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 3rd 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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A Division of San Joaquin County Health Care Services
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

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**Attachment:** Event flyer
3rd Annual
Farm to Fork
Fruit and Veggie Fest

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

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!

For more information, call (209) 468-3868

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!

23 de Julio de 2015
Terrenos de la feria de Stockton
Edificio 2
11a.m. a 2p.m.

El programa incluirá:
¡Demostraciones de cómo cocinar gratis!
Recursos e información de asociaciones de la comunidad sobre cómo llevar una vida saludable.

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

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