

FARM DIRECT SOCIAL MEDIA

TIPS AND IDEAS



Farm Direct Nutrition Program Posting Tips and Suggestions:

- **Edit examples below or create new posts to reflect your region, participants, and locally available produce.** Give staff the opportunity to offer feedback about how best to communicate these ideas with your followers. You know them best.
- Aim for at least one Farm Direct post per month from June through November. Concentrate posts toward the start of the season for farms and stands that close before November.
- Take photos or videos of local produce or markets to include in your posts. Remember to obtain consent for photos of people. Refer to your local policies and procedures about photos.
- Reference Farm Direct webpages and online shopper directory at [MyOregonFarm.org](https://www.myoregonfarm.org) as needed. The [WIC Farm Direct participants page](#) offers tips and instructions.

Farm Direct vs. Fruit and Veggie Benefits:

- Coordinate Farm Direct promotion with messaging about the Cash Value Benefit (CVB) increase. Encourage participants to buy fresh, local fruit and veggies with Farm Direct, and use their CVB for frozen, canned and imported produce, in addition to fresh.
- Farm Direct provides more than just extra produce:
 - Visiting farmers markets and farms, including many u-pick farms, is a fun, outdoor family activity. Many offer special child-focused activities.
 - Farm Direct provides more income for local farmers and supports local communities and economies.
 - Produce at a farmers market is often picked within 24 hours of selling which makes it extra fresh and tasty, and packed with nutrients.
 - Many farmers offer preparation tips and cooking ideas.

Suggestions and Example Posts:

Issuance Related:

- *Customize a post about how participants can get vouchers from your clinic.*
- Buy more locally grown fruit and veggies with WIC Farm Direct! [Fruit and veggie emojis here!] Contact [enter your information] to see if you qualify (or mention how to get vouchers).

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Anytime:

- Farmers markets are a great place to introduce your kids to new fruit and vegetables. A scavenger hunt can make it extra fun! Don't forget your Farm Direct vouchers.
<https://www.foodhero.org/farmers-market-savenger-hunt>
- WIC Farm Direct gives you vouchers for local fruit and veggies! Where will you spend yours? Find a participating farmers market or farm at MyOregonFarm.org
- Show your family and a farmer you care. Have some fun this week at a participating market or farm: MyOregonFarm.org

Summer:

- Fill up on extra veggies and fruits this summer with WIC! Use your Farm Direct Dollars to buy fresh and local at farmers markets, farm stands, and u-pick farms.
- You can support Oregon farmers by spending your Farm Direct Dollars and bringing home the summer's freshest produce.
- *(First full week in August)* It's National Farmers Market Week! Support a local farmer by shopping with your Farm Direct vouchers at your friendly local market.
Find image and infographics at:
farmersmarketcoalition.org/national-farmers-market-week/
- Grab fresh veggies and cilantro at your local farmers market for these kid-friendly quesadillas. Remember your Farm Direct Dollars!
Link: <https://foodhero.org/recipes/veggie-quesadillas-cilantro-yogurt-dip>
- Pizza night! Kids will love building their very own mini pizzas. Spend your Farm Direct Dollars on local veggies for colorful, tasty toppings.
Link: <https://foodhero.org/recipes/my-personal-pizza>

Early-Mid Fall:

- Spend all your Farm Direct vouchers before your market closes for the year. September is a great time to find your favorite fruit and veggies.

Asegúrese de usar todos sus cheques de Farm Direct antes de que los mercados cierrren este año. Septiembre es un gran mes para encontrar sus frutas y verduras favoritas.

- Do you still have WIC Farm Direct vouchers? Buy local! Check out the WIC Shopper app to learn how and where to shop. Find a location at MyOregonFarm.org

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- Pears ripen from the inside out! “Check the neck” for ripeness. Gently press near the stem with your thumb. When it gives to gentle pressure it is ready to eat. Grab some local pears with your Farm Direct Dollars this season!

Video from USA Pears (based in Oregon!): <https://youtu.be/g9C4EKSgaC8>

- Don't miss out on the freshest fall fruit and veggies! Many farmers markets close in October. Find a location at MyOregonFarm.org and shop while you can.
- What do you call a squished pumpkin? Squash! Use your Farm Direct vouchers for locally grown winter squash this season.
- Oregon farmers have been working hard to bring you the freshest fall produce. Use your Farm Direct Dollars to bring home your family's favorites.

Los agricultores de Oregon han trabajado mucho para ofrecer frutas y verduras de otoño. Lleve a su hogar los productos favoritos de su familia, usando su cheques Farm Direct.

NOVEMBER*:

- November is the last month to shop with your Farm Direct vouchers. Find the freshest local food for your family at these locations: MyOregonFarm.org

Use sus cheques Farm Direct para comprar frutas y verduras frescas para su familia. Noviembre es el ultimo mes para usar sus cheques. Encuentre una ubicación en la página MyOregonFarm.org

- Don't miss out on local fruit and veggies for your family meals. Spend your WIC Farm Direct vouchers before they expire this month. Questions? Visit MyOregonFarm.org
- *Post the last full week of November if your local markets or stands are open:* Last Chance! Find a farmers market or farm stand to use your Farm Direct vouchers by this week. MyOregonFarm.org

**Consider listing specific locations if there are only a few open during November in your area.*