



## **Final Session Title:** Shopping with Your Farm Direct Checks at Farmers' Markets and Farm Stands

### **Session Focus**

**Target Audience:** Participants receiving Farm Direct checks

**Session Goal:** Promote consumption of a healthy diet by encouraging WIC participants to use their Farm Direct checks at a farmers' market or farm stand to purchase fresh fruits and vegetables.

### **Key Content Points:**

- Point 1: Specific steps and rules must be followed to use the Farm Direct checks at farmers' markets and farm stands.
- Point 2: Only eligible produce may be purchased from an authorized farmer at a farmers' markets or farm stand.

### **Session Objectives:**

- Objective 1: Participants will be able to identify the steps for using their Farm Direct checks to purchase fresh fruits and vegetables from an authorized farmer at the farmers' market or a farm stand.
- Objective 2: Participants will be able to identify two fresh fruits or vegetables they would purchase as part of a healthy diet.
- Objective 3: Participants who use the WICShopper App will be able to identify Food Hero link as a source of recipes for seasonal fruits and vegetables.
- Objective 4: Participants will be able to identify at least one farmers' market or farm stand where they may use their Farm Direct checks.



## Session Planning

**Session Title:** Shopping with Your Farm Direct Checks at Farmers' Markets and Farm Stands

**Location Considerations:** Farm Direct check distribution may require more space than usual. Make sure the size of the room is adequate for the number of families scheduled

**Materials Needed and Their Location:**

- ★ Handout – *Farm Direct Nutrition Program Brochure (57-1054 Eng/Span) Revised 3-2016*
- ★ Handout – *Shopping with WIC at Farmers' Markets and Farm Stands (57-1035 Eng/Span) Revised 3-2016*
- ★ Sample Green Sign *Oregon Farm Direct Nutrition Program Checks WELCOME HERE*
- ★ List of local farmers' markets and farm stands from the Oregon Department of Agriculture's search directory
- ★ Recipes for fruits and vegetables for participants without the WICShopper App
- ★ Flip chart paper and markers
- ★ Paper and Pens

**Preparation Needed:**

- Download and print list of local farmers' markets and farm stands from the website [http://myoregonfarm.org/fdnp\\_wic\\_shopperguide](http://myoregonfarm.org/fdnp_wic_shopperguide)

**Time Needed:** 30 minutes

## Session Outline

**Facilitator notes:** Farm Direct checks and check registers will need to be gathered and instructions for check distribution shared with participants in the closing comments if check distribution is immediately following the session.



Time	Learning activity	Objective covered
2 min	<p><b>Opening the session:</b></p> <p>“Hello, I’m _____ and I am very pleased to be here talking with you about how to buy fresh fruits and vegetables at farmers’ markets and farm stands using your Farm Direct checks and how to use Food Hero for finding recipes for the seasonal fruits and vegetables you buy at the market. After that we will issue the Farm Direct checks. How does that sound?”</p> <p>We wanted to give you an update on using your eWIC card at the Farmers’ Market. This market season because of the technology, farmers are not able to accept your eWIC cards. If you are among the few that still have fruit and veggie vouchers when the farmers’ market opens, you can still use them to purchase fruits and vegetables from farmers who have posted the blue sign saying they accept the WIC Fruit and Veggie Vouchers.</p>	
2 min	<p><b>Warm-up activity:</b></p> <p>“I’d like to start our time together today by learning a little bit about how much experience you have had with shopping at a farmers’ market or farm stand using a Farm Direct check.”</p> <p>“Raise your hand if you have ever been to a farmer’s market or farm stand. For those of you with your hands up, how many of you have used a Farm Direct check”</p>	



Time	Learning activity	Objective covered
10 min	<p><b>Activity 1:</b> Explore – Offer – Explore</p> <p><u>Explore:</u></p> <ul style="list-style-type: none"> <li>• “For those of you with experience with using a Farm Direct check at a farmers’ market or farm stand. What if anything would you like to share about that process with those who haven’t?”</li> <li>• Record answers on flip chart</li> <li>• Thank participants for participation</li> </ul> <p><u>Offer:</u></p> <ul style="list-style-type: none"> <li>• Clarify inaccuracies</li> <li>• Handout the <i>Farm Direct Nutrition Program Brochure</i> and have participants turn to the section entitled <i>How to use your checks</i>.</li> <li>• Facilitator reads aloud any points not covered by audience.</li> </ul> <p><u>Explore:</u></p> <ul style="list-style-type: none"> <li>• “Now that we have gone over all the steps on how to use a Farm Direct check at a farmers’ market or farm stand, what questions do you have about this process?”</li> <li>• Facilitator answers any questions.</li> </ul>	1



Time	Learning activity	Objective covered
5 min	<p><b>Activity 2: Pair Share</b></p> <ul style="list-style-type: none"> <li>• “Let’s look at the Oregon harvest calendar located on page 3 of this brochure. Hopefully you will see some of your favorite fruits and vegetables listed in that table. Please take a moment to circle all the fruits and vegetables you would like to buy using your Farm Direct Checks.</li> <li>• “When you are finished, share with someone sitting next to you your family’s favorite way to eat one of the fruits or vegetables you circled.”</li> <li>• “How many of you have used the new WICShopper App? Have you noticed there’s a link to Food Hero? “Food Hero has tons of recipes for dishes highlighting seasonal fruits and vegetables.”</li> <li>• “If you don’t have a smart phone, you find the same recipes at Foodhero.org. We also have some great fruit and vegetable recipes you can pick up before you leave today.”</li> </ul>	2, 3



Time	Learning activity	Objective covered
<p><b>5 min</b></p> <p>(Tailor this activity based on the size of your county)</p>	<p><b>Activity 3: “Explore – Offer – Explore”</b></p> <p><b>“Let’s take a minute and talk about where you can use your farmers’ market checks.”</b></p> <p><u>Explore:</u></p> <ul style="list-style-type: none"> <li>• “Who knows which farmers markets and farm stands take your Farm Direct checks?”</li> <li>• Record answers on flip chart</li> </ul> <p><u>Offer:</u></p> <ul style="list-style-type: none"> <li>• Clarify inaccuracies</li> <li>• Pass out list of local farmers’ markets and/or a map showing the location of the farmers’ markets and farm stands</li> <li>• “Not all farmers at a market are authorized to accept your Farm Direct checks. You have to look for a sign at the booth before you start shopping”.</li> <li>• Share <i>Oregon Farm Direct Nutrition Program Checks WELCOME HERE</i> sign</li> <li>• “If you like to use the internet, you can find farmers in your area authorized to take your Farm Direct checks by searching the Oregon Department of Agriculture’s data base.</li> </ul> <p><u>Explore:</u></p> <ul style="list-style-type: none"> <li>• “Which of these markets or farm stands would be the most convenient for you?”</li> </ul>	<p>4</p>



Time	Learning activity	Objective covered
6 min	<p><b>Closing the session:</b></p> <ul style="list-style-type: none"> <li>• “We’ve gone over the specific steps on how to use a Farm Direct check, you’ve highlighted the eligible fruits and vegetables you would like to purchase with your checks, we’ve talked about the link to Food Hero recipes on your WICShopper and you’ve identified a farmers’ market or farm stand that is convenient for you. Please remember, this you can’t use your eWIC card to purchase fruits and vegetables at the farmers market.</li> <li>• “Thank you so much for participating in today’s group session. I am sure that you will enjoy shopping for fruits and vegetables with your Farm Direct checks. And if you have any questions, please do not hesitate to give us a call.”</li> </ul>	

