



We'd LOVE to hear from you!

From time to time, WIC sends out surveys to participants, asking for your feedback on a particular topic. Recently, we asked about your WICstrong website experience and also why you might not have picked up your checks recently.

Any feedback helps us to serve you better. As always, you can contact us at 585-394-9240 or text us at 585-481-8488. Thank you!

Staff Profile of the Month

WIC Nutritionist since February 2016

Kendra

This month you are going to learn about Kendra, from a blog that she authored about Farmers' Markets. Enjoy!

It's Farmers' Market season...Yeah Yeah Yeah!!! Why am I excited for the farmers' markets this year? There are so many reasons why I cannot wait to go to the local markets! Let me tell you a few.

A couple years ago, I worked with a program that allowed me to frequent farmers markets and promote nutrition education. Traveling around to the different markets allowed me to see that each market is run a little bit differently and each location has unique community characteristics that all contribute to the ultimate farmers market experiences. Each market has different vendors too, the products ranged from fruits and vegetables (of course!) to local honey, handmade products, and some direct sale businesses depending on what the market allowed. Each year the vendors change and the **markets grow with more options and events that are fun for a variety of ages!**

Another reason why I love farmers markets is because they allow for very different experiences than shopping at grocery stores. **I love being outside**, especially on bright days filled with warmth and sunshine. Seeing the vivid colored produce available and the smiling faces of everyone enjoying the weather that we don't always have in Upstate NY makes a trip to the market more rewarding! Usually the prices are much better too, and you can't beat that bonus! Farmers' markets bring a sense of closeness to the earth and community, a sense of peace that comes from a leisure stroll through a park in the heat of summertime.

Recipe of the Month

Crunchy Carrot Salad

Makes 6 servings

- 2 medium apples, cored & chopped
- 4 medium size carrots, peeled & chopped
- 1 clove garlic, minced
- 1 TBSP honey* or 1 tsp. sugar
- 1 tsp. mustard
- 1 TBSP olive oil
- 2 TBSPS cider vinegar

 1. Prepare vegetables.
 2. Mix garlic, honey (or sugar), mustard, oil and vinegar together.
 3. Pour dressing over vegetables and blend to coat all vegetables.

*Remember: Honey is not recommended for children under 1 year old.

Great recipe to use your Farmer's Market coupons!



WIC Farmer's Market checks are issued through September 30 and can be used through November 30th. Stop into any WIC office to pick them up!

As farmers' market season begins this year, it will be different for my family though, because I am not able to go to the farmers markets as often as a part of my day at work. Instead it will become a **planned decision to make sure that we are able to attend the market on the day of the week and time that they are open.**

A lot of markets have machines that let you use SNAP (Food Stamps). There are a variety of markets and vendors that accept WIC/Farmers Market Nutrition Program checks and sometimes they even accept debit so having cash on hand isn't as crucial.

Cornell Cooperative Extension offices in many counties have schedules of the farmers markets in the area and sometimes they even have info on what forms of payment are accepted. Social media is another great way to stay connected on the events and schedules of your favorite markets.

I hope that you will find the same joy in perusing the markets on a relaxing sunny day while hunting for the next mouthwatering treat that has come into season in our great state of NY.

Enjoy the Farmers Market Season!



World Breastfeeding Week 2017

Sustaining Breastfeeding Together

Breastfeeding impacts so much more than just your baby!
World breastfeeding week is designed to bring attention to breastfeeding and its positive impact on health, the community and the environment!



The month of August is World Breastfeeding month. You can participate in activities and events throughout the week of August 1-7, 2017.

Visit worldbreastfeedingweek.org for more information
Your WIC Nutritionist is always happy to discuss breastfeeding with you too!

This Institution is an Equal Opportunity Provider.

GET MOVIN' TIPS

*Try some new exercises with your child



*Include the whole family in an after-dinner walk!



*Splash in a puddle!



*Jump around or walk or jog in place during a TV commercial.



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