

## Starting a Farmers Market in the Office

A farmers market is a multiple-vendor farm-to-consumer retail operation, where producers sell goods directly to consumers at a set outdoor or indoor location.

A report published in the Centers for Disease Control and Prevention's *Morbidity and Mortality Weekly Report* found that very few Americans eat the recommended amount of fruits and vegetables every day, which puts them at risk for chronic diseases such as diabetes and heart disease. People are missing out on essential vitamins, minerals and fiber that fruits and vegetables provide. A recent study by the National Center for Biotechnology Information concluded that fruit and vegetable consumption was associated with shopping at a farmers market, and may be a viable way to increase produce consumption.



Eating a diet rich in fruits and vegetables daily can help reduce the risk of many chronic illnesses, including heart disease, Type 2 diabetes, some cancers and obesity.

Here are more reasons to start a farmers market in the office:

- Freshly picked, in-season produce is at its peak in flavor and nutrition and costs less
- Support your local farmers and economy
- Fresh fruit and vegetables are full of antioxidants and phytonutrients
- Supporting your local farmers market strengthens your community
- Farmers markets offer food that align with the MyPlate guidelines

How do you get started? Here are a few tips:

- Gain support from senior leadership
- Establish a project champion
- Determine employee interest
- Set market goals
- Create a planning team
- Other key partners

Sources: [cdc.gov](http://cdc.gov), [whatworksforhealth.wisc.edu](http://whatworksforhealth.wisc.edu)\*

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