



January 2015

Franklin County Farmers Market Success Story

Franklin County Health Department devoted a lot of time and energy to the Franklin County Farmers Market located in Louisburg, NC. This partnership was considered a success as the result of the development of the new Farmers Market promotional signage. Prior to the Community Transformation Grant Project (CTG Project), the Franklin County Farmers Market signs were not receiving as much attention as Franklin County Cooperative Extension farmers market staff anticipated.

Therefore, Franklin County Health Department staff working on the CTG Project decided to assist with the development of improved signage to promote the market. According to the 2013 Farmers Market survey, 11.7% of Franklin County residents first learned about the Farmers Market via roadside signs. The signs were developed to increase the number of people utilizing the market and were placed at each trash disposal site in the county. Franklin County Health Department staff working on the CTG Project also aided with marketing of the Farmers Market by providing financial assistance to have color ads placed in the local newspaper to promote hours and location.

Furthermore, the CTG Project was able to assist with the design and purchase of A-frame signs to promote hours of operation. In addition, enhancements to the market including a much needed hand washing station and industrial sized fans to provide comfort and health benefits to the vendors and patrons were provided.

Franklin County's Farmers Market Signage

Before

After

Shannon Village Shopping Center
Highway 401 North
Louisburg, NC
Open: May-December
Tuesday & Friday: 10am-Sold Out
Saturday: 8am-Sold Out

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6 TIPS TO HELP PREVENT COLDS AND FLU

- Wash Your Hands often
- Get the Flu Vaccine
- Get Enough Sleep
- Drink Plenty of Liquids
- Take Vitamin C
- Be Active and Exercise



Top 5 Healthiest New Year's Resolutions

This year, pick one or two of these worthy resolutions, and stick with it. Here's to your health!

- **Lose weight:** Being overweight or obese is associated with an increased risk for the development of a multitude of diseases, including cancer, diabetes, and heart disease.
- **Quit smoking:** Smoking is the largest cause of preventable death in the world. As soon as you quit, your body begins to repair the damage caused by smoking.
- **Cut back on alcohol:** Chronic heavy drinking boosts your risk of liver and heart disease, hypertension, stroke, and mental deterioration.
- **Get more sleep:** Adequate sleep is a key part of a healthy lifestyle, and can benefit your heart, weight, mind, and more.
- **Integrate exercise:** Exercise can help prevent excess weight, combat health conditions and disease and improve mood.



Spiced Salmon with Mustard Sauce

Makes: 4 servings (serving size: 1 fillet)

INGREDIENTS

- 2 teaspoons whole-grain mustard
- 1 teaspoon honey
- 1/4 teaspoon ground turmeric
- 1/4 teaspoon ground red pepper
- 1/8 teaspoon garlic powder
- 1/4 teaspoon salt
- 4 (6-ounce) salmon fillets
- Cooking spray



PREPARATION

Combine first 6 ingredients in a small bowl, stirring well with a fork. Rub mustard mixture evenly over each fillet. Place fillets, skin side down, on a jelly-roll pan coated with cooking spray. Broil 8 minutes or until fish flakes easily when tested with a fork or until desired degree of doneness.

Courtesy: Cooking Light



Text the word **RECIPE** to 49798 to be added to our recipe exchange



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