

## What are we doing at community farmers' markets?

Families need healthy advice about ways to cook fruits and vegetables. At our community farmers markets we help shoppers meet their local farmers. We show families simple and delicious ways to prepare fresh vegetables and fruits.

At farmers markets located in NYC, teams of Community Educators and college volunteers:

- show easy to cook recipes
- promote eating fresh produce from local farmers
- encourage families to make half their plate fruits and vegetables
- help people shop wisely and use their resources (EBT, WIC, health bucks, OTC)



Serving refreshing water with fresh market peaches at Boro Park Greenmarket.

For healthy recipes visit <http://nyc.cce.cornell.edu>

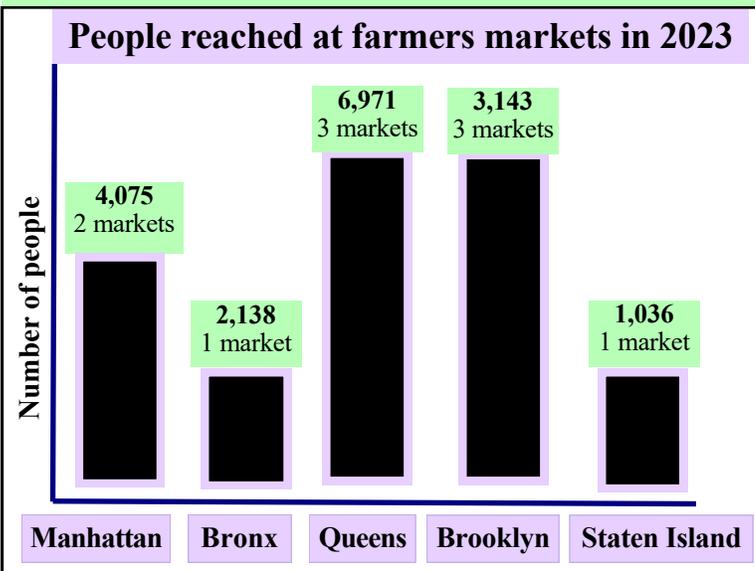
## What are people saying?

"I didn't know there is purple cauliflower. I loved the taste of Cauliflower and Tomato Salad. Which farmer did you get it from? I want buy it!" Mrs. R.

"Thank you telling me how to use my FMNP checks at the market. I will buy vegetables now!" Mrs. S.

"Thank you so much for doing a special cooking demo for our group! The teachers really enjoyed it and it made the day extra special." Ms. C.

## 2023 Farmers Market Nutrition Education Program FMNP in NYC



### We've made a difference.

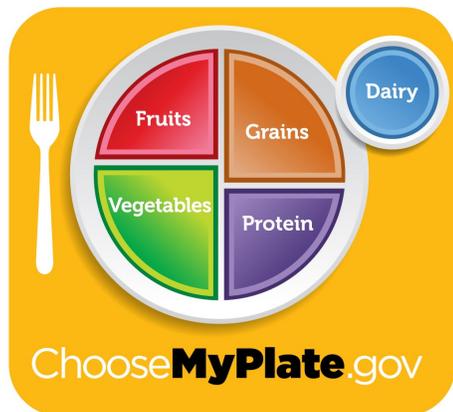
- 17,363 people at 10 farmers markets in NYC visited Cornell University Cooperative Extension cooking and learning stations from July to November, 2023. Many people tasted farm fresh produce that was prepared as salads, stir fries or smoothies.
- 26 state farmers donated over 600 pounds of produce used at 154 events at markets.
- 4 college volunteers from 3 colleges received community nutrition experience working at markets.

# Growth and Support at Farmers' Markets



Maria graduated from our Cornell University nutrition workshop series and applied for a position as a FMNP program assistant in 2023. This was her first job since coming to New York City. Although her English was limited, Maria successfully managed cooking and tasting demonstrations at 8 farmers' markets. Fresh food was the universal language, especially when prepared with simple exciting recipes! **“Would you like to take other recipes? Would you like to know more about our free nutrition workshops?”** Maria's friendly communication with shoppers, vendors and Cornell staff built team spirit and created a warm welcoming atmosphere. Participants understood how to best spend their electronic benefits (EBT) at markets. Shoppers were encouraged to attend our free nutrition education workshops. It was a pleasure to watch her confidence and skills grow. She helped market shoppers make healthier choices for themselves and their families. She helped support the economy of local farmers at markets. Maria's experience highlights a personal growth opportunity for individuals working at markets. It also highlights the positive impact our Farmers' Market Nutrition Program has on shoppers at neighborhood markets.

In 2023 Cornell's FMNP program reached **17,363 people at 10 farmers' markets** in 5 boroughs of NYC. A total of **696 cooking demonstrations** were conducted in Spanish, English, Mandarin, and Bengali. Market shoppers purchased produce featured in our recipes, and learned how to best spend their EBT, WIC and FMNP checks.



## Farmers Market Nutrition Program in NYS operates through collaboration

NYS Department of Agriculture and Markets  
Cornell University Cooperative Extension  
Office for the Aging  
NYS Department of Health

### 2023 NYC Market Partners

GrowNYC Greenmarkets  
Elmhurst Hospital WIC Clinic  
Lincoln Hospital WIC Clinic  
Jamaica Hospital

Visit Cornell University Cooperative Extension NYC at <http://nyc.cce.cornell.edu>

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