

## **For Immediate Release: Media Advisory**

**Event: *Save Market Match/CNIP Coalition Rally*** on the west steps of the State Capitol

### **Time & Location:**

Wednesday, March 20 at 1 p.m. PST, event setup and free lunch for participants at 12:30

State Capitol Building, West steps lawn  
1399 10th St.  
Sacramento, CA 95814

### **Spokespeople Available For Interviews:**

- Martin Bourque, Executive Director, Ecology Center
- Minni Forman, Director of Food and Farming Program, Ecology Center
- Tiffany Germain, Research and Policy Advisor, NextGen Policy
- Andy Naja-Riese, Chief Executive Officer, Agricultural Institute of Marin
- Allen Moy, Executive Director, Pacific Coast Farmers Market Association
- Sam Greenlee, Executive Director, Alchemist Community Development Corporation
- Michael Harris, Farmers Market Shopper, Novato Resident
- Roberto Rodriguez, Rodriguez Brothers Farm

### **Summary:**

#### *Background*

In his January 2024 budget proposal, Governor Newsom proposed cutting \$33.2 million from the three-year \$35 million *California Nutrition Incentive Program (CNIP)* budget under the California Department of Food and Agriculture (CDFA). The massive scale of this cut will permanently end Market Match, a program funded by CNIP that draws down federal matching funds to California, and other programs like it, that support California farmers, and have helped tens of thousands of Californians afford healthy food, especially during the pandemic and the period of inflation we have endured.

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, and sometimes other federal benefit purchases, up to a daily maximum, at hundreds of locations across 38 California counties. Locally in 2023, Market Match provided \$591k in direct benefits in the Sacramento area, and led to an additional \$801k in CalFresh EBT spending at local farmers' markets and other farm-direct outlets.

At the behest of the [Save Market Match Coalition](#), a letter recently circulated in the Assembly opposing the cuts to CNIP, including signatures from Majority Leader Aguiar-Curry, and Assemblymembers McCarty, Ting, Wilson, Schiavo, Haney, Lee, Santiago, Pacheco

The California Nutrition Incentive Program and Market Match have had bipartisan support, as a program that addresses the interests of both urban and rural California communities. The loss of this essential safety net program would be devastating to low-income California households and California's small farms.

### *The Event*

Members of the statewide Save Market Match Coalition will be rallying at the west steps of the state Capitol building at 1 PM in support of the California Nutrition Incentive Program and in opposition to the proposed budget cuts. The event speakers will include Market Match users, a farmer who benefits from the program, and tentatively one or more members of the state legislature.

*To learn more about the Save Market Match Coalition, [visit this website](#). For more information about the event, contact Minni Forman, [minni@ecologycenter.org](mailto:minni@ecologycenter.org) or Sam Greenlee [sam@alchemistcdc.org](mailto:sam@alchemistcdc.org)*