



California Nutrition Incentives Act

Stakeholder's Meeting, December 18th, 2014





Market Match Drives CalFresh Toward Small & Mid-Sized Farmers

Shoppers use their CalFresh EBT or WIC at Farmers' Markets and get their benefits matched on purchases of fresh, locally-grown fruits and vegetables.

- 69% of farmers reported that they have new shoppers
- 67% of farmers reported they earning more income



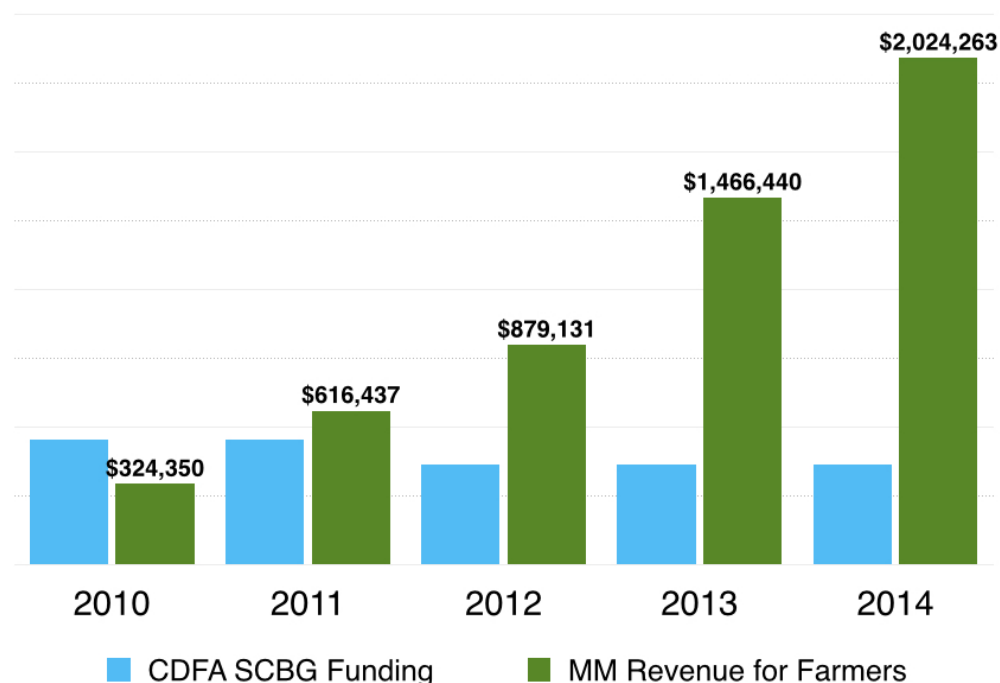


CDFA funding has been vital growth of the the Market Match Program, allowing for the leveraging of other funding sources, including \$2.5M over 5 years from First 5 Los Angeles.

Because every \$1 of SNAP spending generates \$1.79 of additional economic activity, Market Match is driving \$3.6M to California's rural economies.

Market Match is a Smart Investment

CDFA SCBG Funding & Market Match Revenue to Farmers

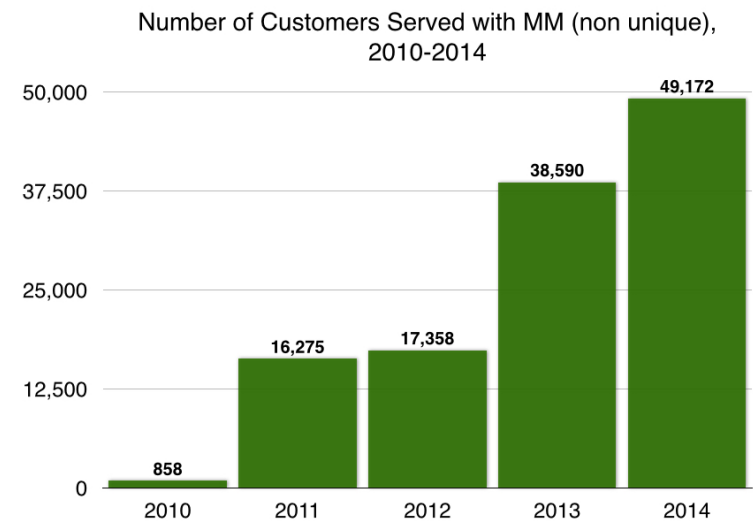
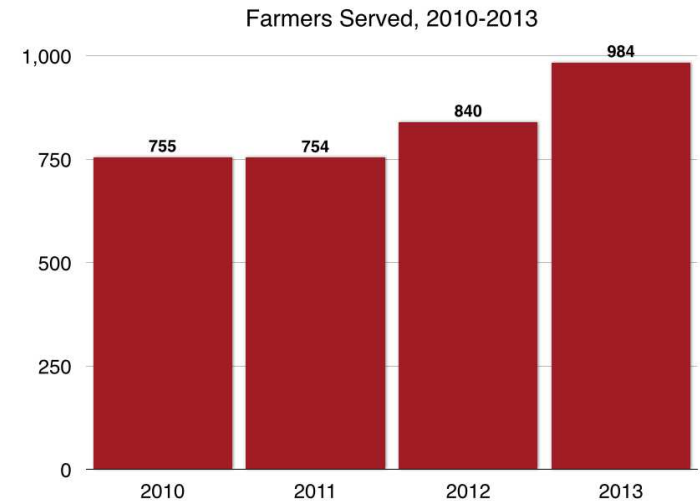




Demand For Market Match Outstrips Funding

Participating farmers' markets consistently report far more participants than funding allows them to serve.

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 in 2015-2016

The 2014 Farm Bill allocated \$100 million over 5 years for programs like Market Match through the Food Insecurity Nutrition Incentive (FINI) Program.

- Federal funds require a dollar-for-dollar match with non-federal funds
- \$20 million per year in 2016-2017 and \$25 million in 2018





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

While the deadline for the first round of funding under FINI has passed, the bulk of the funding (\$65 million) is to be released in the remaining 3 years.

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

