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Civic Center Farmer's Market Celebrates National Fruits and Vegetables Month

What: National Fruits and Vegetables Month at the Civic Center Farmer's Market--an opportunity to remind everyone to eat at least five servings of fruits and vegetables every day to maintain good health.

Come join staff from the San Francisco Department of Public Health, Nutrition Services Program to celebrate the affordable, high quality produce available at local Farmers' Markets. We'll also be giving out cookbooks, answering nutrition questions and distributing gifts to the farmers.

Why: Everyone benefits from access to fresh affordable fruits and vegetables. Many people know we need to eat more fruits and vegetables, but few people know how to make this happen. Come and learn how easy it is to find foods to eat for work and home at the City's local Farmers' Markets. Shopping at local Farmers' Markets supports family farms and brings just-picked, seasonal produce, fish, olive oil, nuts, honey, flowers and baked goods to the middle of San Francisco. This even shows how important it is for communities to get access to fruits and vegetables.

When: Wednesday, September 19, 2007.
Gifts to farmers: 10:30-11:30 AM
Staff and nutrition education materials: 10:00 a.m. to 1 p.m.

Where: Heart of the City Farmers' Market. U.N. Plaza, between Market and between Hyde Street and 7th Street.

Who: Farmers, members of the Community, Staff from the "Feeling Good Project", the *Network for a Healthy California - Chinese Project* and the San Francisco Department of Public Health, WIC Program.

Photo Ops:

- Picture over 100 farmers with fresh colorful apples, pears, grapes, Asian greens, peppers, tomatoes, flowers, honey, olive oil, fish, tamales and Indian bread.
- See San Francisco residents of all ages and ethnicities come together to enjoy and sample the healthy and colorful produce of the season.
- Hear San Francisco Public Health Department talk about why this is important.
- Interviews available in Spanish and Chinese