



Success Story Title Market FRESH a Success

Location Mason County

Focus Increasing Consumption of Fresh Fruits and Vegetables

Strategies In partnership with the USDA's Farmers Market Nutrition program (Senior Project FRESH), WISEWOMAN piloted a program called Market Fresh. This program allowed WISEWOMAN participants to receive coupons worth \$20 toward the purchase of Michigan grown fresh fruits and vegetables from local farmer's markets and farm stands.

Outcomes The response to WISEWOMAN Market Fresh coupons in Mason County was remarkable. "Everyone loved them!" said Holly Joseph, Lifestyle Counselor in Mason County. "They were so thankful to get them."

According to Holly, many of the WISEWOMAN participants didn't have much experience with fresh fruits and vegetables. "At first it was overwhelming for them," she said. But Holly continued to talk and teach about fresh fruits and veggies. Some women were afraid to buy too much of their favorite item for fear it would spoil. Holly spent time discussing canning and freezing options and many women did just that! She has been a real promoter of smoothies. One of the participants who didn't like vegetables is now throwing a handful of spinach in her daily smoothie. Holly also described a participant in her late 40's who had never eaten a blueberry. But after working with her Holly says she has now become a big blueberry fan. Rather than eating sweets, she pops frozen blueberries in her mouth while she's watching TV.

This e-mail from Holly hits to the heart of WISEWOMAN Market Fresh:

Hi Viki,

Just thought I would mention a f/u I just did. The WW participant loved Market Fresh. She went on about it saying that she would not have gotten the fresh produce otherwise as her income would not have allowed. This was a really big deal for this woman!!!

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