



San Joaquin County Public Health Services

1601 East Hazelton Avenue . Stockton, CA 95205
209/468-3411; Fax 209/468-3823; www.sjcphs.org

FOR IMMEDIATE RELEASE

Release #2016-04

CONTACT for this Release:

Krista Dommer

Office Phone: 209-468-3571

Email: kdommer@sjcphs.org

Alvaro Garza, M.D., M.P.H.
Public Health Officer

Barbara Alberson, M.P.H.
Senior Deputy Director
Policy and Planning

ENJOY A RAINBOW OF HEALTHY PRODUCE DURING FRUIT AND VEGGIE FEST 2016

Public Health Services Partners With Walmart Neighborhood Market to Make Shoppers' Health a Priority

Stockton, CA (May 11, 2016) – San Joaquin County Public Health Services, Walmart Neighborhood Market, and California Champions for Change are teaming up to brighten the grocery shopping experience this Saturday with Fruit and Veggie Fest, an annual event sponsored by local health departments that celebrates healthy eating at food retail locations statewide during May. This year's local event will be on **Saturday, May 14, 2016, from 10:00 am to 2:00 pm, at Walmart Neighborhood Market, Calaveras Shopping Center, 1189 E. March Lane in Stockton.** Shoppers will be treated to store tours, cooking demonstrations, and fun activities for the whole family, all to encourage making healthier choices in every aisle. With a theme focused on the rainbow of color, flavor and nutrition that fruits and vegetables offer, shoppers are encouraged to fill their carts with plenty of fresh, frozen, and dried produce.

"Fruits and vegetables add a beautiful array of color to snacks and meals, and those colors are important because it means a diet rich in a variety of vitamins and minerals that our bodies need to be healthy," says Alvaro Garza, MD, MPH, Public Health Officer. "Every trip to the grocery store is another chance to improve your family's health by bringing home a rainbow of fruits and vegetables."

California's grocers are on the frontlines of the obesity epidemic, which is why San Joaquin County Public Health Services Nutrition Education and Obesity Prevention Program works with stores countywide 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 CalFresh 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.

More than 15 community-based health and wellness vendors, such as SCAN, Second Harvest, Walmart, and Crunch Fitness, will also take part in promoting healthy eating and active living at the event. Local chefs will participate in a healthy food demonstration using strawberries, which is May's Harvest of the Month.

For more information about Fruit and Veggie Fest, free nutrition and physical activity education classes for low-income individuals and families, and other resources and events in San Joaquin County, call the Nutrition Education and Obesity Prevention Program at 209-953-7309.

-more-

The California Department of Public Health's Nutrition Education and Obesity Prevention Branch is a public health effort working with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity. Funding is from USDA SNAP-Ed, known in California as CalFresh. USDA is an equal opportunity provider and employer. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

###

Attachment: Event Flyer (English/Spanish)

Fruit and Veggie Fest 2016

May 14, 2016



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

When : Saturday, May 14, 2016
**Where : Walmart Neighborhood Market
Calaveras Shopping Center
1189 E. March Lane, Stockton**
Time : 10 a.m. - 2 p.m.

Remember to check these
fresh, in-season fruits and
vegetables during your next
shopping trip :

- Peas*
- Strawberries*
- Melons*
- Lettuce*
- Cherries*
- Peaches*
- Summer Squash*
- Asparagus*

Sample delicious recipes

Fun activities

Free health screenings

Tour Walmart and learn how to
choose the best food for you and
your family



SAN JOAQUIN COUNTY
Public Health Services
Healthy Future


**CHAMPIONS
for CHANGE™**

Walmart 
Neighborhood Market

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

Festival de Frutas y Verduras 2016

14 de mayo, 2016



ACOMPÑE A LOS SERVICIOS DE SALUD PUBLICA DEL CONDADO DE SAN JOAQUIN EN EL FESTIVAL DE FRUTAS Y VERDURAS ¡CELEBRANDO UNA VIDA SALUDABLE!

Fecha : Sábado, 14 de mayo, 2016

Lugar : Walmart Neighborhood Market
Centro Comercial Calaveras
1189 E. March Lane, Stockton

Hora : 10 a.m. - 2 p.m.

Recuerde revisar estas frutas y verduras frescas que están en temporada durante su próxima visita al supermercado:

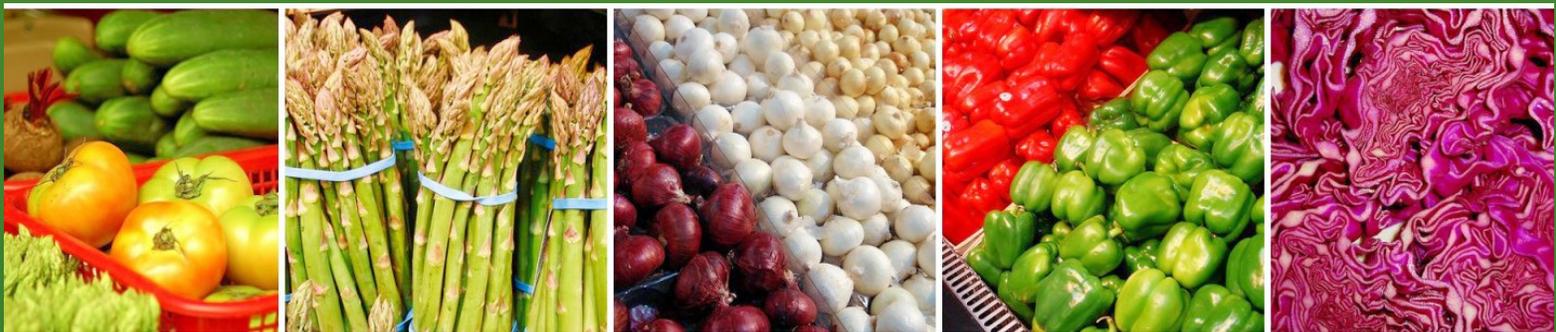
- Chicharos
- Fresas
- Melones
- Lechuga
- Cerezas
- Duraznos
- Calabaza "Summer Squash"
- Espárragos

Pruebe recetas deliciosas

Participe en actividades divertidas

Exámenes de salud gratis

Recorra la tienda de Walmart y aprenda como escoger mejores alimentos para usted y su familia



SAN JOAQUIN COUNTY
Public Health Services
Healthy Future


**CAMPEONES
del CAMBIO™**

Walmart
Neighborhood Market

Para información sobre CalFresh, llame al 1-888-9-COMIDA. Financiado por SNAP-Ed del USDA, un proveedor y empleador que ofrece oportunidades equitativas. Para consejos saludables, visite www.CampeonesDelCambio.net