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For immediate release

WIC to help celebrate farmers market week

“Even if you don’t have a garden of your own, there’s still a farmer in your backyard--or close enough anyway,” says Natasha Jones, farmers market coordinator with the WV WIC Program.

“You can get all the benefits of having your very own garden, without any of the effort, when you find your local farmers market. The produce you put into your bag at the farmers market was most likely still on the vine, stalk, root or tree only hours before you touched it.”

August is the month when most types of produce are at their most abundant, and West Virginia’s numerous farmers markets are overflowing. The WV WIC Program is participating in a nationwide celebration of farm-fresh, affordable and healthy products during the 2006 National Farmers Market Week, Aug. 6-12.

“There have been farmers markets in West Virginia for many years, in the form of roadside stands or large facilities specifically intended for farm direct products,” says Jones. “There are 105 markets operating across the state right now, and the WIC Program is proud to distribute farmers’ market coupons which assist approximately 5,000 women and children in bringing fresh fruits and vegetables to their table”.

Capitol Market in Charleston will host the WV WIC program on Aug. 10, from 10 a.m. - 4 p.m.

For more information, or to see if you qualify, call your local WIC office, or 304-558-0030. You may also receive additional information by calling 2-1-1 or visiting us on the internet at www.wvdhhr.org/ons.