

WIC FARMERS MARKET PROGRAM



2018 AT A GLANCE

When shopping at the Boulder Farmers Market, WIC program participants can use farmers market vouchers to buy healthy, fresh, locally grown fruits and vegetables along with meats, eggs, and cheese.

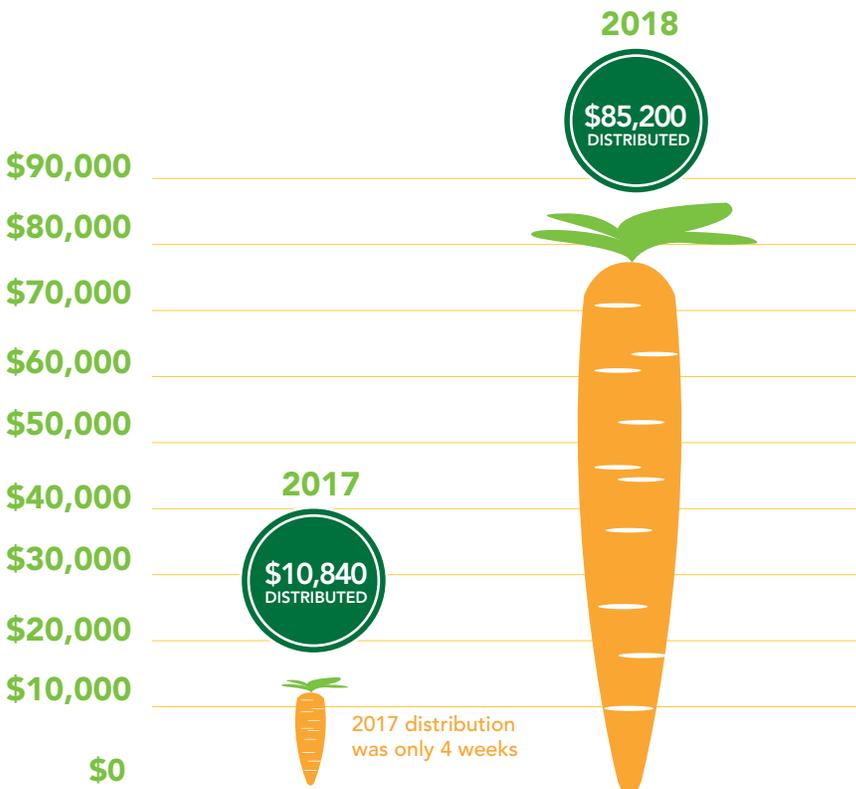
4,260 total transactions

418 unique transactions

471 children served

\$85,200 vouchers distributed

WIC BOULDER FARMERS MARKET OVER THE YEARS



“ We love that this program builds critical connections between local communities and their food producers. It is essential that we encourage local families to eat healthy and build positive relationships with farms and food. ”

Heather Morton Burtness
Morton's Organic Orchards

Recipients **EAT MORE FRUITS AND VEGETABLES**

89%

increased their consumption of fruits and vegetables



“ It helps us buy a variety of fresh produce that I know I can trust. And encourages us to eat more healthy. ”

“ Fresh fruit and vegetables for the family living under poverty means a lot. We couldn't imagine to afford this without WIC. We really appreciate this unique program. ”



Recipients **SUPPORT LOCAL FARMERS**

81%

reported purchasing at least half of their fresh fruits and vegetables at the farmers market (during market season)

94%

said they would not have come to the farmers market without the incentive



“ It is really amazing. It helps with meat and veggies and my kids enjoy coming and learning of different farms and the veggies they grow. ”

“ It allows me to bring greater health to my family and participate in local culture. I'm very grateful. Thank you! ”

Recipients **PURCHASE MORE FRUITS AND VEGETABLES**

83%

said it was easier to purchase fresh fruits and vegetables as a result of shopping at a farmers market

85%

said cost was the biggest barrier to buying fresh produce

“ The market benefits my kids because they learn where our food comes from and they meet the people who provide it to us. The market gives us a sense of community and we enjoy exploring it together. ”

