
HEALTH DEPARTMENT
NEWS RELEASE



FOR IMMEDIATE RELEASE

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Project FRESH gets free Michigan grown fruits and vegetables to WIC recipients

GRAND RAPIDS - The Kent County Health Department (KCHD) is offering clients of the Special Supplemental Nutrition Program for Women Infants and Children (WIC) the opportunity to get \$25 worth of free fresh fruits and vegetables from area farmers markets.

Qualified applicants will be required to attend a 15 to 20 minute class about the program. The class will include nutritional tips and recipes. Applicants must make an appointment for the class by calling KCHD at (616) 632-7200. The classes are forming now and will be held at various locations in both English and Spanish through August.

During the class participants will receive a coupon booklet consisting of five, five dollar coupons to use at local farmers markets or roadside stands from June 1 until October 31, 2017. Anyone who is eligible and attends the class will receive a list of participating locations.

“The benefits of this program are two fold,” said Abby Bishop, WIC program supervisor at the department. “We are able to get fresh fruits and vegetables into the hands of our clients, free of charge to them, and we’re able to keep the funding for the program in the local economy by supporting the farmers and growers of Kent County.” Funding for the program is being made available by the United States Agriculture Department.

While the program runs until October 31st Project FRESH is a once a year benefit, meaning each recipient will only receive the \$25 coupon booklet one time this season.

WIC has placed the following videos on YouTube. Feel free to use the videos.

<https://www.youtube.com/watch?v=RGex9lSh81Q>

<https://www.youtube.com/watch?v=vIU1w7SyHHg>

<https://www.youtube.com/watch?v=TUfReS54oU8>

KCHD has been in the business of providing health services to Kent County since 1931. The Health Department is home to nearly 265 employees including public health nurses, sanitarians, health educators, technicians, public health administrators, and specialized staff at the Kent County Animal Shelter. The Health Department operates one main clinic and three satellite clinics located in Kentwood, Rockford, and Grand Rapids. To learn more about KCHD services, visit www.accesskent.com/health.

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