



COUNTY OF ORANGE HEALTH CARE AGENCY

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Fruit and Veggie Fest 2009 - Eat Right When Money's Tight!

Sponsored by the Network for a Healthy California—Orange County Region Retail Program

WHAT: Fruit and Veggie Fest will be a fun-filled day of educational, interactive activities designed to highlight ways families can make healthy choices on a limited budget. Visitors to the San Clemente Ranch Market-Casa de El Toro Rojo will learn from local mothers and partners about the importance of healthy eating and how to buy and prepare nutritious meals and snacks. This event is part of a month-long statewide effort by the California Department of Public Health's *Network for a Healthy California-Retail Program* to empower low-income families to become Champions for Change by making healthy, active living a priority.

WHY: Many Orange County residents need to find ways to feed their families on a limited budget. Fruit and Veggie Fest is designed to help families learn about food assistance programs and consume healthy foods which can help them reduce their risk of developing serious health problems, such as obesity, heart disease, type 2 diabetes and certain types of cancers.

WHEN: Friday, May 22, 2009
9:00 a.m. – 3:30 p.m.
Toast to Health ceremonies at 10:00 a.m. and 12:30 p.m.

WHERE: San Clemente Ranch Market – Casa de El Toro Rojo
101 W. El Portal, San Clemente, CA 92672
(El Portal/N. El Camino Real)

WHO:

- *Network for a Healthy California – Orange County Region*, County of Orange Health Care Agency
- Sonja Weiss, owner, San Clemente Ranch Market – Casa de El Toro Rojo
- Megan Gunther, Camino Health Center – Supplemental Nutrition Program for Women, Infants and Children (WIC)
- Veronica Vega, *Network* South County Champion Mom
- Aida Marchesi, WIC South County Champion Mom
- Learning Link Preschool, Las Palmas Elementary, Capistrano Unified School District
- Paulina Avendano, M.D., Southern Orange City Pediatrics

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PHOTO OP:

- Preschoolers from Learning Link - Las Palmas Elementary will make strawberry costumes, parade to San Clemente Ranch Market, perform a fruit-veggie dance and become “food critics” as they taste and rate a colorful variety of fruits and vegetables.
- Invited guests will lift glasses of fruit and vegetable juice and make a toast to healthy eating and active lifestyles.
- *Network* Champion Mom Veronica Vega will co-host a booth with dietitians to help teach customers how to buy and prepare healthy meals on a limited budget.
- WIC Champion Mom Aida Marchesi will discuss the importance of WIC services and help prepare a nutritious fruit smoothie, featuring strawberries and low-fat milk.

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