

AB 1321

California Nutrition Incentives Act

Assemblymember
Phil Ting
19TH DISTRICT



SUMMARY

Diet is the foundation for good health, and despite our unparalleled agricultural bounty, at least 4 million Californians struggle with food insecurity. AB 1321 would increase access to healthy California grown produce by doubling the purchasing power of low-income Californians at farmers markets across the state. The 2014 federal Farm Bill set aside \$100 million in grants for programs that increase fruit and vegetable purchases among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase. This bill sets up a state framework to help draw down those federal grants for local nutrition incentive programs that alleviate poverty and food insecurity, maximize access to fresh healthy foods, and stimulate economic growth in both agricultural and urban communities.

BACKGROUND

The California Market Match program was launched in 2009 to encourage low-income families receiving nutrition benefits to purchase fresh, locally-grown fruits and vegetables at farmers' markets. The program "matches" or doubles the amount of nutrition benefits these families can spend and has expanded operations to over 140 farmers' markets across California and increased the spending power of 37,000 families.

The program benefits low-income families and local farmers. Studies have demonstrated that Market Match increases redemption of CalFresh and other nutrition benefits at participating markets from 132% to 700%, and generates a six-fold return on investment in farmers' market sales. As a result of Market Match, 69% of farmers report that they have new shoppers and 67% of farmers report that they earned more income.

Strong demand for Market Match often outstrips available funding for the program. However, the 2014 federal Farm Bill included \$100 million in grant funding for programs such as Market Match that incentivize healthier eating amongst SNAP recipients. In order to best position local programs to receive these federal grants, AB 1321 creates a state Nutrition Incentive Matching Grant Program to apply for federal funds and award them to local Market Match programs with a proven record of success. Establishing a state framework to oversee funding of Market Match programs would leverage state resources to streamline local program administration, and expand Market Match programs

across a more equitable cross-section of communities that lack access to fresh produce.

California is uniquely positioned to benefit from greater proliferation of programs such as Market Match. California grows over 400 commodities and produces nearly half of US-grown fruits, nuts and vegetables. We have approximately 700 certified Farmers' Markets and 2,200 certified producers. We also have a large persistent poverty problem to solve. 24% of Californians live in poverty and we rank 50th in the rate of participation in SNAP. Scaling up Market Match programs would create an incentive for more families to utilize their SNAP benefits and ensure more Californians can afford to eat what we grow.

THIS BILL

AB 1321 would enact the California Nutrition Incentives Act, creating the Nutrition Incentive Matching Grant Program within the Office of Farm to Fork at the California Department of Food and Agriculture. The program would award grants to certified farmers' markets that double the amount of nutrition benefits available to low-income consumers when purchasing California fresh fruits, nuts, and vegetables. The program would also allow up to one-third of grant funds to be awarded to small businesses that provide such matching nutrition incentives, in order to reach low-income Californians residing in food deserts with limited access to farmers' markets. Grants would be prioritized in disadvantaged communities with a high prevalence of diabetes and obesity to ensure a focus on expanding access to fresh, healthy food.

SUPPORT

Ecology Center (co-sponsor)
Latino Coalition for a Healthy California (co-sponsor)
Public Health Institute (co-sponsor)
Roots of Change (co-sponsor)
Agricultural Commissioner of the City and County of San Francisco
Agricultural Institute of Marin
Agriculture and Land-based Training Association
AltaMed Health Services Corporation
American Cancer Society Cancer Action Network
American Heart Association
American Stroke Association
Ashland Cherryland Food Policy Council
Berkeley Food Institute

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Building Healthy Communities: Long Beach
California Alliance of Farmers' Markets
California Association of Food Banks
California Black Health Network
California Certified Organic Farmers
California Commission on Aging
California Convergence
California Farm Bureau Federation
California Food Policy Advocates
California Food Policy Council
California Hunger Action Coalition
California Pan-Ethnic Health Network
California Partnership
California Rural Legal Assistance Foundation
California School Employees Association
California Women for Agriculture
Center for Food Safety
City of Maywood
City of Santa Monica
City of Santa Monica's Farmers Market Program
Coastside Farmers' Markets
Community Alliance with Family Farmers
Community Food and Justice Coalition
County of Yolo
CUESA
Cultiva La Salud
Enrich LA
Feeding America San Diego
First 5 LA
Food Chain Workers Alliance
Food for People, Food Bank for Humboldt County
Hunger Action Los Angeles
Hunger Advocacy Network
Jewish Family Service of Los Angeles
Junior Leagues of California
Los Angeles Community Action Network
Los Angeles Food Policy Council
Madera County Agricultural Commissioner
Natural Resources Defense Council

North Coast Growers' Association
Orange County Food Access Coalition
Pacific Coast Farmers' Market Association
Plumas-Sierra Community Food Council
PolicyLink
Prevention Institute
Project Angel Food
Sacramento Native American Health Center, Inc.
San Diego Hunger Coalition
San Francisco Food Security Task Force
San Francisco Unified School District
San Francisco Urban Agriculture Alliance
Santa Barbara Food Alliance
Santa Cruz County Agricultural Commissioner
Sebastopol Farmers Market
SF-Marin Food Bank
Slow Food California
Social Justice Learning Institute
Sprouts of Promise Foundation
SPUR
St. Anthony Foundation
Strategic Alliance for Healthy Food & Activity
Environments
Sustainable Economic Enterprises of Los Angeles
Sustainable Economies Law Center
Thai Community Development Center
The Farmers Guild
UC San Diego, Department of Pediatrics Center for
Community Health
UFCW Western States Council
United Way of Kern County
Urban & Environment Policy Institute
Volunteers of East Los Angeles
Wellington Square Certified Farmers Market
Western Center on Law & Poverty
Western Growers Association
Women Organizing Resources, Knowledge & Services
Yolo County Ag & Food Alliance

STAFF CONTACT

Office of Assemblymember Phil Ting
Irene Ho
(916) 319-2019