

NEWS RELEASE

For Immediate Release

July 6, 2016

For Further Information Contact:

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UCCE Nutrition BEST Farmers' Market Booth

University of California Cooperative Extension Nutrition BEST Program will be at the Rocklin: RC Willey Farmers' Market to help increase the use of Farmers' Market Vouchers among Placer County Women Infants and Children (WIC) Nutrition Program. At the UCCE Nutrition BEST booth, WIC participants will be able to taste a recipe and then purchase almost all ingredients at the Foothill Farmers' Market with the Nutrition BEST Placer Produce Vouchers and the WIC Farmers' Market Coupons. In addition to the tasting and recipe, Nutrition BEST will be giving a quick tour of the market. The goal is to increase the use of produce vouchers and help individuals become more familiar and comfortable when shopping at a farmers' market.



Farmers' markets are full of delicious produce often in unique colors. It's possible to find purple carrots and yellow plums or other less common items such as kohlrabi! Check out a local farmers' market to pick up some fresh produce. Placer County Farmers' Markets can be found on the [Placer Grown](#) website.

Saturday, July 16th

9:00am – 11:00am

Rocklin: Blue Oaks

RC Willey at Blue Oaks Center

6636 Lonetree Boulevard - [MAP](#)

UCCE Nutrition BEST is helping to ensure the health, growth, and development of children in Placer County through research-based nutrition education, outreach, and resources for families with young children with support from First 5 Placer County and collaboration with other agencies.

If you have questions, please call UCCE Nutrition BEST at 530-889-7350.