Fruit and Veggie Fest 2016

The Santa Barbara County Public Health Department Nutrition Education and Obesity Prevention Program is teaming up with La Favorita Market to host a Fruit and Veggie Fest celebration in Santa Maria on Sunday, May 15, from noon to 3pm at the La Favorita Market located at 1711 South Broadway.

This is an annual statewide celebration of healthy living. Shoppers will experience cooking demonstrations and fun activities for the whole family in an effort to encourage making healthier choices in every aisle.

Providing store tours along with healthy recipe demonstrations and tastings are fun ways to create healthy habits. We encourage creating plates half full of fruits and vegetables, eating more whole grains and drinking more water every day. With a theme focused on the rainbow of color, flavor, and nutrition that fruits and vegetables offer, shoppers will be encouraged to fill their carts with plenty of fresh, frozen, dried and canned produce. Additional activities will include, free health screenings, children’s activities, community resources and information, and physical activity.

California’s grocers are on the frontlines of the obesity epidemic, which is why the Santa Barbara County Public Health’s Nutrition Education and Obesity Prevention Program is working with several stores to reach shoppers at the point of purchase. Surveys show that retail promotions can have a positive impact on how shoppers spend their food dollars and Cal -Fresh benefits. From corner stores to supermarket chains, retail partnerships and in-store activities like Fruit and Veggie Fest are critical in the battle against obesity, particularly among low-income Californians who are at greater risk.

The Fruit and Veggie Fest will be held on Sunday, May 15th from noon to 3pm at La Favorita Market located at 1711 South Broadway in Santa Maria. For more information please contact Sol.Guerrero@sbcphd.org (805) 714-1773.

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