

## NEWS RELEASE

### For Immediate Release

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## UCCE Nutrition BEST Visits Farmers' Markets

**University of California Cooperative Extension (UCCE) Nutrition BEST** attended the Rocklin: RC Willey and the Roseville: Fountains Farmers' Markets to promote the use of Placer County Women Infants and Children (WIC) Nutrition Program Farmers Market Vouchers. At the UCCE Nutrition BEST booth, children and adults were able to taste an Italian Veggie Pasta Salad. Nearly all ingredients for the pasta salad could be purchased at the Foothill Farmers' Market with the Nutrition BEST Placer Produce Vouchers and the WIC Farmers' Market Coupons.

Nutrition BEST partnered with WIC at the farmers' markets to increase the use of produce vouchers and help individuals become more familiar and comfortable when shopping for local produce. 91% of participants reported that they would spend most or all of the vouchers they received that day at the market to buy fresh farmers' market produce. Additionally, many children and adults who tried the Italian Veggie Pasta Salad were pleasantly surprised they enjoyed the recipe since it was full of vegetables.

In honor of National Farmers' Market Week (August 7<sup>th</sup>-13<sup>th</sup>), check out a farmers' market near you. Placer County Farmers Markets can be found on the [Placer Grown](#) website.

For more information, contact UCCE Nutrition BEST at 530-889-7350, or visit us online at [http://ucanr.edu/sites/Nutrition\\_BEST/](http://ucanr.edu/sites/Nutrition_BEST/). The Nutrition BEST program is an effort of the University of California Cooperative Extension and is proudly supported by First 5 Placer County.

