



Florence County Health Department

501 Lake Ave PO Box 410 Florence, Wisconsin 54121 715-528-4837
A.Seibold, RN, MS Health Officer/Director



NEWS RELEASE

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Sidnie Graff, Public Health Nurse
Florence County Health Department
715-528-3427
FAX 715-528-5269
sgraff@florencecountywi.gov

Women, Infants, and Children Vendors at Aurora Farmer's Market

[Florence, WI] –

There are WIC Vendors at the Aurora Farmer's Market! WIC participants can visit the WIC-approved farmer's stands and use their vouchers to redeem fresh produce! The AFM has 2-3 WIC-approved vendors available to the WIC participants every Thursday from 2-6pm in the NWTC parking lot in Aurora, WI until September 26th. Look for the yellow FMNP sign at vendor tables! This is a great opportunity to maximize in-season fruit and vegetable intake while supporting the local farmers!

Fruit and vegetable intake is extremely important. According to the USDA, Children (2 and over) should be consuming 1-2 cups of vegetables and 1-1.5 cups of fruit daily. Pregnant or lactating women should be consuming 3 cups of vegetables and 2 cups of fruit daily. The farmer's market is a great way to give back while also sticking to the WIC recommendations for nutrition. Our community is lucky to have such support for the WIC participants!

The Florence County Health Department works to protect, promote and improve the health of all people in Florence County. Learn more about the services on the website, Facebook or Instagram. Florence County Health Department can be reached at 715-528-4837, located in the Courthouse at 501 Lake Avenue. The department is open 8:30-4:00p Monday through Thursday. WIC is an equal opportunity employer.

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