Market Match
SNAP Incentives at California’s Farmers’ Markets
Enhanced Health, Food Security, and Economic Development

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Food & Farming Program Director
Ecology Center

SF Food Security Taskforce Meeting
San Francisco, CA.
June 5, 2019
Ecology Center

MISSION: to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond

Ecology Center Food and Farming Programs

- 3 Berkeley Farmers’ Markets
- Youth-led Farm Stand
- Berkeley Community Gardening Collaborative
- Bay Area Seed Interchange Library
- Berkeley Food Policy Council
- Youth Food Justice & Nutrition Ed
- Statewide Expansion of EBT@ Farmers’ Markets
- Market Match
- California Alliance of Farmers’ Markets
- CA Food Policy Council
- CA Food & Farming Network
Diet-Related Disease and Health Inequities

- 1 in 7 children, 6 to 17 years, are considered obese
- Black, Hispanic, and Native American children have higher rates of diabetes and obesity than do White children
- Heart disease is 40% higher among those living below the federal poverty line
- California’s obesity and diabetes rates are 20% higher for those living in the least healthy “food environments”
- Nearly 1 million Californians live in food “deserts” and more lack access to fresh foods that are affordable
- Indexed price of fresh fruits and vegetables increased 40% since 1980.
CalFresh & Market Match
How Market Match Works

1. Use an EBT card to purchase produce.
2. Market Match provides additional money for fresh produce.
3. Select produce at the market.
4. Enjoy fresh, healthy food.

Farmers’ Markets
California Market Match

- CA’s largest healthy food CalFresh (SNAP) incentive (also matches WIC and Senior FMNP)
- CalFresh matching $1 for $1, up to max
- At nearly 300 locations
- 2018 saw $1.8M in incentives leading to $2.8M in benefit spending on F & V
- 225,000 shoppers purchase ~9 M servings of fresh fruits and vegetables directly from small, regional farmers
- Offered primarily at farm-direct locations, double-duty of supporting farmers
The Food Dollar

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Farm &amp; agribusiness</td>
<td>11.6¢</td>
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<tr>
<td>Food processing</td>
<td>18.6¢</td>
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<td>Transportation</td>
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<td>Packaging</td>
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<tr>
<td>Retail trade</td>
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<tr>
<td>Food services</td>
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<tr>
<td>Food services</td>
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<td>Energy</td>
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<tr>
<td>Finance &amp; insurance</td>
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<tr>
<td>Other</td>
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</table>
Direct Marketing Brings 100% of Sales to Farms and Farming Communities
Network Model and Current Funding

- USDA NIFA FINI
  - Competitive Grant
- State of California
  - Legal Action
- Private / In-kind Funding
- CDFA
  - Farmers’ Markets
    - FM Association
    - FM Association
    - FM Association

Market Match

Ecology Center
Lead Partners & Funders Provided $3.7 Million in Matching Funds

FUNDERS
- National Institute of Food and Agriculture, USDA
- California Department of Food & Agriculture
- First 5 LA
- Kaiser Permanente, Northern California
- Aetna Foundation
- Archstone Foundation
- Atwater Village Neighborhood Council
- Bi-Rite Market
- California Endowment
- City of Arcata
- City of Elk Grove
- City of San Francisco, Board of Supervisors
- Clear Lake Chamber of Commerce
- County of Marin Department of Health and Human Services
- Flora Family Foundation
- Humboldt County Department of Health and Human Services
- Inland Valley Hope Partners
- Institute for Maximum Human Potential
- Los Angeles City Council District 14
- Los Angeles City Council District 9
- Los Angeles County Department of Parks & Recreation
- Mack Road Partnership
- Martindale Family
- Petaluma Health Care District
- Petaluma Poultry
- Sacramento City Councilmember Steve Hansen
- Sacramento Natural Foods Co-Op
- Santa Rosa Sunrise Rotary
- Sierra Health Foundation
- Soil Born Farms Urban Agriculture & Education Project
- Sonoma County Department of Health Services
- Sonoma County Human Services Department
- St. Joseph Health
- Sweetgreen
- Thai Community Development Center
- The Martin Family
- Volunteers of East Los Angeles (Vela)
- West Sacramento Chamber of Commerce
- Whole Foods Markets
- Wholesome Wave

Funding for this project was provided by the United States Department of Agriculture (USDA). USDA is an equal opportunity provider and employer.
San Francisco Program

Incentives at Farm-Direct Locations do TRIPLE Duty for:

• Local Lead Partners:
  • Alemeny (ABC), AIM, HOC, CUESA, PCFMA, Fresh Approach

• 15 Sites

• 2018: $352k MM $542k; 642k customer trx.
Market Match promotes a Culture of health

Shoppers

73% have increased the amount of fresh fruits & vegetables they buy each week

67% have increased the number of trips they make to farmers’ markets

85% are buying different kinds of fruits & vegetables

“My husband and I had gained lots of weight, but now we are trying to follow clean eating. We’ve noticed more activity and higher energy levels.”

71% say their family’s health has improved

“It’s been a major transformation. I used to eat out every day, and was overweight. Now I make time for good fruits and veggies because Market Match makes them affordable.”

“Being able to eat new foods has completely changed the way my family and I live our lives. We understand the importance of a healthy lifestyle.”
Researchers found changes in dietary intake likely to result from such incentives were sufficient to result in a **1.7% reduced incidence in type 2 diabetes**, which in California translates into a **health care savings** approaching **$469 million a year.**
Market Match promotes a Culture of growth

Farmers

- 84% sell more fruits & vegetables
- 65% see more customers
- 74% make more money from sales
- 37% have expanded their operations with new hires, equipment, acreage, & crops

“Farming is a struggle with slim margins. Market Match increases SNAP spending, adding revenue that keeps us at the farmers’ market every week. It means we bring dollars back to some of the most high-need rural communities in the state, and make our customers happy.”

Tim Mueller, owner, River Dog Farm, Capay Valley
Community health improvements w/ sustained funding...

- More SNAP clients eating more fresh produce
  - 225k -> 4M CF Californians
- Serving more farmers and rural communities: $1 → $3.60
- Expanding geographically
  - Not yet offered in a number of rural, isolated, high-need communities
  - Shasta, Lassen, Trinity, etc.
- Economic boon to rural communities and state
- Support during times of natural disaster in California
City Heights Certified Farmers' Market
4350 Wightman St
San Diego, CA 92105

Saturday
9:00am - 1:00pm

Accepts
CalFresh, WIC & Senior FMNP, WIC F & V checks

Market Match offered year round, up to $10 per visit.
Thank you!
Questions? Please Contact Me:

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