AUTHORIZED GROWERS

Look for this sign displayed by authorized growers at farmers markets or farm stores to find growers that accept WIC farmers market benefits. Authorized growers with this sign are the only growers that can take your WIC benefits.

WIC staff can also help you find where to use WIC farmers market benefits in your area.

ASK QUESTIONS

Not sure if a melon is ripe or what that funny-looking fruit is? Ask authorized growers! They enjoy talking with their customers and sharing what they know.



GO EARLY

Farmers markets and farm stores are usually less crowded first thing in the morning. This makes it easier to shop with kids, especially when pushing a large stroller. It is also when there is the best selection of produce. You can begin using your farmers market benefits June 1.

OR, GO LATE

You can often get better deals right before the market or farm closes. Authorized growers would rather sell their goods for less than pack everything up at the end of the day.

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WIC participants
can use their
farmers market
benefits June 1
through
October 31.

BUY DURING PEAK SEASON

Growing seasons start slowly. Fruits and vegetables can be limited at the start and end of their seasons. You'll get better deals and tastier produce in the middle of the growing season. Ask your WIC office for a seasonal produce calendar.

TRY NEW STUFF!

Produce at a farmers market or farm stores might look very different from what you're used to at the grocery store. At the farmers market, you will find a greater variety of colors, shapes, and sizes.

EAT WHOLE PLANTS FROM ROOT TO SHOOT

Many plants have multiple edible parts. Root crops like beets, parsnips, and even turnips, have roots and leaves that can be eaten. Ask authorized growers which parts of each plant can be eaten.

BUY IN BULK

Authorized growers are often willing to give customers a deal when they buy large amounts.



LESSON: ENJOY MORE LOCAL PRODUCE WITH FARMERS MARKET BENEFITS

Take this lesson to learn:

- How to choose fresh, locally grown produce.
- Tips to get your family excited about eating fruits and vegetables.

Learn More with wichealth Lessons!

SCAN



– OR –

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- Visit wichealth.org
- Choose **Sign up**
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