

IMPACT

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Extension nutrition education goes to the market

The Situation

A diet high in fruits and vegetables can reduce the risk for many leading causes of death and can play an important role in weight management. Unfortunately the majority of the US population fall short when it comes to consuming the recommended daily servings of fruits and vegetables. In Idaho, only 32.9% of adults age 18 and over consumed two or more serving of fruit daily and only 27.8% consumed three or more servings of vegetables daily (State-Specific Trends in Fruit and Vegetable Consumption Centers for Disease Control, 2010)¹.

The use of local, in season produce can help Idahoans to meet their daily requirements for fruits and vegetables. One challenge of presenting at the market is the sheer volume of people at the market and the short teachable moment available with so much going on.

Our Response

The southern district Extension Family and Consumer Sciences educators partnered with the Capital City Public Market in Boise to present nutrition information and sampling on three Saturdays during the summer of 2012. The nutrition education booth at the market raised the visibility of University of Idaho Extension and provided information on nutrition and healthy eating, fresh produce sampling, and publicity for future UI Extension classes. The market is a huge event with between 13,000 to 17,000 people in attendance each Saturday, which provided widespread exposure for the information presented.

The Capital City Public Market partnered with Extension and provided the booth space, canopy, tables and supplies through a USDA Farmers Market Grant. The directors of the Capital City Public Market,



Apple and yogurt dip sampling at the Capital City Market.

Karen Ellis and Lisa Duplessie, were pleased with the results of the nutrition education at the market and stated that they were looking forward to expanding the partnership next year.

Extension educators provided fresh produce samples, and nutrition handouts and recipes focused on simple and easy to prepare in-season foods. Most market goers who tasted the samples also requested the nutrition flyers and recipes. During each event, we ran out of samples due to the large number of people at the market. In July, vinaigrette dressing was served on a gourmet blend of greens. In August, Master Food Safety Advisors prepared and demonstrated fresh salsa. In September apple slices with three types of yogurt dips were given out as samples. The apples were sliced through a sectionizer and then three flavors of yogurt dips were sampled with the apple slices.

Individuals at the market were able to taste the samples and then purchase ingredients from local producers at the market, using the recipes provided by the Extension Educators. Produce for the three demonstrations was provided by market vendors: Purple Sage Farms, H & H Farms, and Brooke/Kelly Orchards.

Program Outcomes

We gave out over 750 apple samples, 550 samples of salsa, and 300 samples of garden greens during the three Saturdays. We were fortunate to have the assistance of Master Food Safety Advisors to help with the distribution of samples at the market due to the large volume of people at the market. Between 12,000 and 17,000 people come to the Capital City Market each Saturday. We served over 1,600 samples, gave out 953 nutrition flyers with recipes, 550 harvest preservation class flyers, and 100 financial flyers promoting University of Idaho Extension classes. Studies done by the CDC indicate that increased access to fruits and vegetables will lead to increased consumption (CDC Guide to Fruit & Vegetable Strategies, 2010).



The Future

Due to the success of the market educational events, we plan to continue next year and to add to the partnership with gardening education presented by University of Idaho Extension Educators and Master Gardeners.

¹http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5935a1.htm?s_cid=mm5935a1_w

FOR MORE INFORMATION

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