

MASSACHUSETTS SENIOR FARMERS' MARKET NUTRITION PROGRAM



What are Farmers' Market Coupons?

Your **\$25 booklet** can be used to purchase produce and honey grown and **sold by local farmers at farmers' markets and some farmstands**. The coupons cannot be used at the grocery store.

What Can You Buy with the Coupons?

- **Fruits and vegetables**
- **Fresh cut herbs**
- **Honey**

Other items available for sale at the market cannot be purchased with senior farmers' market coupons, but you may purchase those items with cash. **Some markets also accept SNAP**. Produce choices may differ at different times during the season.

How to use your Coupons:

1. **Find your market!** Go to the online map at Mass.gov/massgrown or use the regional list of markets and farmstands.
2. **Plan your visit!** Check hours of operation and arrange transportation. You can ask a friend or family member to shop for you.
3. **Keep in mind!** Each coupon is worth **\$2.50** and **no change can be given**. If your items cost more, you must pay the difference.
4. Look for the **Farmers' Market Coupons Accepted sign** to find an FMNP farmer.
5. **Don't forget the following:**

- ✓ Your **coupon booklet**
- ✓ **SNAP/EBT card** — *Many markets accept SNAP and participate in HIP.*
- ✓ Reusable shopping bags



Need Help with Food Assistance? These organizations can help you find what you need:

Massachusetts Executive Office of Elder Affairs (EOEA)

www.mass.gov/elders (800) AGE-INFO (243-4636) www.800ageinfo.com

Massachusetts Elder Nutrition Programs

www.mass.gov/elders/meals-nutrition

SNAP Eligibility (formerly Food Stamps)

Find out if you are eligible for SNAP Food Assistance www.mass.gov/snap

Project Bread FOODSOURCE Hotline

For information about SNAP (food stamps), eligibility and emergency food, contact the Project Bread SNAP Hotline at **1-800-645-8333**

Nutrition Information for You

Information about nutrition facts as you age www.nutrition.gov/life-stages/seniors

PRODUCE SPOTLIGHT: KALE

BROUGHT TO YOU BY UMASS EXTENSION NUTRITION EDUCATION PROGRAM

Produce Spotlight on Kale

Kale is a dark leafy green, related to bok choy, collard greens, and broccoli. It is rich in fiber, minerals, and vitamins A, C, and K. Kale contains antioxidants and may protect against heart disease and some types of cancers.

Shopping for Kale

Look for kale with crisp, dark-colored leaves and firm stems. Avoid yellow and wilted leaves. Massachusetts-grown kale is available mid-June through early December. Kale has a sweeter flavor when harvested after the first frost.

Storage and Preparation

- Place kale in a perforated plastic bag and refrigerate in the produce drawer soon after purchasing. Store up to five days.
- Wash thoroughly in cold water, drain, and dry before eating. Remove the midrib of large leaves. Kale can be blanched, steamed, sautéed, or baked.
- If you have more kale than you can eat in a week, freeze it. Blanch the leaves (cook quickly) 2 to 3 minutes and blot dry with a clean dish towel or paper towel. Place in a labeled and dated freezer-grade bag. Plan to use within one year.

Seasonal Recipe — Kale and Feta Salad Serves 4

UMASS Extension Nutrition Education Program

Ingredients

- 3 large stalks of kale, stems discarded, leaves finely chopped (about 4 cups)
- ¼ teaspoon salt
- 2 tablespoons apple cider vinegar or fresh lemon juice
- 1 apple, cored and diced
- ½ cup feta cheese, crumbled
- ¼ cup dried cranberries

Directions

1. Wash and prepare kale and apple.
2. Sprinkle salt over chopped kale and massage for 2 minutes in a large bowl.
3. Pour vinegar over the kale and toss to coat.
4. Mix in apple, feta cheese, and dried cranberries.

Tips:

- Use 1 tablespoon low-fat dressing instead of vinegar or lemon juice.
- Add ¼ cup sunflower seeds or walnuts.
- Use pear or orange slices instead of an apple.
- Substitute raisins for dried cranberries.

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**Massachusetts Department of Agricultural Resources
Executive Office of Elder Affairs**