

LIFE HAS WELLNESS

A monthly wellness newsletter

Excellus 

National strength.
Local focus.
Individual care.™

July 2015



Choosing to eat locally is more than a passing fad. It's a lifestyle that gives you access to healthy food that comes with a relationship to the farmer that has produced your food.

It is environmental responsibility as you are choosing to eat without imposing a large carbon footprint and choosing from local farmers who are environmental stewards of their land.

You are also choosing economic responsibility, as the dollars you spend on food are kept in circulation within your local community, rather than being sent off to some corporate headquarters in some far-off state or nation.

But what is really wonderful about eating locally is the high quality of the foods you will find right in your own backyard!

Farmers are highly skilled in creating healthy, nutritious and flavorful foods and proud to present them to you and your family. You can find these farmers in your local farmers markets each week, sometimes year round!

We encourage you to seek out local farmers markets and start, or expand, your journey to eating more locally.

Excerpt from nylocalfood.com



7 Tips for Conquering the Farmers' Market

Cheryl Slocum / *Cooking Light*

1

Time it right

Arrive early, before things get too picked over. High-demand items like berries, corn, and fresh peas go quickly. If you can, avoid peak market hours: It's tough to navigate the crowds, and produce has wilted by that time.

2

Survey first

Take a preliminary lap around the market to find out what's popping—then make your shopping list. For big venues, visit the market's website for a printable map to make finding vendors easier.

3

Exercise restraint, but plan for a splurge

Keep your head and buy only what you'll use within a week. Buddy up and split bigger lots, like baskets of tomatoes or bunches of herbs, with a friend. Budget for the weekly staples, but save some cash for special purchases, like flowers or a jar of honey.

4

Sense the season

It's usually better to wait a bit rather than to dig into the first fruit or vegetable of the moment. Let the season get under way for a week or so, and then go for it to get the best flavors and texture.



5

Chat up the farmer

Growers eat, sleep, and breathe their produce, so tap into their expertise. Cultivate that relationship: Visit regularly, learn names, and always be respectful—you're likely to get invaluable shopping and prep advice, details about upcoming harvests, and special deals (but don't try to haggle; prices are often set by consensus among the growers). With this kind of relationship, you can even call ahead for big orders.

6

Take meat for a test run before buying big

Select lesser cuts like bacon or sausages to try out a new meat vendor. Decide how you like the product before going in for a pricier whole roast or chops.

7

Taste for quality

Take advantage of samples to try something new or to gauge flavor, sweetness, and texture. Don't see samples? Just ask—most vendors will happily oblige. Produce comes to market at its peak and is much more delicate than what you'll find at the grocery store; offering tastes prevents customers from over handling.

USDA's National Farmers' Market Directory



The USDA's National Farmers' Market Directory lists markets that feature two or more farm vendors selling agricultural products directly to customers at a common, recurrent physical location. Maintained by the Agricultural Marketing Service, the Directory is designed to provide consumers with convenient access to information about farmers market listings to include: market locations, directions, operating times, product offerings, accepted forms of payment, and more.

Search for markets by zip code, geographic proximity, product availability, payment method and even whether the market participates in Federal nutrition programs, such as the Supplemental Nutrition Assistance Program (SNAP). You can also search by selecting the state and typing the official name of the farmers market.

Visit the **USDA's National Farmers' Market Directory** [here](#).

Farmers' Market Resources



Click [here \(PDF\)](#) for hints and tips on how to make your trip to the farmers' market fruitful.



Click [here \(PDF\)](#) for information on food safety for consumers.



Click [here \(PDF\)](#) for 10 tips for shopping at your local farmers' market.

In Season for July and August Vegetables

- Cucumber
- Corn
- Eggplant
- Tomatoes
- Summer Squash
- Green Beans
- Lettuce

Fruits

- Watermelon
- Strawberries
- Cantaloupe
- Blueberries
- Peaches
- Apricots
- Kiwi
- Raspberries
- Plums

Zucchini and Tomatoes

A simple vegetable dish with ingredients that you can find right at your local farmers' market!

[Read or print the full recipe with instructions. \(PDF\)](#)



Preventive Care

Everyone needs an ounce of prevention. Preventive health care can help you stay healthier throughout your life.

Click [here](#) to learn more about recommendations for preventive care.

Do you have a healthy recipe that you'd like to share? We may feature your recipe in an upcoming newsletter. [Email us your recipe.](#)

