

Market Match is a Food Safety Net Program that Sustains Local Economy

About Statewide Market Match Program

Market Match is a 15 year-old program funded by federal, state and private funds that incentivizes CalFresh (known as SNAP on a federal level) recipients to spend their benefits with California farmers on fresh fruits and vegetables. The program provides a dollar-for-dollar match on CalFresh purchases, up to a daily maximum, at hundreds of locations across 38 California counties.

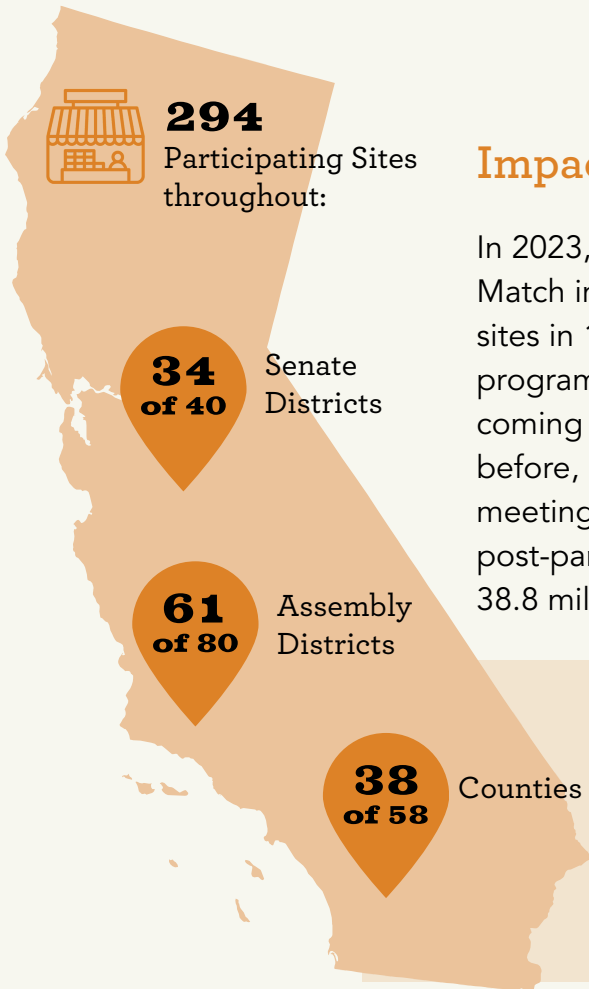
Economic Impact

State funding for Market Match is part of a federal matching program that brought \$30 million into California between 2017 and 2023. If funded, Market Match is expected to bring more than \$13 million into California next year.

Researchers estimate that for every \$1 of Market Match spent, an additional \$3 is generated in the California economy.⁽¹⁾

Impact in 2023

In 2023, the Program led to \$19.4 million in spending of Market Match incentives and CalFresh/SNAP at over 574,000 visits to 294 sites in 116 cities across 38 counties in California. The Market Match program continued to reach new participants with 9% or 51,000 visits coming from CalFresh recipients who had not used the program before, showing us that Market Match is a safety net program meeting the growing needs of low income Californians during and post-pandemic. We estimate that the program led to the purchase of 38.8 million servings of CA grown fresh fruits and vegetables. ⁽²⁾



\$19.4 Million

CalFresh & Market Match Spent with Local Farmers

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38.8 Million

Estimated Servings of Fruits & Vegetables

1. "The Economic Contributions of Healthy Food Incentives" Dawn Thilmany, Allison Bauman, Erin Love, Becca B. R. Jablonski. Colorado State University. 2021 https://marketmatch.org/wp-content/uploads/2021/02/Economic_Contributions_Incentives.pdf
2. According to the USDA ERS, one serving of fruits and vegetables costs \$0.50: <https://www.ers.usda.gov/data-products/fruit-and-vegetable-prices/>



2024-25 State Budget Funds Needed to Meet Low-Income Californians' Fresh Food Access and to Support Economic Recovery

Market Match is currently funded through the CDFA California Nutrition Incentive Program (CNIP) and the USDA Gus Schumacher Nutrition Incentive Program. The Market Match program reinvests state and federal dollars into small and mid-sized farms and the rural California communities where they are located and increases the spending power of low-income Californians, which is needed now more than ever. However without committed state funds in the next fiscal year, the program will not be able to continue past 2024. The GusNIP competitive grant program application period will be in FY23-24, and it requires a committed, 100% match of state, local or private funding.

An investment of \$35 million of state funds into CNIP could bring significant federal dollars into the state and will lead to tremendous economic impact for the state since every \$1 invested in Market Match results in an additional \$3 to the local economy.



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I'm eating better because I can afford to get fresh food, fresh vegetables and fruit that I wouldn't get otherwise.

- Market Match Customer

Counties Served:

Alameda, Butte, Colusa, Contra Costa, Del Norte, El Dorado, Fresno, Humboldt, Kern, Lake, Los Angeles, Madera, Marin, Mendocino, Modoc, Monterey, Napa, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Siskiyou, Solano, Sonoma, Stanislaus, Tehama, Tulare, Ventura, Yolo, and Yuba

The Ecology Center is lead contractor under the CDFA Office to Farm to Fork's California Nutrition Incentive Program responsible for implementing the Market Match program statewide. The Ecology Center subcontracts with 50+ local partners to implement Market Match in 38 California counties. For more information visit www.MarketMatch.org.



ecology center