

# PANHANDLE PATH TO HEALTHY LIVING

September 2022



## Farmers Markets Support Healthy Communities

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In today's fast-paced world, most Americans don't know where their food comes from – let alone who grew it or how it was grown. Our connection to food has diminished to nothing more than a quick transaction at the check-out line, with no thought to who is behind the spinach in our salads or the steak on our grills. Farmers markets reconnect communities to their food system. They create an opportunity where farmers can simultaneously sell fresh, local food and serve as food educators, revitalizing the way consumers shop and eat. They are places where farmers and neighbors meet to socialize and exchange ideas around cooking, nutrition, and agriculture. What produce is in season? What's a healthy way to prepare asparagus? How do you raise your chicken? These answers can be found at a farmers market – answers that educate, inform, and build relationships between communities, farmers, and food. Unlike other food retail outlets, farmers markets foster a sense of community among their customers. Not only do patrons shop for farm fresh food, but they also engage in conversation, meet neighbors for lunch, and enjoy the festive atmosphere with family and friends. Research indicates people thrive and are naturally happier when socially connected. Farmers markets support emotional health by creating a cheerful space where people come together for laughter, fellowship, food, and fun.



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# Path to Wellness

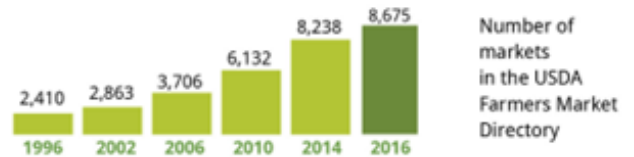


Just as important, farmers markets also support healthy lifestyles and diets. A 2012 study in Austin, Texas found that farm stands operating in low-income neighborhoods just one day a week increased the consumption of fruits and vegetables for families within walking distance. Another study conducted in North Carolina concluded that proximity to farmers markets was associated with lower body mass index (BMI) for local youth. By their presence alone, farmers markets are proven to positively impact the health and diet of their community, especially in areas that otherwise lack sufficient access to fresh, healthy food.



Farmers Market Coalition

## Why Farmers Markets?



### Stimulate Local Economies

Growers selling locally create **13 full time jobs** per \$1 million in revenue earned. Those not selling locally create **3**.



Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** compared to chain competitors.



### Preserve Farmland & Rural Livelihoods

The U.S. loses an acre of farmland a minute to development.

The **7** Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support **9,491 acres of farmland in diversified production**.

**25% of vendors** derive their sole source of income from the market.



### Increase Access to Fresh Food

**\$20.2 million** in SNAP benefits (food stamps) were spent at farmers markets in 2016. That's fresh food for low-income Americans and increased revenue for local farmers.

**60%** of farmers market shoppers in low-income neighborhoods say that **their market had better prices than the grocery store**.

**Markets bring fresh food to the neighborhoods that need it most.**



### Support Healthy Communities

People who shop at farmers markets have **15-20 social interactions per visit**.

They would have only **1-2 per visit** to the grocery store.

Proximity to farmers markets is associated with lower body mass index.

# Path to Wellness

Farmers markets have become more commonplace in neighborhoods around the country, and with this increase in popularity there is an increase in vendors and consumer choice.

When it comes to buying produce, start small — buy salad ingredients to have at dinner each night and fruit for meals or snacks. Purchase vegetables you know how to prepare. Once you gain confidence, add new items. Search for staples you normally buy at the supermarket, such as bread, coffee, nuts, seeds and even soap.

Since items at a farmers market change often, bring a general shopping list rather than a specific one for the whole week — ingredients for salads and produce for side dishes that go well with planned dinners and entrées. To prevent rotting fruit in the fridge, estimate how many pieces of fruit you'll need for your lunches or snacks for the week.

Here are a few ideas on maximizing your trip and becoming a savvy farmers market shopper.

1

Don't be shy. The people selling products want to answer your questions. So, go ahead, ask them what that unique looking produce is.

2

Do your homework. Find a market that's in a convenient location and has hours that fit your schedule so you can easily add a shopping trip into your weekly routine. Visit [www.localharvest.org](http://www.localharvest.org) for markets in your area.

3

Time your outing. Arriving early in the day usually means less traffic in the market and the more opportunities you'll have to get the best products and chat with vendors. If you're shopping on a budget, going at the end of the market day might enable you to get some great deals from vendors if they're not sold out.

4

Bring cash and reusable bags. Small bills will make transactions easy, and you'll need a sturdy, eco-friendly bag to carry your purchases home.

5

Don't be afraid to ask the vendors for cooking suggestions; sometimes they provide recipes. Discover new recipe ideas, plus tips on selecting and storing fruits and vegetables.



Remember that produce will not look perfect, but, it has been grown locally and picked recently, which means it's packed with flavor and nutrients!

SUMMER  
2022

# Canyon Farmers Market

Scavenger Hunt



Looking for a fun way to enjoy the market while your parents shop? Try this awesome, mid summer scavenger hunt. You'll get to understand what the farmer's in your community are harvesting or making! So grab a pencil and lets get started!

Can you name a popular product that's made from cotton?

\_\_\_\_\_

Canning is a great way to preserve your food, or make it last longer. How many different canned items can you find? List them here:

\_\_\_\_\_  
\_\_\_\_\_

Now see if you can find at least five baked goods. Draw a smiley face in a jar below for each kind you find!



Can you find 3 foods you've never tried?

Write down the names and sketch a picture of each one below:

Three empty boxes for drawing: yellow, teal, and red.

Of the 3 new foods you drew above, circle the one you would most like to try!

## MARKET TIP:

Vendors love to share their knowledge, so ask them if you have any questions about what something tastes like, or how to make it!

# In the Kitchen

Whether you are storing it in the refrigerator or in the freezer, chicken can still go bad.

## Storing Chicken

How long to keep chicken before it will go bad?

### IN THE REFRIGERATOR

Raw Chicken	1-2 Day
Cooked Chicken	3-4 days

It's recommended to set your refrigerator to 38 degrees Fahrenheit which limits the growth of bacteria



### IN THE FREEZER

Raw Chicken	9 months
Cooked Chicken	2 - 6 months

Frozen chicken should be stored at 0 degree Fahrenheit in the freezer and in air-tight packaging can help prevent freezer burn. Freezer burn can affect the taste, texture and color of the chicken



Check out this graphic to make sure you are following the USDA recommendations for chicken storage and thawing.

### THAWING CHICKEN

#### Refrigerator

- in the refrigerator is the safest way to thaw chicken. It can take 1 to 2 days to thaw and be sure to place raw chicken on a plate or bag to catch any raw chicken juices.

#### Cold Water

- submerge the chicken in cold and replace the cold water every 30 minutes until thawed

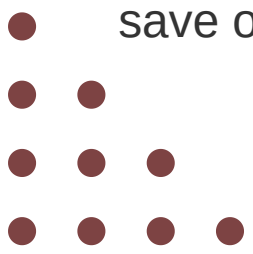
#### Microwave

- Use the defrost setting on the microwave to thaw the chicken. If using this method the chicken must be cooked after thawing.



Source: Healthline

Knowing how long chicken will stay good can help you save on your Grocery bill.



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# Freezer Meal Workshop

SEPTEMBER 1ST 5:30-7:30PM

COST - \$15 INCLUDES 2 FREEZER MEALS  
each meal serves four

RSVP TO 806 468 5543  
by August 31st

RANDALL COUNTY EXTENSION  
OFFICE  
200 N. BROWN RD.

This Month: Bring 1 lb or 1 pkg of your favorite breakfast meat  
i.e. bacon, sausage or ham (cooked in advance or cook on site)

**Meal 1: Breakfast Scramble (makes 4 omelets or 8 burritos)**

**Meal 2: French Toast Sticks**

**RSVP SOON! Class is limited to the first 20 participants**

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# Zucchini Garlic Bites

## Ingredients:

1 cup zucchini grated and drained well  
1 egg  
1/3 cup breadcrumbs  
1/2 cup reduced fat parmesan cheese  
grated fine  
1 clove garlic grated fine  
2 tablespoons fresh chives chopped  
1 tablespoon fresh parsley chopped  
1 teaspoon fresh basil chopped  
1 teaspoon fresh oregano chopped  
¼ teaspoon cumin powder  
½ teaspoon onion powder  
¼ teaspoon salt  
¼ teaspoon pepper

## Directions:

Preheat oven to 400 degrees and lightly grease a baking sheet. Grate or shred zucchini into fine pieces. Pat dry zucchini with a paper towel or ring moisture out in a cheese cloth. Combine all the ingredients in a medium bowl and mix well. Form a tablespoon of the mixture into small round balls and place on the baking sheet. Bake for 15-18 minutes.

*This is a great way to use  
zucchini from your farmers  
market trips!*

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## Enjoy Healthy Recipes [dinnertonight.tamu.edu](http://dinnertonight.tamu.edu)



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“Panhandle Path to Healthy Living” is a Family Community Health Information resource for area families in the Texas Panhandle Counties. The newsletter is published monthly. Readers are encouraged to read the newsletter and then pass it on. Any information may be reproduced for education purposes in any form and credit cited appropriately.

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