

FRESH. HEALTHY. DELICIOUS.

Amazing reasons to eat more fruits and vegetables:



Get that healthy glow!

Your skin benefits when you eat more vegetables.

Your kids take the lead from you!

When you eat fruits and vegetables, they will, too.

Improve your health at all ages!

Powerful nutrients are found in produce that help boost your energy and manage your weight. Fiber helps with better digestion.

Families share how they add more fruits and vegetables:

“I make a smoothie every morning with milk, berries, and kale or spinach. I add some peanut butter for extra protein.”

“When I get home from the farmers market, I wash the fruits and vegetables we’ll eat right away. I also cut up some of the vegetables for quick snacks during the week.”

“My kids love anything on the grill, so we grill vegetables and even fruits, like peaches.”



ABOUT WIC Project FRESH

WIC Farmers’ Market Nutrition Program (FMNP) is known as WIC Project FRESH (Farm Resources Expanding and Supporting Health) in Michigan. WIC Project FRESH is jointly administered by Michigan Department of Health and Human Services (MDHHS) WIC Division and the USDA Food and Nutrition Service. The program is funded by the United States Department of Agriculture (USDA).

Authorized farmers’ markets and roadside stands provide WIC clients with eligible, locally grown, fresh, unprepared fruits and vegetables through this program. The program also expands the awareness and use of farmers’ markets and increases sales at such markets.

CONTACT INFORMATION

WIC Project FRESH

WEBSITE: www.Michigan.gov/WIC, select WIC Project FRESH tab
PHONE: 1-800-942-1636 ask to speak with someone in regards to WIC Project FRESH
EMAIL: MDHHS-WICPROJECTFRESH@MICHIGAN.GOV



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Adapted from Washington State FMNP.



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WIC Project FRESH

Michigan Farmers Market
Nutrition Program

EAT FRESH! BUY LOCAL!
SUPPORT FARMERS!

USING YOUR WIC PROJECT FRESH COUPONS

- WIC clients can use their WIC Project FRESH coupons to buy only eligible, locally grown, fresh, unprepared fruits and vegetables as well as cut herbs ONLY at authorized farmers markets and/or roadside stands.
- WIC Project FRESH Coupons can only be used at authorized farmers at farmers markets or roadside stands, not at WIC Vendors.
- One booklet = \$30 One coupon = \$5
- If the total is less than \$5, the farmer cannot give you change. If the total is \$5.75, you must pay the additional \$0.75 with your own money.
- No change will be given.
- Report lost or stolen WIC Project FRESH Coupons to the agency that gave you the coupons. These coupons will not be replaced.
- You must use your coupons between June 1 and October 31.
- Use your coupons only with growers who display this sign:



Arrive at the market early for the best selection!



You may use all of your coupons at one time or use them throughout the WIC Project FRESH season. It is your choice!

Remember:
WIC Project FRESH
Coupons expire
October 31.

TIPS FOR ADDING FRUITS AND VEGETABLES TO MEALS AND SNACKS

- ✓ Make it easy to reach for vegetables. Keep cut up raw vegetables, like carrots, broccoli, snap peas or cauliflower on hand.
- ✓ At mealtime, put out a dish of cut up raw vegetables or fruits on the table.
- ✓ Berries and peaches make cereal and yogurt more fun and delicious!
- ✓ At lunchtime add a salad to your meal!
- ✓ Keep a fresh fruit bowl out on your counter.
- ✓ Have a Make Your Own Salad Night! Offer chopped vegetables, cooked chicken or beans, shredded cheese, and add something new, like chopped apples.
- ✓ Looking for something quick as a side dish? Make a fruit salad.
- ✓ Summer fruits getting ripe all at the same time? Make a smoothie, or slice and cook in a little water and serve as a topping for pancakes, or make jam! Look for easy jam recipes on your favorite recipe website.

HOW DO I STORE MY FRUITS AND VEGETABLES?

- **Store most vegetables in your fridge!** Put fresh produce like leafy greens and berries in the crisper drawer unwashed. Wash all produce with running water just before using. Greens can also be washed in a sink of cold water changed a couple of times.
- Keep vegetables like onions and potatoes in a cool, dark cupboard or pantry. Not in the fridge!
- Keep tomatoes and unripe fruits at room temperature, usually on a counter or table.
- For longer storage, consider freezing or canning produce. To learn more, search: Seasonal Tips for Food Storage.