

May 5, 2003

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MICHIGAN'S PROJECT FRESH

This year during the month of May, the Branch-Hillsdale-St. Joseph Community Health Agency and the Michigan Department of Community Health would like to recognize the Women Infants and Children (WIC) Farmer's Market Nutrition Program (FMNP), also known as Project FRESH.

Project FRESH provides participants in the Special Supplemental Nutrition Program for WIC with coupons to purchase fresh fruits and vegetables at local farmers' markets. WIC participants receive these nutrition benefits in addition to the regular WIC food package and nutrition education. Local farmers are reimbursed for the face value of the coupons. This program enhances farmer earnings and supports their participation in farmers' markets.

The following are highlights of the Project FRESH coupon program:

- ✍ Issued to women and children (ages 1-5) currently enrolled in the WIC program.
- ✍ Targeted to women who are either pregnant or breastfeeding to help meet their special nutritional needs.
- ✍ Participants also receive a 15-20 minute nutrition presentation that includes a food demonstration and taste test.
- ✍ Each client receives a \$20.00 booklet of ten \$2.00 coupon to be used from June 1 through October 31, 2003.
- ✍ Coupons can only be used to purchase fresh fruits and vegetables at authorized farmers' markets.

The authorized farmers' markets in the tri-county area include Hoff's Vegetable Farm and Showcase Gardens of Branch County, Gleis Orchards of Hillsdale County and Byler's Farm Market and Corey Lake Orchards of St. Joseph County.

For more information regarding the Project Fresh Program, contact the Branch-Hillsdale-St. Joseph Community Health Agency at one of our four locations: Coldwater (517) 279-9561, Hillsdale (517) 437-7395, Sturgis (269) 659-4013, Three Rivers (269) 273-2161 or visit our website at www.bhsj.org.

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