

# Benefits of Local Farmers Markets

Many reasons to visit a farmers market near you:

- **Nutritional Value!** Fresh is best. Foods that have been sitting on grocery shelves, stored in warehouses, or that have traveled long distances lose nutritional value as time passes.
- **Freshness!** Farmers markets sell fresh produce that has often been harvested that same day.
- **Locally Grown!** Items at farmers markets are grown close to home, using fewer resources to transport and store food.
- **Better Taste!** Fresh local produce also provides better flavor.
- **Quality!** Produce from a farmers market is often grown organically, with less chemicals and preservatives.
- **Custom-Size Packaging!** You can choose one or two, rather than an entire bag of produce, saving money and waste.
- **Community Support!** Buying healthy food at local markets puts money directly into the pockets of local farmers and your community.
- **Free Exercise and Fun!** Walk or bike to your local farmers market. Enjoy visiting with vendors and neighbors. Bring young children with you to explore. Have fun choosing healthy, flavorful, fresh foods together!

*Adapted from Franklin/Williamson Healthy Communities Coalition in Illinois*

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