



Farmers' Market News

Effective August 11, 2011

Contact: Greta Dunlap, Market Manager
626-403-2820

Nutritional Assistance Programs Available Now at South Pasadena Farmers' Market

South Pasadena, CA - Come visit the South Pasadena Farmers' Market and use one of three newly instituted, popular assistance programs for affordable, healthy eating. The three Assistance Programs now available are: CalFresh, Women, Infants & Children (WIC) and the Senior Farmers' Market Nutrition Program (SFMNP).

CalFresh (formerly SNAP, aka Food Stamps)

Now eligible shoppers can use their Golden State Advantage EBT Card to access CalFresh benefits. It is quick and easy. Shoppers simply visit the information booth, slide their card through the point-of-sale device, and once approved are issued scrip, which may be spent with farmers and some vendors at the South Pasadena Farmers' Market.

CalFresh is the new brand name and design for California's Supplemental

Nutrition Assistance Program (SNAP), formerly known as the Food Stamp Program. The goal of the program is to improve the quality of life for Californians, by providing access to healthy and nutritious foods.

For more information about the CalFresh program visit the Department of Social Services. The Pasadena offices are at 955 N. Lake Ave.

WIC (Women, Infants & Children)

In addition to accepting CalFresh benefits year round, the South Pasadena Farmers' Market accepts seasonal Farmers Market Nutrition Program WIC coupons. Shoppers bring their Farmers Market Nutrition Program WIC coupons to the market and purchase directly from a farmer.

California operates the largest WIC Farmers' Market Nutrition Program in the nation. In 2008, 163,000 WIC families, 570 certified farmers and 350 certified farmers' markets participated in the program. Farmers and Farmers' Markets that participate in the program are certified by the California Department of Food and Agriculture and California Department of Public Health, WIC Program. The WIC Farmers' Market Nutrition Program is a U.S. Department of Agriculture (USDA) program, which began in the 1990s to: Provide fresh, nutritious, locally grown fruits and vegetables from farmers' markets to low-income families, and expand the awareness and use of farmers' markets.

Studies show that a diet high in fruits and vegetables helps to improve our health and wellness. The FMNP's emphasis on the consumption of fresh fruits and vegetables is consistent with the Dietary Guidelines for Americans, Healthy People 2010 and the Department of Public Health Five-A-Day campaign. WIC participants are pregnant, breastfeeding, and postpartum women and children under age five who are at risk for nutritional deficiencies. WIC provides nutrition education, breastfeeding education and support for families with a low to medium income. Working families may apply. For example, to qualify for WIC, a family of four must have an income of \$3,400 or less per month.

Each eligible family receives vouchers to purchase fresh fruits, vegetables, and cut herbs at WIC-approved Certified Farmers' Markets in California during the season, from May through November. These fresh fruits and vegetables are an additional source of fiber, vitamin A, vitamin B, vitamin C, and iron, nutrients that are important to the health of pregnant women and their children.

To find a local office and for more information on how to apply for WIC, please call 1-888-WIC-WORKS (1-888-942-9675) or go to: www.WICworks.ca.gov.

The Senior Farmers' Market Nutrition Program (SFMNP)

SFMNP is a seasonal assistance program aimed at increasing accessibility and consumption of fresh produce by low-income seniors. In California, the SFMNP begins in May and runs through the end of November.

Federally funded, the SFMNP provides low-income seniors with check booklets that can be used to purchase fresh fruits, vegetables, honey and herbs at Certified Farmers' Markets (CFM). The program is administered nationally by the U.S. Department of Agriculture, Food and Nutrition Services Agency, and in California by the California Department of Food and Agriculture (CDFA). In 2009, CDFA provided seniors almost \$800,000 in check booklets. Seniors redeemed the checks for fresh, nutritious, unprepared, locally grown fruits, vegetables, honey and herbs from 1,200 farmers at 350 CFMs who applied and were approved to participate in the SFMNP.

To find a local office and for more information on how to apply for SFMNP, please call (916) 657-3231 or go visit the Senior Farmers' Market Nutrition Program on the CDFA website:

<http://www.cdfa.ca.gov/SeniorFarmersMrktNutritionPrgm/>

About the Farmers' Market

The South Pasadena Chamber of Commerce operates the Certified Farmers' Market under a contract with the City of South Pasadena. About 60 Farmers and vendors participate in the 12-year old market, lead by Market Manager Greta Dunlap, president of the California Small Farm Conference, and also manager of the Beverly Hills Farmers' Market.

The market introduced new farmers in the past year, including more certified organic produce and Asian vegetables. The Chamber's management has reinvigorated the Market in its first year as operator, winning several awards. The market now features a broader selection of fruits and vegetables, an increased ratio of farmers to food vendors, more certified organic produce and greater access to the market for nonprofit agencies and local businesses. The market offers weekly live entertainment and is enjoyed by many as a virtual "town square" for friends and neighbors to gather.

The South Pasadena Farmers' Market is open every Thursday from 4:00 p.m. to 8:00 p.m. (closed Thanksgiving, winter hours 4:00 p.m. to 7:00 p.m.). The market is located on Meridian Ave. and El Centro Street by the Metro Gold Line Mission Station. Free parking is available in the school lot off Fairview Ave., and the Mission/Meridian Underground Parking Garage. For more information on the South Pasadena Farmers' Market, visit www.SouthPasadenaFarmersMarket.org or find us on Facebook.

For more information on the Chamber of Commerce visit www.SouthPasChamber.com. The South Pasadena Chamber of Commerce is located at 1121 Mission Street in South Pasadena. Hours are Tuesday through Friday, 10am to 5pm. The Chamber is also the home of SoPas Gallery, exhibiting local artists.

###