

Making Healthy Food Affordable for CalFresh Shoppers



What is Market Match?

Market Match is California's nationally recognized nutrition incentive program that makes healthy food more affordable for CalFresh (SNAP) shoppers. For every dollar spent with CalFresh at farmers' markets, shoppers receive matching funds for fresh fruits and vegetables grown by California family farmers. It is operated by the Ecology Center and funded with state general fund dollars through the California Nutrition Incentive Program (CNIP) at CDFA.



Market Match Funding Runs Out in Early 2027

This will force CalFresh shoppers to rely on cheaper ultraprocessed foods, dramatically reducing sales for many small farmers. It will also destroy 10 years of program infrastructure, marketing, and success.



Market Match Counters HR1 Cuts

Fresh food prices are rising faster than inflation, while federal nutrition benefits are being reduced under HR1 for nearly half a million Californians. Market Match stretches food dollars, protecting access to healthy food for low-income households.



Market Match Draws Down Additional Federal Dollars

Market Match draws down federal funds from the U.S. Department of Agriculture (USDA) under the Gus Schumacher Nutrition Incentive Program (GusNIP). State, local, and philanthropic investments unlock federal dollars.



Improving Diet Reduces MediCal Costs

Eating fruits and vegetables prevents disease, including diabetes and heart disease, reducing MediCal costs, yet SNAP cuts push families toward ultra-processed foods; Market Match helps hundreds of thousands of CalFresh shoppers afford healthier choices.



Market Match Supports Small Family Farmers

Market Match serves over 1,000 small family farms. More than 95% of every Market Match dollar goes directly to small farmers, compared to just 15.9¢ per food dollar in supermarkets. There is a 3:1 economic multiplier for farmers, helping them buy more equipment, hire more staff, and expand their production.

Market Match is Proven at Scale

2025



660,000 CalFresh Shoppers Served



297 Farmers Market, CSA, and Farmstand Sites



\$25 Million Spent with Small Family Farms



50 Million Servings of Fresh Fruits and Vegetables

Since 2015, 4.2 million shoppers spent over \$130 million dollars on over a quarter billion servings of fresh fruits and veggies and generating nearly half a billion dollars in economic activity.

What's Needed Now: \$100M Over 3 Years

Market Match currently serves about 40% of the 650 farmers' markets statewide. **We need to make this available at every market that wants it.** We need to **increase the match from \$15 to \$20 per visit** to help overcome the rising costs of healthy food. We must **scale up this program** over the next 3 years to **protect low-income shoppers and small farmers** and sustain it at \$50 million per year thereafter.



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



The Ecology Center leads Market Match under contract with the CDFA Office of Farm to Fork's California Nutrition Incentive Program (CNIP). The Ecology Center subcontracts with over 60 local partners to offer Market Match at 297 locations statewide.