

# HOW TO SHOP AT A FARMERS MARKET



- Arrive at the market when it first opens for the best selection; take time to walk through and preview the entire market.
- When using cash, farmers appreciate small bills and change.
- Ask farmers questions – they're ready to share recipes as well as cooking and storage tips!
- Bring a cooler with freezer packs to keep any meats and dairy cool while you shop; and bring your own totes to cut down on plastic bag usage.



fruits & veggies  
**more**  
matters

**BENEFITS OF EATING  
FRESH FRUITS  
& VEGETABLES!**

Eating 4-5 cups of fresh fruit and vegetables each day helps to manage weight and promotes good health.

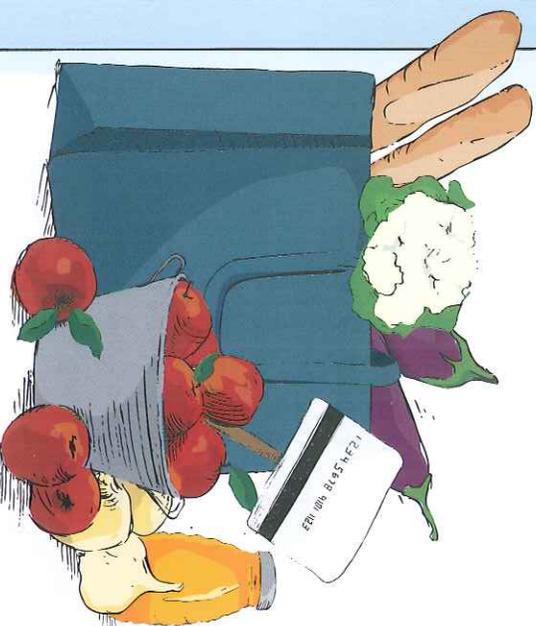
Most fresh fruits and vegetables contain only small amounts of fat and cholesterol, or none at all.

Eating fruits and vegetables in a variety of colors – red, dark green, yellow, blue, purple, white and orange – provides the broadest range of nutrients.

# CHOOSE FRESH!



USE YOUR  
QUEST (EBT)  
CARD AT THE  
FARMERS MARKET!

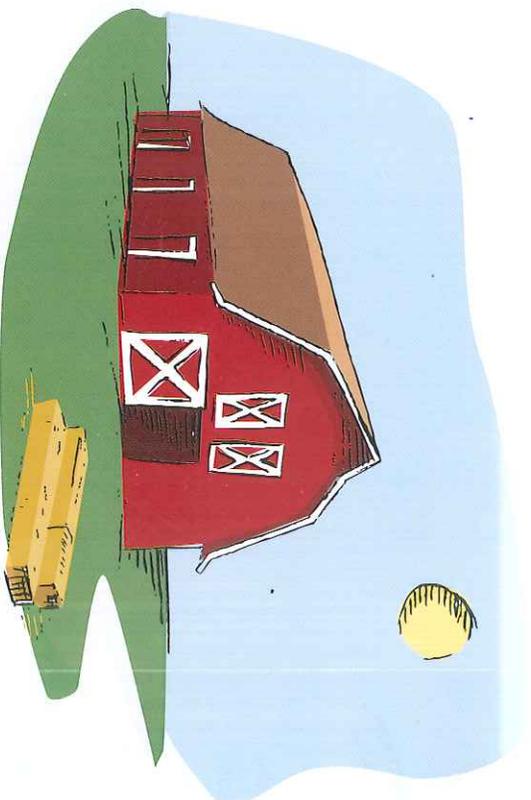
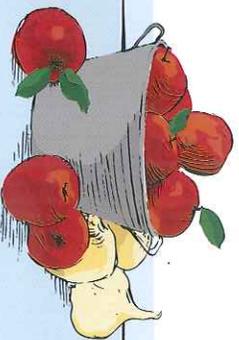


WI FARMERS MARKETS

## HOW TO USE YOUR QUEST (EBT) CARD AT THE FARMERS MARKET:



- 1) Head to the table with the sign  
“Use Your Quest (EBT)  
Card Here!”
- 2) There, use your Quest  
(EBT) Card to purchase as  
many \$1 wooden tokens as  
you'd like. *These tokens will act  
as “cash” at the market where  
you purchased them.*
- 3) Use your \$1 tokens at any  
market booth that displays  
a sign stating “Quest Card  
(EBT) Tokens Accepted Here.”



## WHAT YOU CAN BUY WITH YOUR FOOD SHARE (EBT) TOKENS

- Fruits and vegetables
- Breads
- Meat, fish, poultry
- Dairy products
- Maple and honey products
- Seeds and plants that  
produce foods
- Baked goods: wrapped,  
labeled and intended for  
home consumption
- Jams, sauces, soups, etc.

## YOUR BENEFITS GO FURTHER AT

## THE FARMERS MARKET!

When you shop at your local farmers market, you benefit from food that's fresher, and more flavorful.

*It's the best food you can bring home to your family.* Not to mention, local market farmers and vendors offer free recipes and prep tips. And now, your Quest (EBT)

Card is welcome at many WI Farmers Markets.



## WHAT TO DO WITH LEFTOVER TOKENS

- Unused tokens may be exchanged at the token booth for a refund back onto your Quest (EBT) Card.
- You may also keep unused tokens and use them next time you shop the farmers market. Tokens do not have an expiration date!