
Module – Choosing Fresh Produce

Time:

20 - 30 minutes

WIC Status:

Any Status

Learning Objectives:

Participants will:

1. Learn about selection, storage, and preparation of foods purchased locally in Kentucky from the Farmers' Market.
2. Name at least 2 fruits and 2 vegetables that are grown in Kentucky.

Handouts and Materials:

- **Handouts:**
 - KY WIC Program FMNP Handout
 - KY Proud Produce Availability Guide
 - MyPlate Materials- Add More Vegetables, Be Food Safe, Focus on Fruits
 - Kentucky WIC Farmer's Market Nutrition Program Recipe Book
- **Visual Aids:**
 - Fruit and vegetable models (optional)
 - FDA Safe Handling of Raw Produce and Fresh- Squeezed Fruits and Vegetable Juices (Optional)
 - KY Proud Locator App for Apple and Android Devices <http://www.kyproud.com/why-be-ky-proud/ky-proud-mobile-app.html>

Facilitating WIC Discussion Group Concepts:

- Provide participants with a more meaningful nutrition education experience that involves interactive learning.
- The certifying health professional will be the facilitator and moderate a group conversation-style discussion.
- Encourage all participants to participate but recognize that some participants may prefer not to speak in a group setting. If the participant cannot answer, chooses not to answer, or has a negative response, you may respond with a statement such as "Trying something new is not always easy."
- It is important to establish "ground rules" for the group. For example:
 - Set the time, agenda, and the length of session
 - Establish rules on confidentiality and sharing of group responsibilities.
 - Clarify procedural issues, especially listening to, respecting ideas or comments and allowing time and opportunity for others in the group to share.

Outline – Choosing Fresh Produce

Icebreaker:

Have each participant introduce themselves and give the ages of their children. (Optional)

Facilitated Discussion Topic Opening Questions:

Ask one of the following questions to facilitate discussion:

- *What is your favorite fruit or vegetable?*
- *Share where you usually buy fruits and vegetables (grocery store, farmers market, etc.)*
- *Name a fruit or vegetable grown locally in Kentucky.*

Discussion Topics:

Why Eat 5 or More Fruits and Vegetables Each Day:

- Fruits and vegetables are good sources of vitamins, minerals, and dietary fiber. They help reduce the risk for heart disease, cancer, obesity, and type 2 diabetes. They also contain phytochemicals, which are compounds that can help protect the body.
- Families who eat 5 servings or more of fruits and vegetables each day are more likely to be at a healthy weight and less likely to become or stay overweight.
- Healthy habits start very early in life. Offering your children a variety of fruits and vegetables may help them to develop a preference for foods that are good for them.
- Today we are focusing on fresh produce, but remember that fresh, frozen and canned fruits and vegetables all provide vitamins, minerals and fiber.

Tips for buying, storing, or preparation of Fruits and Vegetables:

Buying:

- Choose produce that is not bruised or damaged.
- Bag your fresh fruits and vegetables separate from other items you may buy such as raw meat, poultry, seafood, eggs, flowers, etc. when taking them home from the market.
- Young children, pregnant, or breastfeeding women should avoid buying sprouts or raw fruit juice and apple cider due to the risk of food borne illness.

Storing:

- Store perishable fresh fruits and vegetables (like strawberries, lettuce, etc.) in a clean refrigerator at a temperature of 40 degrees or below.
- Refrigerate all produce that is pre-cut.
- Use your produce in a reasonable amount of time to make sure you get the most flavor and nutrition.

Preparing:

- Wash your hands for 20 seconds with warm water and soap before you handle the produce.
- Wash all produce thoroughly under running water before preparing and/or eating, including produce grown at home or bought from a grocery store or a farmers' market. Washing fruits and vegetables with soap, detergent, or commercial produce wash is **not** recommended.
- Wash cutting boards, dishes, utensils, and countertops with soap and hot water between preparing raw meat, poultry, and seafood and preparing your produce.

When are Fruits and Vegetables in season in KY? :

- The growing season and availability of foods grown in KY is typically late April through late October.
- Fruits grown in KY include apples, blackberries, cantaloupe, cherries, grapes, paw paws, peaches, pears, plums, raspberries, strawberries and watermelon.
- KY grows several types of vegetables such as lettuce, greens, green beans, cucumbers, peppers, corn, potatoes, tomatoes, red peppers, etc.
- Check your “KY Proud Produce Availability List” to discover which produce is in season for the best flavor and nutritional content of locally grown KY produce.

Benefits of Purchasing Farmers Market Produce:

- Produce purchased from local farmers’ market is usually fresher and typically picked that day or the evening before.
- Supports your local farmer and your economy.
- Can be a fun and educational family activity.
- The fresher the food, typically the higher the nutrient content.

Summary:

Fresh, frozen, and canned fruits and vegetables are good sources of vitamins, minerals, and dietary fiber. They help reduce the risk for heart disease, cancer, obesity, and type 2 diabetes. Purchasing fruits and vegetables from local farmers’ markets supports your local economy and can be a fun and education family activity.

Closing Activity/Questions:

Ask one of the following questions to conclude today’s discussion.

- *What did you find most interesting about today’s topic?*
- *Can you name a fruit or vegetable grown in KY?*

References:

- U.S. Food and Drug Administration, “Produce: Selecting and Serving it Safely”
<http://www.fda.gov/Food/ResourcesForYou/Consumers/ucm114299.htm>

Resources:

- Kentucky WIC Farmer’s Market Nutrition Program Recipe Book:
<http://chfs.ky.gov/NR/rdonlyres/0398A18C-85E0-4F2D-8570-C7FEA65743A4/0/WICFarmersMarketRecipeBook.pdf>
- KY Proud Produce Availability Guide:
http://www.kyagr.com/marketing/documents/KYP_ProduceAvailabilityGuide.pdf
- KY WIC Program FMNP Handout
- FDA Safe Handling of Raw Produce and Fresh- Squeezed Fruits and Vegetable Juices
<http://www.fda.gov/Food/ResourcesForYou/Consumers/ucm114299.htm>
- MyPlate Materials- Add More Vegetables, Be Food Safe, Focus on Fruits
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- KY Proud Locator App for Apple and Android Devices <http://www.kyproud.com/why-be-ky-proud/ky-proud-mobile-app.html>