The Supplemental Nutrition Assistance Program (SNAP) provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet.

To find out more, contact your local Department of Human Services Office or call 1-866-311-4287 (toll-free). This project is funded under an agreement with the State of Tennessee. In cooperation with Tennessee State University Cooperative Extension. The USDA is an equal opportunity provider and employer. Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development. University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating. UT Extension provides equal opportunities in programs and employment.

This material was funded by USDA’s Supplemental Nutrition Assistance Program – SNAP and under an agreement with the State of Tennessee.
WHAT IS FARMERS’ MARKET FRESH?

The primary objective of Farmers’ Market Fresh is to encourage fruit and vegetable consumption by limited-resource families. By using their SNAP benefits at farmers’ markets accepting EBT, families can have greater access to fruits and vegetables and learn how to select, prepare and store them in healthy ways.

HOW IS THE PROGRAM DELIVERED?

PROMOTION

While more and more farmers’ markets are accepting SNAP/EBT benefits, many limited-resource families remain unaware of this fact. As part of this program, local farmers’ markets accepting SNAP/EBT benefits are promoted to limited-resource families through social media posts, newspaper articles, signage and promotional displays.

EDUCATION

In Farmers’ Market Fresh, the farmers’ market is the classroom! Education is a key component of this program. This education is delivered through a variety of activities including children’s challenge activities and food demonstrations. Educational tools including nutrient charts, food models, recipe cards and factsheets become an important part of the teaching process.

Farmers’ Market Fresh booths are staffed by The University of Tennessee (UT) Extension agents, paraprofessionals and/or volunteers. These individuals offer a wealth of research-based information on nutrition, food safety, food preparation and home food preservation.

FOOD DEMONSTRATIONS

Farmers’ Market Fresh is not just a one-time food demonstration. Instead, this program is built around a series of food demonstrations utilizing fruits and vegetables common to Tennessee farmers’ markets. Examples of food demonstrations offered include:

- Fresh Tomato Bruschetta
- Broccoli Salad
- Tri-Pepper Salad
- Apple Salad
- Yogurt Peach Parfait
- Summer Squash with Pasta
- Corn Relish Salad
- Blueberry Smoothie
- Sweet Potato Pancakes
- Green Bean Salad
- Cucumber Relish
- Cantaloupe Salad

After attending the food demonstrations, participants will have a collection of recipes fresh from the farmers’ market!