

## MEDIA ADVISORY

### COMMUNITY TO ENJOY A RAINBOW OF HEALTHY FRUITS AND VEGETABLES AT “FARM TO FORK 2015”

*Senator Cathleen Galgiani and San Joaquin County Public Health Services  
Promote Awareness and Access to Healthier Choices for Healthier Lives*

- WHAT:** Stockton’s Farm to Fork 2015 is a free event sponsored by Senator Cathleen Galgiani in partnership with San Joaquin County Public Health Services (SJCPHS) Nutrition Education and Obesity Prevention (NEOP) program. Hundreds of community members are expected at the 3<sup>rd</sup> Annual Farm to Fork Celebration featuring a Fruit and Veggie Fest, an annual event held to encourage people to improve their health by eating an array of colorful fruits and vegetables in all forms including fresh, frozen, dried and canned.
- Through Farm to Fork activities at the San Joaquin County Fairgrounds, attendees will learn how to incorporate a rainbow of colors into meals and snacks with the addition of delicious produce. Food demonstrations will highlight easy to make meals from the Champions for Change campaign. In addition, produce tasting will be offered along with physical activity demonstrations and fun activities for the kids.
- WHEN:** Thursday, July 23, 2015  
11:00 a.m. – 2:00 p.m.
- WHERE:** San Joaquin County Fairgrounds Building 2  
1658 S. Airport Way, Stockton, CA 95206
- WHO:** Farm to Fork 2015 will feature enlightening and engaging speakers that include:
- State Senator Cathleen Galgiani, D-Stockton and Chair of the Senate Agriculture Committee;
  - Michael Marks, “Your Produce Man”
- WHY:** The Central Valley is one of the world's most productive agricultural regions. Unfortunately, many people in our community live in food deserts that have very few, if any, markets that sell fresh, quality fruits and vegetables. The focus of this event is on promoting access to services and healthier food choices and reducing rates of obesity in San Joaquin County. Farm to Fork 2015 provides an opportunity to connect people in the community with valuable resources (e.g., local government resources, service agencies and locally grown fruits and vegetables).

The event’s activities provide opportunities to educate families about the importance of regularly consuming more fruits and vegetables and water to improve their health, as well as to incorporate physical activity into their healthy lifestyle choices.

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The SJCPHS/NEOP program recognizes that corner stores, supermarket chains, retail partnerships and activities like *Fruit and Veggie Fests* and *Farm to Fork* events, all play a critical role in the battle against the obesity epidemic, particularly among low-income populations who are at greater risk. Working together, we are bringing about positive change to the community!

- VISUALS:** A variety of educational and fun activities to encourage families to make healthy, active living a priority including:
- Food Demonstrations & Taste testing of nutritious and delicious recipes
  - Physical activity demonstrations
  - Tips and ideas to help consumers find healthy and affordable produce options

**CONTACT:** Ingrid A. Glenn, San Joaquin County Public Health Services Nutrition Education and Obesity Prevention Program at 209-468-3868 or [iaglenn@sjcphs.org](mailto:iaglenn@sjcphs.org)

# # #



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net) for healthy tips.

**Attachment:** Event flyer

# 3<sup>rd</sup> Annual Farm to Fork

## Fruit and Veggie Fest

JOIN SAN JOAQUIN COUNTY PUBLIC HEALTH SERVICES FOR  
FRUIT AND VEGGIE FEST- A CELEBRATION OF HEALTHY LIVING!

**FREE!**

**July 23, 2015**  
**San Joaquin County Fairgrounds**  
**Building 2**  
**11a.m. to 2p.m.**

**Program will include:**

**Free cooking demonstrations!**  
**Resources & information from**  
**community partners on healthy living**



**ALSO FEATURING**  
**MICHAEL MARKS,**  
**"YOUR PRODUCE MAN"**  
**AS SEEN ON GOOD DAY**  
**SACRAMENTO!**



SAN JOAQUIN COUNTY

**Public Health Services**

*Healthy Future*

**Harvest**  
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For more information, call (209) 468-3868

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# Tercer Año



## De la granja a la mesa

### Festival de Frutas y Verduras

¡CELEBRE UNA VIDA SALUDABLE CON LOS SERVICIOS DE SALUD PÚBLICA DEL CONDADO DE SAN JOAQUÍN!

¡Gratis!

23 de Julio de 2015

Terrenos de la feria de Stockton  
Edificio 2

11a.m. a 2p.m.

El programa incluirá:

¡Demostraciones de como cocinar gratis!  
Recursos é información de asociaciones  
de la community sobre como llevar una  
vida saludable.



PRESENTACIÓN DE:  
**MICHAEL MARKS,**  
"SU HOMBRE DE"  
**PRODUCTOS AGRÍCOLAS**  
PRESENTADOR DEL  
PROGRAMA "GOOD DAY  
SACRAMENTO"!



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Para mas información, llama al (209) 468-3868

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