Driving CA’s $7.8B in CalFresh Towards Small & Mid-Sized 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.

For more information contact MarketMatch@ecologycenter.org or visit MarketMatch.org