



City and County of San Francisco  
Edwin M. Lee  
Mayor

## San Francisco Department of Public Health

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Director of Health

**FOR IMMEDIATE RELEASE**  
**September 25, 2012**

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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 (7<sup>th</sup> and 8<sup>th</sup> 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.

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**The mission of the San Francisco Department of Public Health is to protect and promote the health of all San Franciscans.**  
We shall ~ Assess and research the health of the community ~ Develop and enforce health policy ~ Prevent disease and injury ~  
~ Educate the public and train health care providers ~ Provide quality, comprehensive, culturally-proficient health services ~ Ensure equal access to all

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