FOR IMMEDIATE RELEASE
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Civic Center Farmer’s Market Celebrates National Fruit and Vegetables Month

What: National Fruits and Vegetables Month at the Civic Center Farmer’s Market--an opportunity to remind everyone to make half their plate fruits and vegetables 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 and hats, answering nutrition questions and distributing gifts to the farmers. These gifts are generously provided by the Network for a Healthy California – Bay Area Region.

Why: Everyone benefits from access to fresh affordable fruits and vegetables. 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 and more to the middle of San Francisco.

When: Wednesday, September 26, 2012.
Gifts to farmers: 10:30 a.m.-11:30 a.m.
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 Leavenworth Streets, north of Market (7th and 8th Streets south of Market)

Who: Farmers, members of the Community, Staff from the “Feeling Good Project” and the San Francisco Department of Public Health, WIC Program.

Photo Opps:
• Over 100 farmers and vendors with fresh colorful produce, flowers and more
• 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. English, Chinese and Spanish speaking staff will be available.