



FARMERS' MARKET Shopping Tips

1. Decide which fruits and veggies are in season.

Summer Vegetables

- Cucumbers
- Tomatoes
- Peppers
- Squash
- Beans
- Greens
- Sweet potatoes
- Okra
- Corn

Summer Fruits

- Watermelons
- Peaches
- Blueberries
- Cherries
- Raspberries

Fall Vegetables

- Tomatoes (winding down towards frost)
- Salad greens (October)
- Spinach
- Leeks
- Green Beans
- Cucumber
- Summer Squash (ex: Zucchini)
- Beets
- Turnips
- Rutabaga
- Celeriac
- Sweet Corn
- Winter Squash

Fall Fruits

- Raspberries (late August to first frost)
- Grapes (through mid Oct)
- Pears (through mid Oct)
- Apples (through late Oct)



REMINDERS

- You must redeem your vouchers by October 31st.
- Farmers cannot offer change for your \$5 vouchers, so use them wisely.
- You may choose to pay the difference if your total is more than amount of vouchers you have available.
- Lost or stolen vouchers cannot be replaced, so keep them safe!



SNAP/Link is also accepted at the Farmers' Market

STAY CONNECTED

Follow the Champaign-Urbana Farmers' Markets on Facebook for more information, and to keep up on weekly events!

- @ ChampaignFarmersMarket
- @ UrbanaMarket
- @ CUFarmersMarket



This institution is an equal opportunity provider.



CHAMPAIGN COUNTY WIC

2025 FARMERS' MARKET NUTRITION PROGRAM

Enjoy local fruits and vegetables with WIC Farmers' Market vouchers!



Scan for video of this document in English and ASL.

Produce storage tips scan here



2. Select and store your produce

- Ask the produce vendor for some easy tips.
- Choose produce that is not bruised or damaged.
- Scan the QR code for produce storage tips.
- Consider freezing or canning

3. Decide how to use your fresh produce

- Ask the farmer for some recipe ideas!
- Cut sweet potatoes into fries and roast them in the oven!
- Boil or grill sweet corn and have corn on the cobb!
- Add fresh berries to yogurt!
- Enjoy sliced apples or celery with peanut butter for a quick snack!
- Slice up cucumber and add to fresh salad greens!



WIC FARMERS' MARKET NUTRITION PROGRAM

ABOUT THE PROGRAM

- Each **active** WIC participant is eligible to receive WIC Farmers' Market Vouchers
 - Women, Children, and Infants 6 months and older
- A total value of **\$30 (six \$5 vouchers)** per participant can be issued
- Visit a Farmers' Market in Champaign County and redeem your vouchers with an eligible vendor in exchange for fresh fruits and vegetables

FOODS ALLOWED

- VEGETABLES
- FRUITS
- CUT HERBS

FOODS NOT ALLOWED

Canned Vegetables, Baked Goods, Juices/Cider, Ornamental Pumpkins/ Gourds/Corn, Honey, Any Processed Foods (Such as: Jellies/Jams), Popcorn, Nuts, Dried Beans/Peas, Eggs, Flowers, Potted Herbs/Plants

MATCH PROGRAM

- WIC recipients in Champaign County are eligible to receive match vouchers to spend at the Champaign Farmers' Market or Urbana's Market at the Square
- Match vouchers may only be picked up at the Champaign Farmers' Market or Urbana's Market at the Square.

For more information visit:
www.thelandconnection.org/fmnp-match/

NUTRITION

Fruits and vegetables are excellent sources of vitamins, minerals, and other nutrients to keep your body strong and in good health.

Eat more color. Fill your plate with colorful fruits and vegetables to get vitamins, minerals, and nutrients.

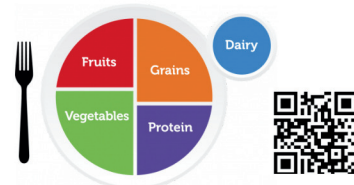
*small changes matter and make a **BIG** difference*



For additional resources please visit:
<https://www.wichealth.org/>

MYPLATE RESOURCES

The USDA MyPlate is an excellent guide for creating a nutritious plate.



BUDGET-FRIENDLY COOKBOOKS AND RECIPES

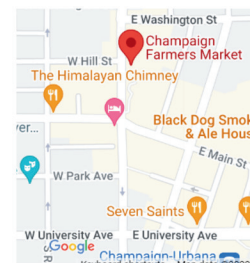


Scan for video of this document in English and ASL.

LOCATIONS AND TIMES

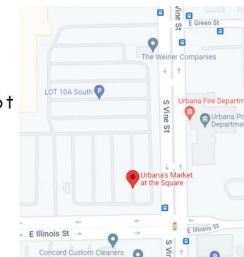
CHAMPAIGN Farmers' Market

Downtown Champaign:
 Neil and Washington
 Tuesdays 3:00pm-6:00pm



URBANA'S Market at the Square

Lincoln Square Mall Parking Lot
 Saturdays: 7:00am-12:00pm



LOOK FOR THIS SIGN!



This sign indicates that the vendor is able to accept your Farmers' Market vouchers.



To find Bus Stops near the market Scan here

Champaign Farmers Market

Urbana Market at the Square