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 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.
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.