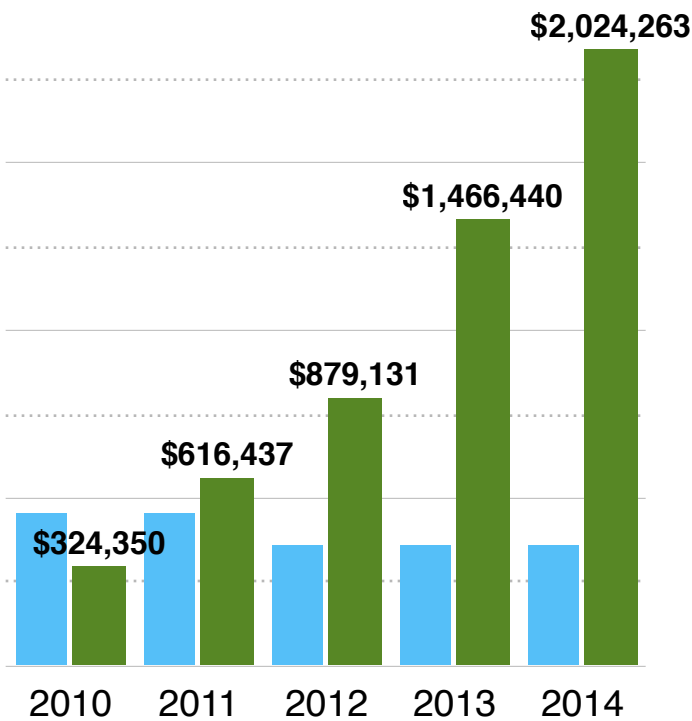




making fresh affordable

Driving CA's \$7.8B in CalFresh Towards Small & Mid-Sized Farmers

- CDFA SCBG Funding
- MM Revenue for Farmers

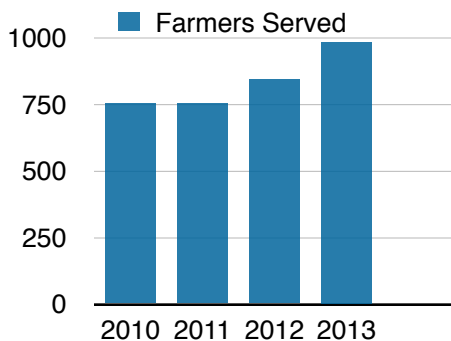
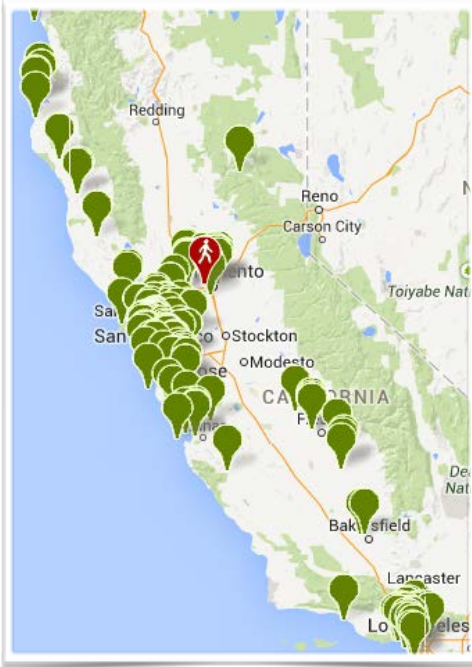


Market Match is a powerful Farm-to-Fork incentive program bringing federal dollars directly to certified farmer vendors. 69% of farmers surveyed at participating markets reported that they have new shoppers and 67% reported they earned more income. Finally, 28% reported diversifying their production as a result of the Market Match program.

Shoppers use their CalFresh EBT or WIC at Farmers' Markets and get their benefits matched on purchases of fresh, locally-grown fruits and vegetables. Over 70% of participants report they buy more fruits and vegetables as a result of Market Match.



Stimulating Farm-to-Fork Shopping at 150 Markets & Growing



Incentives Work for California's Rural Communities

According to USDA, every \$1 of SNAP spending generates \$1.79 of additional economic activity. That means that in 2014, with only \$400,000 of CDFA funding, Market Match created nearly \$3.7M in economic activity, aiding some of California's most drought-devastated farming communities.

Market Match Drives Additional Purchases with Farmers 4 to 1

In 2014, \$450,000 in incentives drove \$2M in spending on fresh fruits and vegetables at participating markets. That is a Social Return On Investment (SROI) of 440%, unprecedented in healthy eating interventions.

Demand Outstrips Funding

Participating farmers' markets consistently report far more participants than funding allows them to serve. Additionally, Market Match consistently has new requests from farm-direct outlets that are unable to onboard due to funding limitations.

USDA To Match \$31M in SNAP Incentive Program

The Food Insecurity Nutrition Incentive (FINI) Program will fund up to \$31M in Fiscal Years 2015 & 2016. The program matches non-federal sources dollar-for-dollar. This is the result of years of our legislative efforts to include this funding in the Federal Farm Bill.

State Matching Grant Program: A Powerful Investment for California's Economic Development

A State matching grant program could draw down Federal funds, build the Farm-to-Fork office, and stimulate California's small farming communities.