

Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

August

National Farmers' Market Week*

The most economical way to consume more fruits and vegetables is to eat seasonally by shopping for produce that's in season and grown locally. Shopping for fresh fruits and vegetables at a local farmers' market is a great way to add flavor to meals and improve health. Fresh fruits and vegetables are full of nutrients—vitamins, minerals, fiber and antioxidants—that can help prevent a number of diseases, and the fresher they are, the better they taste. Because a diet rich in fruits and vegetables can help prevent serious illnesses such as heart disease, diabetes and some types of cancer, planning meals around produce from a farmers' market can help you reduce health care costs, too. An extra stop at a local farmers' market on your way home is worth the fresh flavors and the benefits of seasonal and locally grown fruits and vegetables.



Suggested Activities:

- Ask a local newspaper to promote a local farmers' market by publishing the *Live Like Your Life Depends On It* Eat Smart From Farmers' Market sample newsletter article. Encourage families to take the whole family to the farmers' market and let everyone pick some favorites; kids are more likely to eat what they choose. Also publish recipes using fresh fruits and vegetables. Recipes using fresh fruits and vegetables can be found on the *Live Like Your Life Depends On It* campaign website at <http://health.mo.gov/living/wellness/lifedependsonit/eatsmart.php>.
- Distribute the *Live Like Your Life Depends On It* campaign brochure and/or Eat Smart message card at a local farmers' market.
- Use the *Live Like Your Life Depends On It* Eating Healthy poster to announce a local farmers' market. Post them in doctors' offices, senior centers, gyms, libraries, etc.
- Encourage local churches and other faith-based organizations to announce the location of a local farmers' market using the *Live Like Your Life Depends On It* Eating Healthy message card or poster. They might also publish recipes using fresh fruits and vegetables in their flyer/newsletter along with the location of a local farmers' market. Recipes using fresh fruits and vegetables can be found on the *Live Like Your Life Depends On It* campaign website at <http://health.mo.gov/living/wellness/lifedependsonit/eatsmart.php>.

To locate a Farmers Market in your area	For more information on Nutrition
Farmers Market Directory www.agebb.missouri.edu/fmktdir/view.htm	Bureau of Community Health and Wellness Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free http://health.mo.gov/living/wellness/nutrition/foodprograms/
	For more information on the benefits of Fruits and Vegetables National Fruit and Vegetable Program Centers for Disease Control and Prevention www.fruitsandveggiesmatter.gov/

Observance pulled from United States Department of Agriculture website at
<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateC&navID=FarmersMarketsLinkWFMFarmersMarketsandDirecttoConsumerMarketing&rightNav1=FarmersMarketsLinkWFMFarmersMarketsandDirecttoConsumerMarketing&topNav=&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketsHome&resultType=&acct=frmrdirnkt>.

* The exact date for National Farmers' Market Week can be found at
<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateC&navID=FarmersMarketsLinkWFMFarmersMarketsandDirecttoConsumerMarketing&rightNav1=FarmersMarketsLinkWFMFarmersMarketsandDirecttoConsumerMarketing&topNav=&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketHome&resultType=&acct=frmrdirnkt>.