

Bountiful Benefits

By: Donna Hollinger

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An abundance of nutrient-rich produce makes mid-summer a perfect time to explore a local farmer's market. Building a relationship with a farmer's market allows you to:

Cultivate community

Farmer's markets are vibrant community gathering places. They enable local farmers to connect with area residents and friends to meet and mingle. Family-friendly learning opportunities abound allowing children to discover where food comes from. With its upbeat atmosphere, farmer's markets turn shopping into a fun, social experience instead of a chore.

Grow the local economy

By supporting a farmer's market, you are promoting local consumption of locally grown foods. This benefits the area's economy. Buying directly from a farmer eliminates the middle man. This enables farmers to put more money back into their farms and supports their livelihoods.

Preserve the environment

Farmer's markets are environmentally friendly. The food they feature is transported shorter distances. This results in less energy consumption and greater preservation of natural resources. With shorter travel distances, packaging needs are reduced as well. This means less trash for local landfills.

Harvest for health

Stalls brimming with colorful fruits and vegetables are the signature of farmer's markets everywhere. Produce is recently picked for optimal taste and freshness. Beautiful colors and a wide array of taste and textures add enjoyment to our meals. Savor different foods as they come into season.

Eating a variety of fruits and vegetables plays a vital role in promoting health. Fruits and vegetables are packed with vitamins, minerals, fiber, and antioxidants, none of which the body can produce. The more vibrant the color, the greater the nutrient punch. Eating styles rich in fruits and vegetables are associated with reducing blood pressure and lowering risk for heart disease as well as some types of cancer.

Fruits and vegetables can also help to control weight. Since they are rich in fiber and have a high water content, they are low in calories and energy density. Low energy-density foods provide more volume helping people to feel full while eating fewer calories.

Nourish new food experiences

Farmer's markets provide wonderful opportunities to explore new culinary experiences. They feature unique produce which you won't see elsewhere. From heirloom tomatoes to exotic mushrooms, the diversity of our local region is displayed.

Visiting a farmer's market as a family is a wonderful way to introduce children to new fruit and vegetables varieties. Consider encouraging each child to select a fruit or vegetable to include at a family meal. Children are much more likely to eat fruits and vegetables which they helped to select. Involve them in preparing the fruit or vegetables as well, even if it is only washing the food and placing it on the table. Food habits form at an early age so start now to sow the seeds to reap a lifetime of benefits.

Donna L. Hollinger MS, RD, LD is a registered dietitian in the Nutrition Center at the UI College of Public Health. The Nutrition Center focuses on research, education and counseling in nutrition and healthful lifestyle change. Contact her at donna-hollinger@uiowa.edu.