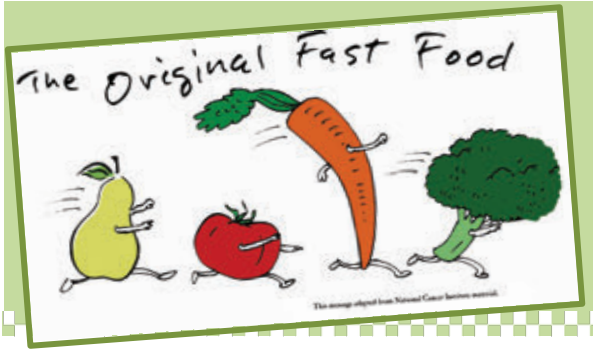

What Incredible Choices

Montana WIC Program
1-800-433-4298

Activity 6

MARKET TOURS:

Supermarket and farmers' market visits to learn more about produce

In this small group activity, WIC participants will tour a produce department or farmers' market to learn more about getting the most with their WIC fruit and vegetable benefits.

WHAT YOU NEED

- **Handouts 6-A or 12-A**: ***Shopping Smart at Farmers' Markets*** or ***Fresh Fruits and Vegetables and Budget*** (depending on the location of your tour) for each participant
- **Handouts and recipes**, depending on season and produce you want to highlight during your tour. Any of the **B and C pages** from any of the **W**hat **I**ncredible **C**hoices packets can help you show tour participants how to select produce at peak freshness. Many stores and farmers' markets also provide maps for shoppers that might be helpful on the tour.

WHAT TO DO

- **Get permission for a tour at a local grocery store or farmers' market.** Visit the location to make certain that it has the features and products that you want to highlight. Meet with the store manager or farmers' market master to discuss your plans. Ask them to help you decide the most appropriate time for a tour. the maximum number of participants, and whether a staff member may to able to join the tour to answer questions.
- **Provide detailed instructions for tour participants**. Let them know exactly where to meet and how long the tour will last (no longer than 30 to 45 minutes).
- **Start with introductions (find somewhere that is out of the main flow of shoppers)**. Introduce and briefly outline the plan for the tour. Ask people to introduce themselves by first name.
- **Distribute handouts (and maps if available).** Explain the path of the tour. Invite participants to ask questions along the way.
- **Walk through store or market – being careful not to get in the way of other shoppers.** Make five or six short stops at different types of produce. Use handout pages B and C to highlight how a specific item can be served – and how to make the best choices for both flavor and nutrition. Invite participants to ask questions and to share their experiences eating different items.
- **Wrap up with a short review of WIC materials**. Find an out-of-the-way spot to reinforce the information you have shared.
- **Thank everyone for coming**. Ask for questions or comments about the ***WIC Fruit and Vegetable Benefit*** before they leave.

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