

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

Provided by Wespeth Benefits and Investments' Center for Health

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