

FitFacts®

How to Navigate the Farmers Market

HERE ARE 10 TIPS TO MAKE THE MOST OF A TRIP TO YOUR [LOCAL FARMERS MARKET](http://search.ams.usda.gov/farmersmarkets/) ([HTTP://SEARCH.AMS.USDA.GOV/FARMERSMARKETS/](http://search.ams.usda.gov/farmersmarkets/)) FOR DELICIOUS, NUTRITIOUS, INEXPENSIVE, AND LOCALLY GROWN FRUITS AND VEGETABLES STRAIGHT FROM THE FARM TO YOUR KITCHEN TABLE.



- 1. Find the best spot.** Your adventure should start online at a site like localharvest.org to find farmers markets in your area.
- 2. Make a list.** While you may make spontaneous “buys” at a farmers market because you never know exactly what you’ll find, it still helps to make a list of “must-get” items for the week’s meals.
- 3. Include the kids.** Expose the kids to a wide array of healthy fruits and veggies that will look and taste better than those at the grocery store. Let them sample and buy new foods they may otherwise ignore.
- 4. Bring your reusable bags.** If you don’t have reusable bags, they can usually be found at your local grocery store for just a couple bucks!
- 5. Walk or bike.** Take active routes to your local market, if possible. Consider bringing a wagon, stroller or bike basket to help transport your goods home. If you must drive, increase your total daily steps by trekking through the entire market.
- 6. Visit each booth.** Many markets also include meat, fish, dairy products, flowers, breads and other items. Walk around to see what items are available and to get a sense of costs. You may find two farmers selling the same item for a notably different price.
- 7. Sample!** You can sample items that you haven’t considered buying before, compare the taste of similar items from different vendors, and offer your kids a chance to try new items. Since it can take 15 to 20 times of tasting a previously rejected food for a child to actually like it, continue visiting the market!
- 8. Learn about farms.** Transform your outing into a cultural experience by encouraging the kids to ask the farmers questions about what it is like to work on a farm or how to grow food.
- 9. Go around closing time for the best deals.** A little known secret is that many farmers will reduce prices (or be more open to bartering) near closing time since most don’t want to lug home the unsold food.
- 10. Make a habit of it.** If you include the farmers market in your weekly routine, you will benefit your community, local farmers, and your family’s health.

ADDITIONAL RESOURCES

[American Council on Exercise
Farmers Market](#)