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.
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.

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**Attachment:** Event Flyer (English/Spanish)
Fruit and Veggie Fest 2016

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

<table>
<thead>
<tr>
<th>When</th>
<th>Saturday, May 14, 2016</th>
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| Where   | Walmart Neighborhood Market  
           Calaveras Shopping Center  
           1189 E. March Lane, Stockton |
| Time    | 10 a.m. - 2 p.m.       |

Sample delicious recipes
Fun activities
Free health screenings
Tour Walmart and learn how to choose the best food for you and your family

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

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

Festival de Frutas y Verduras 2016

ACOMPAÑE 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.

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

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

San Joaquin County Public Health Services
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