

HARVEST HOME FARMER'S MARKETS RETURN FOR ANOTHER SENSATIONAL SUMMER!



Harvest Home Jacobi Farmer's Market

1400 Pelham Parkway (adjacent to BLD 8)

Tuesdays 8 am - 4 pm

Starting June 8 thru November 23

Harvest Home North Central Bronx Farmer's Market

Mosholu Parkway North and Jerome Avenue

Wednesdays 8 am - 4 pm

Starting July 7 thru November 24

We Accept

Cash ♦ Wic Farmer's Market ♦ Senior Farmer's Market
Health Bucks ♦ EBT

Harvest Home Farmer's Market of New York is a grassroots nonprofit organization which serves the community by bringing fresh farm produce to consumers in areas around New York City.

For more information visit harvesthomefm.org



At the Harvest Home Farmer's Markets participants in the Women, Infants, Children's (WIC) program and Senior Citizens' Meals Programs can redeem New York State Farmers Market Nutrition Program (FMNP) checks to purchase produce.

In addition, shoppers who receive "Health Bucks" coupons from the NYC Department of Health District Public Health Offices are encouraged to use these coupons to purchase produce as well.

The WIC Program sites at Jacobi Medical Center and North Central Bronx Hospital



The WIC Program site at Jacobi Medical Center and North Central Bronx Hospital services approximately 4,000 participants per month.

During the 2009 Farmer's Market Season, WIC participants are issued coupon booklets for fresh fruits and vegetables at participating Farmer's Markets from July through November. Participants are also scheduled to attend a nutrition education session. There they receive a fruit and vegetable guide and recipe booklet entitled, *Celebrating a Healthy Harvest* which provides tips for selecting, preparing and storing Farmer's Market produce.

WIC refers participants to NBHN Network services such as PCAP, Medicaid Assistance Program, Women's Health and Pediatric Services.

WIC plays an important role in improving birth outcomes and containing health care costs. Research reports published by USDA found that pregnant women who participate in WIC:

- ❖ Have a lower incidence of moderately low and very low birth weight infants
- ❖ Fewer premature births
- ❖ A greater likelihood of receiving prenatal care
- ❖ Fewer infant deaths

*For Jacobi Medical Center WIC information, please call 718-918-4004.
For North Central Bronx Hospital WIC information, please call 718-519-3488.*

7 Healthy Eating Tips

1 Make your grains whole.

Choose whole-grain foods, such as whole-wheat bread, oatmeal, brown rice, and lowfat popcorn.

2 Vary your veggies.

Go dark green and orange with your vegetables - eat spinach, broccoli, carrots, and sweet potatoes.

3 Focus on fruits.

Eat them at meals, and at snack time, too. Choose fresh, frozen, canned, or dried, and go easy on the fruit juice.

4 Get your calcium-rich foods.

To build strong bones serve lowfat and fat-free milk and other milk products several times a day.

5 Go lean with protein.

Eat lean or lowfat meat, chicken, turkey, and fish. Also, change your tune with more dry beans and peas. Add chick peas, nuts, or seeds to a salad; pinto beans to a burrito; or kidney beans to soup.

6 Change your oil.

We all need oil. Get yours from fish, nuts, and liquid oils such as corn, soybean, canola, and olive oil.

7 Don't sugarcoat it.

Choose foods and beverages that do not have sugar and caloric sweeteners as one of the first ingredients. Added sugars contribute calories with few, if any, nutrients.



Fruits and vegetables can be great sources of the following important nutrients.

Calcium - Calcium is essential for healthy bones and teeth. It is also needed for normal functioning of muscles, nerves and some glands.

Fiber - Diets rich in dietary fiber have been shown to have a number of beneficial effects, including decreased risk of coronary heart disease.

Folate - Healthful diets with adequate folate may reduce a woman's risk of having a child with a brain or spinal cord defect.

Iron - Needed for healthy blood and normal functioning of all cells.

Magnesium - Magnesium is necessary for healthy bones and is involved with more than 300 enzymes in your body! Inadequate levels may result in muscle cramps and high blood pressure.

Potassium - Diets rich in potassium may help to maintain a healthy blood pressure.

Sodium - Needed for normal cell function throughout the body. Most diets contain too much sodium which is associated with high blood pressure.

Vitamin A - Keeps eyes and skin healthy and helps protect against infections.

Vitamin C - Helps heal cuts and wounds and keeps teeth and gums healthy.



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