

New Mexico Farmers' Marketing Association

¡COCINA!



Learning Objectives

Section One: For you to learn how to:

1. Develop training using color in ¡COCINA!
2. Explain how to cook and eat healthy on a budget
3. Explain ways to shop wisely at the farmers' market

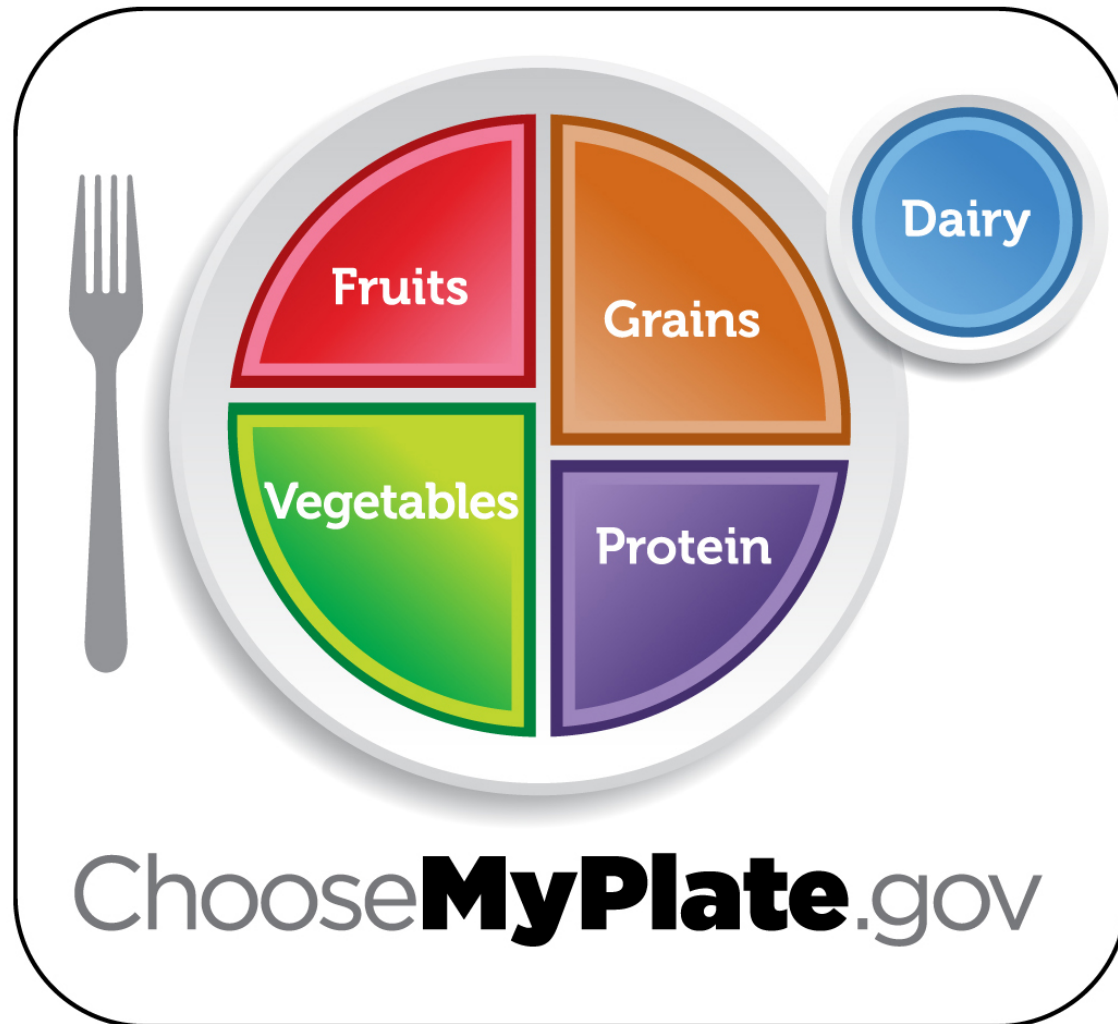
Section Two: For you/your organization, to learn to:

4. Partner with your farmers' market
5. Conduct engaging cooking demonstrations
6. Design engaging activities for WIC, SNAP, and other customers
7. Describe and promote the DUFBI incentive program
8. Use the tools in the Toolkit



1. IMPORTANCE OF COLOR IN ¡COCINA!

MyPlate Dietary Recommendations



What's fiber got to do with it?



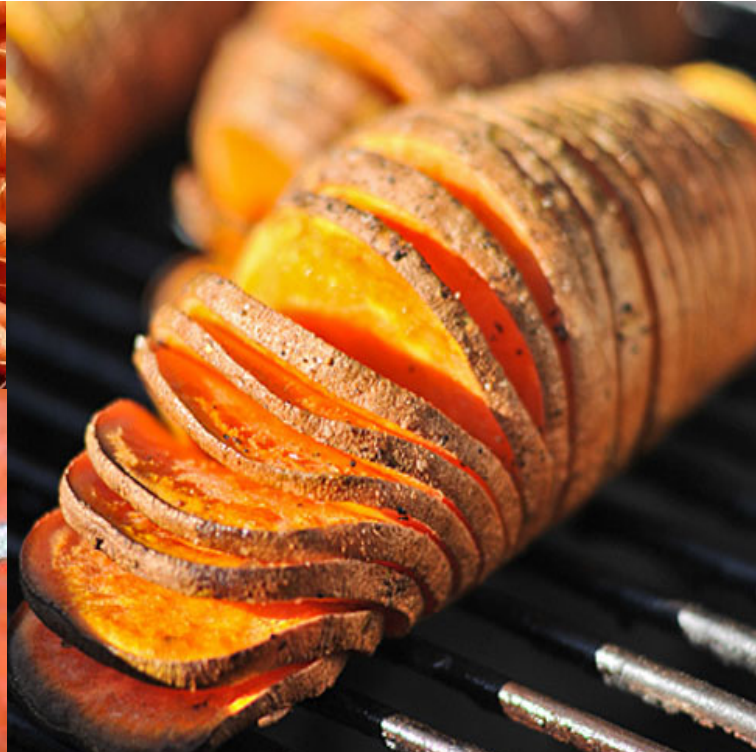
Sample the Spectrum...



Red



Yellow and Orange



Green



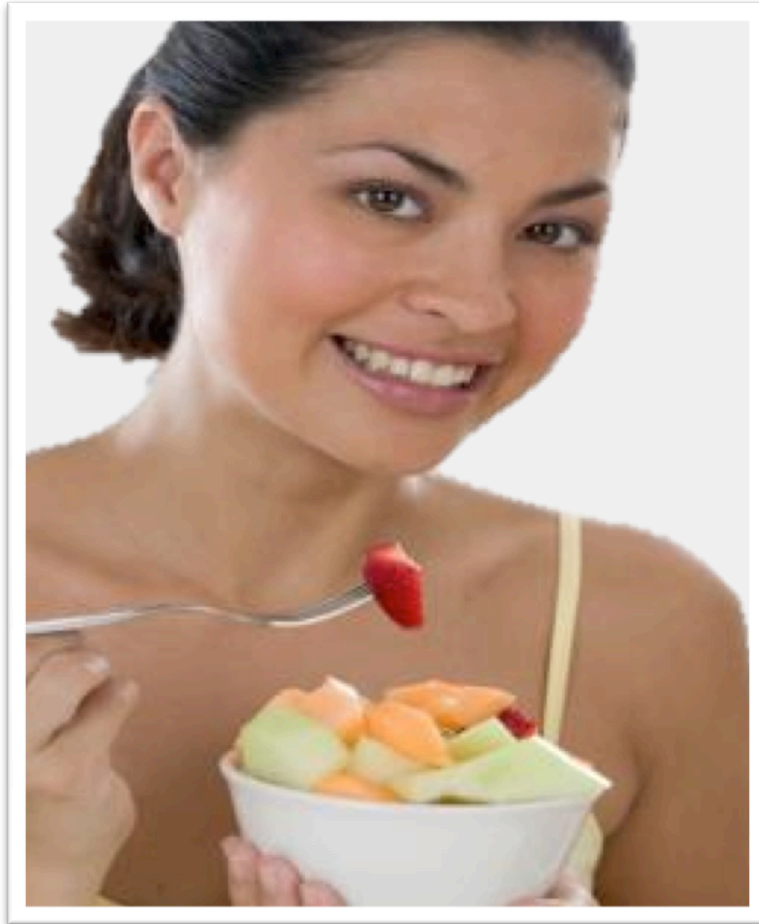
Blue and Purple



White and Tan



What is the magic number???



5 to 9 servings
of Fruits and
Vegetables
everyday!

How much is one serving?



How much is one serving ?

FRUITS

- 1 Cup Fruit
- 1 Cup 100% Fruit Juice
- ½ Cup Dried Fruit
- 1 Medium Sized Round Fruit



=



VEGGIES

- 1 Cup Raw or Fresh Vegetables
- 1 Cup Vegetable Juice
- 2 Cups Raw Leafy Greens

**If you're not eating at least
5 fruits and vegetables daily...**



...what are the barriers?

Tips for eating more fruits and vegetables

- Have fruit or 100% fruit juice with breakfast
- Eat a piece of fruit instead of skipping breakfast
- Order a side salad instead of chips or fries
- Eat fruit or vegetables for a snack
- Make nutritious main dish salads
- Enjoy fruit for dessert
- Add extra vegetables to soups and pasta





2. COOKING & EATING HEALTHY ON A BUDGET

Buy fresh fruit and veggies in season to save money



Know what is in season

Winter

FRUIT

Apples
Blood Oranges
Cranberries
Grapefruit
Kiwi
Lemons
Limes
Mandarin Oranges
Navel Oranges
Pears
Persimmons
Pomegranates
Tangerines
Quinces

VEGETABLES

Baby Turnips
Beets
Endive
Brussel Sprouts
Celeryroot
Chili Peppers
Dried Beans
Escarole
Fennel
Frisee
Jerusalem Artichokes
Kale
Leeks
Mushrooms
Parsnips
Potatoes
Rutabagas
Sweet Potatoes
Turnips
Watercress
Winter squash

HERBS

Bay Leaves
Chives
Parsley
Rosemary
Sage
Thyme

Spring

FRUIT

Bananas
Blood Oranges
Coconuts
Grapefruit
Kiwi
Lemons
Limes
Mangoes
Navel Oranges
Papayas
Passion fruit
Pineapples
Strawberries
Tangerines
Valencia

VEGETABLES

Artichokes
Arugula
Asparagus
Avocados
Baby leeks
Beets
Broccoli
Cauliflower
Fava beans
Green onions
Green peas
Kale
Lettuce
Mushrooms
Radishes
Red potatoes
Rhubarb
Spinach
Sweet onions

HERBS

Chives
Dill
Garlic Chives
Lemongrass
Mint
Parsley
Thyme

Summer

FRUIT

Blackberries
Blueberries
Cantaloupes
Cherries
Grapes
Guava
Honeydew
Mangoes
Nectarines
Papayas
Peaches
Plums
Raspberries
Strawberries
Watermelons

VEGETABLES

Avocados
Beets
Bell peppers
Cabbage
Carrots
Celery
Chili peppers
Collards
Corn
Cucumbers
Eggplant
Green beans
Limabean
Okra
Pattypan squash
Peas
Radicchio
Radishes
Summer Squash
Tomatoes

HERBS

Basil
Bay leaves
Borage
Chives
Cilantro
Dill
Lavender
Lemon Balm
Marjoram
Mint
Oregano
Rosemary
Sage
Summer Savory
Tarragon
Thyme

Fall

FRUITS

Apples
Cranberries
Figs
Grapes
Pears
Persimmons
Pomegranates
Quinces

VEGETABLES

Bell Peppers
Broccoli
Brussel Sprouts
Cabbage
Cauliflower
Eggplant
Escarole
Fennel
Frisee
Leeks
Mushrooms
Parsnips
Pumpkins
Red Potatoes
Rutabagas
Shallots
Sweet Potatoes
Winter squash
Yukon Gold Potatoes

HERBS

Basil
Bay Leaves
Parsley
Rosemary
Sage
Tarragon
Thyme

Substitute for what's in season



How much can you buy for \$20?

Carrots
5 cups

8 Pears

Cucumber
4 cups

Squash
6 cups

6
Potatoes

4 apples

1 frozen
pizza

2
bakery
items

3 cans of
soup

1 bag
of
chips



Keep it Fresh: Storage Tips

- Most fresh fruits and vegetables keep best in refrigerator (especially fresh greens, but not tomatoes!)
- Store unripe fruit at room temperature
- Store potatoes and onions in a cool, dry place
- Store frozen fruit and vegetables in freezer
- Store canned fruit and vegetables in a cool, dry place



Cooking DVDs





3. SHOPPING WISELY AT YOUR LOCAL FARMERS' MARKET

TIPS: Shopping at farmers' markets

- Prepare yourself
- Either go early...or go late
- Make a loop before you buy
- Talk to your farmer
- Etiquette, etiquette, etiquette!
- Try something new
- Bring a friend
- Don't lose sight of the produce
- Shop frequently at the market
- Know how pricing works

Break time!



SECTION 2 – TOOLS FOR YOU





4. PARTNERING WITH LOCAL FARMER'S MARKETS

Talk to your farmers' market manager



What can you do to partner with your local farmers' market?



Ideas to partner with your local farmers' market

- Nutrition education at the market
- Conduct cooking demonstrations
- Provide recipes for what is in season
- Provide free health screenings
- Conduct tours of farmers market
- Promote incentive programs
- Distribute info about the market to your customers
- Sign your customers up for mobile messaging
- WIC



5. CONDUCTING A COOKING DEMONSTRATION

Sampling, Tasting, or Demonstration...



- Single Ingredient Samplings
- Recipe Tastings
- Cooking Demonstrations

How to conduct a cooking demo: The Four P's

- Plan
- Prepare
- Practice
- Passionate execution





6. ENGAGING ACTIVITIES FOR WIC, SNAP AND OTHER CUSTOMERS

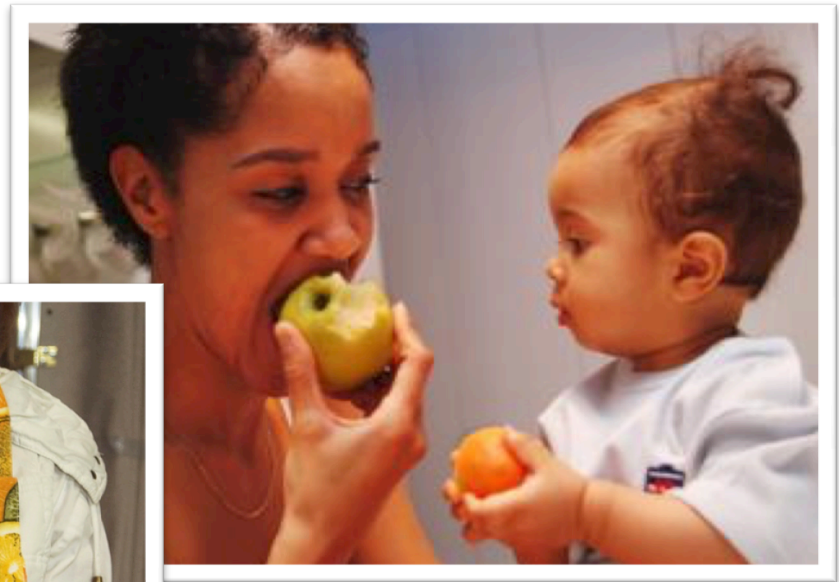
How to Engage WIC, SNAP and Other Customers

Parents as models

- Bring kids to the market
- Have kids pick out something they want to eat or try for the first time
- Parents model healthy eating
- Have kids help cook or prepare



Be a good example for the children in your life



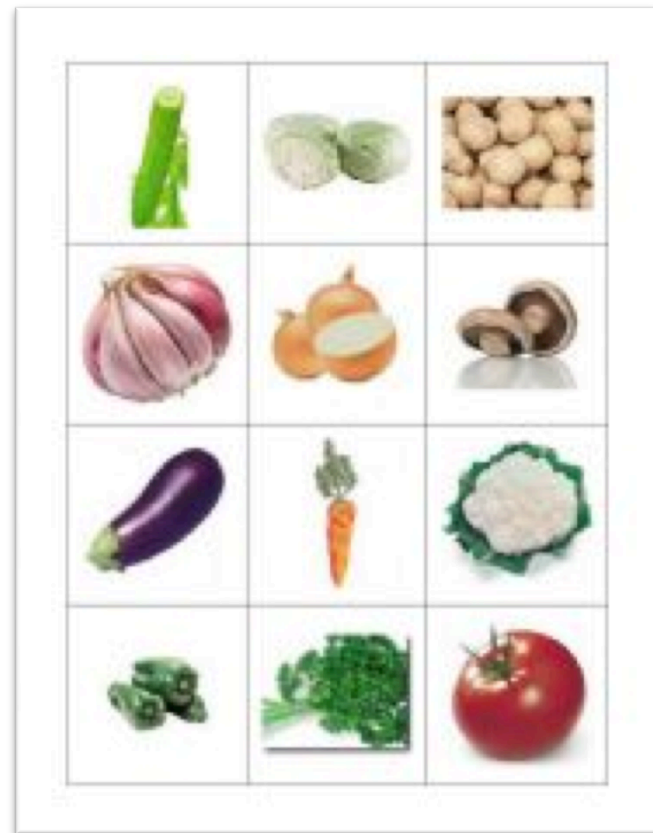
How to Engage WIC, SNAP and Other Customers

Incentives (El Centro)

Activities

- Fruit and Veggie Bingo
- Veggie Walk
- Food Trivia
- Food sculptures

Raffle



Mobile Messaging

We need your help to sign up customers!

- Weekly text reminder of market date and time.
- Market events and entertainment
- Featured produce
- Weekly specials
- It's free
- Can opt out at any time



SIGN UP YOUR CLIENTS/CUSTOMERS!

www.DoubleUpNM.org



7. DOUBLE UP FOOD BUCKS INCENTIVE PROGRAM

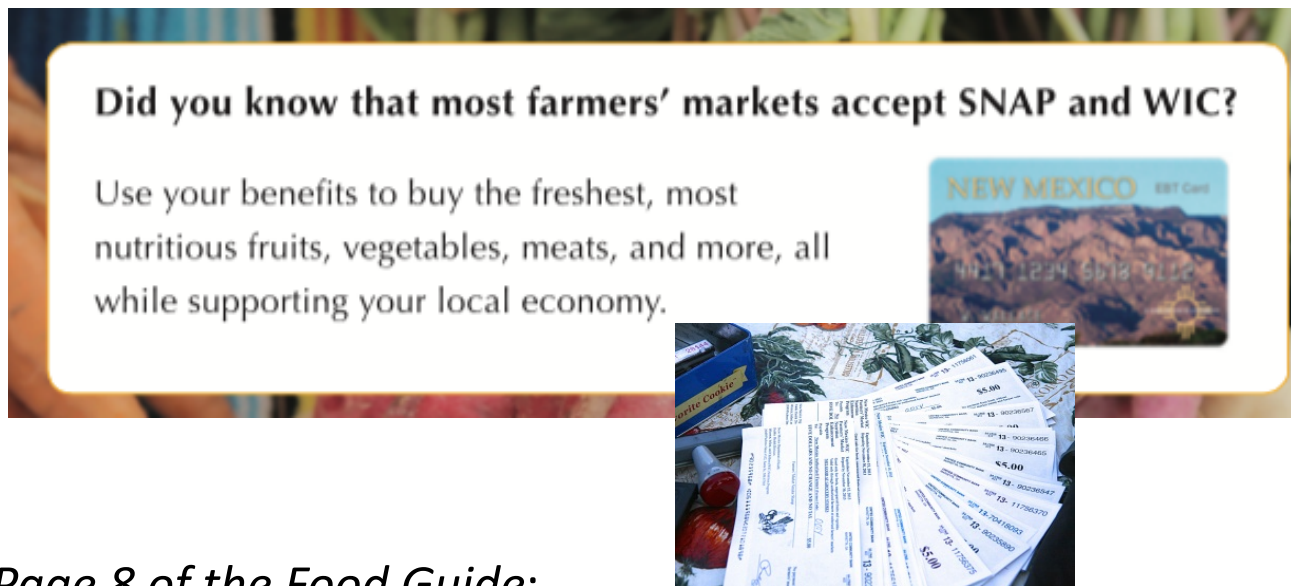
SNAP Double Up Food Bucks



Transaction Demo:

<http://doubleupfoodbucks.org/how-it-works>

WIC and Senior Farmers' Market Nutrition Programs



Did you know that most farmers' markets accept SNAP and WIC?

Use your benefits to buy the freshest, most nutritious fruits, vegetables, meats, and more, all while supporting your local economy.

NEW MEXICO EBT Card

Stack of SNAP coupons with values like \$5.00, \$4.00, and \$3.00.

Page 8 of the Food Guide:

For WIC and Senior Program information call: 866-867-3124

For SNAP call: 800-432-6217

Also see Handout 7.1 in your Toolkit

What's in your toolkit?

www.NewMexicoFMA.org

- > Resources (top of page menu)
 - > Food Assistance Programs
 - > Health Clinic Resources



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