

# save market match



April 17, 2026

Honorable Jesse Gabriel  
Chair, Assembly Budget Committee

Honorable Cottie Petrie-Norris  
Assembly Budget Subcommittee #4

Honorable Steve Bennet  
Chair, Assembly Budget Subcommittee #4

Honorable Steve Rogers  
Assembly Budget Subcommittee #4

Honorable Damon Connolly  
Assembly Budget Subcommittee #4

Honorable Lori D. Wilson  
Assembly Budget Subcommittee #4

Honorable James Gallagher  
Assembly Budget Subcommittee #4

Honorable David Tangipa  
Alternate, Assembly Budget Subcommittee #4  
Vice Chair, Assembly Budget Committee

Honorable Tom Lackey  
Assembly Budget Subcommittee #4

## **Re: Fund the California Nutrition Incentive Program (CNIP) in the FY 26/27 Budget Attachment: Supporters as of April 17th, 2026**

Dear Assembly Budget Leaders:

**The Ecology Center, Roots of Change, NextGen Policy, the California Market Match Consortium, the California Alliance of Farmers Markets, and the undersigned 331 organizations representing social safety net programs, economic development, health equity, sustainable agriculture, and local food systems urgently request** that the 2026-27 Budget include budget bill and trailer bill language to establish a permanent, ongoing General Fund appropriation for the California Nutrition Incentive Program (CNIP), administered through the Office of Farm to Fork at the California Department of Food and Agriculture (CDFA).

Specifically, we request the following phased appropriation to scale up to a \$50 million annual ongoing appropriation in the California Department of Food and Agriculture budget as follows:

- FY 2026-27: \$20 million
- FY 2027-28: \$30 million
- FY 2028-29 and ongoing each fiscal year: \$50 million

This continuous appropriation will allow CNIP to fund every Certified Farmers' Market in the state to match CalFresh spending on fresh fruits and vegetables, and increase the match from \$15 to \$20 per shopper per visit. Additionally, CNIP funding would help meet the unmet demand for state-funded nutrition incentives that support Women, Infants, and Children (WIC) fruit and vegetable benefits, as well as the WIC and Senior Farmers Market Nutrition Programs, in purchasing California-grown fresh fruits and vegetables at Certified Farmers' Markets.

## **Background & Need**

Assembly Bill 1321 (Chapter 442, Statutes of 2015) established CNIP and created a statewide framework for California to draw down federal matching funds for nutrition incentive programs that help CalFresh shoppers purchase California-grown fruits and vegetables. In the decade since, CNIP, together with Market Match and aligned local incentive programs, has built a proven, community-based model that makes healthy food more affordable while strengthening California's small and mid-scale farms and ranches.

CNIP has proven its value and its return on investment. By leveraging nearly \$30 million in federal matching funds, California has generated nearly \$100 million to expand healthy food access and strengthen local agriculture, reaching more than 650,000 low-income shoppers at nearly 300 farmers' markets each year. In 2024 alone, CNIP generated nearly \$25 million in sales for small family farmers, with 95% going directly to farmers and delivering a demonstrated 3-to-1 economic multiplier in many of California's most economically challenged rural communities. Since 2015, CNIP has helped 4.2 million shoppers purchase over \$130 million in fresh fruits and vegetables—more than a quarter-billion servings—catalyzing nearly \$400 million in small-farm economic activity. Yet with current resources, CNIP can only reach about 40% of California's 650 certified farmers' markets. The time has come to fully scale this program that does so much for California farmers and families.

## **Why permanent funding is needed now**

CNIP has succeeded because the legislature has provided increasing General Fund allocations in two-year budget cycles. Current funding will be depleted in FY 2026-27 and without additional funding California will eliminate a proven 10-year-old program, leave federal matching dollars on the table, and increase food insecurity as inflation and rising food prices further strain families and farmers.

Protecting CNIP is even more urgent in the context of the cuts to CalFresh included in H.R. 1 that will reduce monthly benefits for nearly half a million Californians. CNIP can help offset these reductions by stretching households' dollars for fresh fruits and vegetables, helping

families choose fresh local California produce rather than unhealthy ultraprocessed foods. Now is the time to get out in front by funding a program that leverages federal funds to incentivize healthy eating.

CNIP remains one of the State’s most effective strategies to strengthen local agriculture while improving health and nutrition outcomes for low-income Californians. We respectfully urge your support to establish CNIP as a permanent item in CDFA’s annual budget, ramping to an ongoing level of \$50 million by FY 2028–29.

Thank you for your consideration.

Sincerely,



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Laytonville Farmers Market



Lunch Break Consulting



Moonshadow Farm, Miranda, CA



North Figueroa Association



Abundant Grace Coastsider Worker  
Acme Bread Company  
Acterra: Action for a Healthy Planet  
Agricultural Community Events Farmers  
Markets  
Agricultural Institute of Marin  
Agriculture and Land-Based Training  
Association (ALBA)  
Air-Schooled  
Alchemist CDC  
Alliance for a Better District 6  
Amador Tuolumne Community Action  
Agency (ATCAA)  
American Heart Association  
API Council  
Asian Pacific Islander Forward Movement  
(APIFM)  
Avenue 33 Farm LLC  
Bake Up  
Base Camp Bakery  
Batter Bakery  
Be Beef LLC  
Beaker  
Bee the Change MicroFarm  
BeeGreenFarm  
Berkeley Food Network  
Blue House Farm  
Blue Zones Project Monterey County  
Blue Zones Project Petaluma  
Booker T. Washington Community Service  
Center  
Bridget Bueche consulting  
Brisa Ranch  
Brooks and Daughters  
Butte Community Food Policy Council  
Butte County Local Food Network  
Byron Market  
Cal State Properties  
California Alliance of Farmers Markets  
California Association of Food Banks  
California Certified Organic Farmers  
(CCOF)  
California Farmer Justice Collaborative  
California Food and Farming Network  
California Insect Science  
California State University - Los Angeles  
California WIC Association  
Californians for Pesticide Reform  
Cambria Farmers Market  
Camina Bakery  
Capay Valley Farm Shop  
Center for Ecoliteracy  
Center for Healthy Communities  
Center for Land-Based Learning  
Center for Regenerative Agriculture &  
Resilient Systems  
Center for Wellness and Nutrition  
Central City Democrats  
Ceres Community Project  
Certified Farmers Markets by Oscar/

Local Hope  
Certified Farmers' Markets of Sacramento  
Chetwyn Farm  
Chico Certified Farmers Market  
Chico Natural Foods Cooperative  
Children's Council  
City College of San Francisco  
City of Rialto  
City of Sacramento  
Claudia's Organic Herbs  
Coastside Farmers Markets  
Coastside Farms  
Cobi's  
Coffee Pot Ranch  
Colusa Certified Farmers Market  
Common Kettle LLC  
Community Alliance with Family Farmers  
(CAFF)  
Community Health Councils  
Congregation Shomrei Torah  
Contra Costa Certified Farmers' Markets  
Inc.  
COOK Alliance  
Corner Market Culinary  
Cornerstone Farm  
County of Humboldt  
Crane Creek Growers  
Crazy River Ranch & Cider co.  
Crescent City Downtown Divas  
Crop Swap LA  
David Upchurch Chocolatier, LLC  
Davis Farmers Market Alliance  
Debbie's Jams  
Del Norte and Tribal Lands Community  
Food Council  
Delicieux Fine Desserts dba Fairfax  
Bakery  
Devil's Gulch Ranch  
Dewey Farms  
Dirty Girl Produce  
Discover Pacific Beach  
Eastmont Community Center  
Eatwell Farm  
Ecological Farming Association  
Ecology Center  
El Dorado County Farm Trails  
English Language Institute  
EnglishWorks  
Environmental Working Group  
Etna Farmers Market  
Eve Minax Consulting  
Everyone's Harvest  
ExtraFood  
Far West Fungi  
Farm Chocolate  
Farm Discovery at Live Earth  
Farm Habit  
Farm2People  
Farmelot  
Farmers Market Coalition

Farmers Market LIFE  
Farming Hope  
FEAST, Inc.  
Feed Folks Foundation  
Feral Heart Farm  
Fire-Nine LLC  
Flora Gelateria LLC  
Food Access Los Angeles  
Food and Agriculture Action Coalition  
Toward Sovereignty  
Food as Medicine Collaborative  
Food Connect  
Food Empowerment Project  
Food Finders, Inc  
Food Shift, a project of Earth Island  
Institute  
Foodwise  
Foragers Market  
Forest Floor Farming  
Fork Fire Foods  
Four Sisters Farm  
Fresh Approach  
Fresher Meals  
Freshway fish  
Freshway Fish  
Fullwell  
Ghee Well  
GLIDE  
Go To Chocolate, LLC  
Goldi's  
Good Farm Fund  
Gorgeous and Green  
Green Thumb Farms Inc.  
Growing Humans  
HappyDay Farms  
Harbor Area Farmers Market  
Heal The Earth  
Healdsburg Farmers Market  
Healthy Black Families Inc.  
Heart of the City Farmers Market  
Heat of the Kitchen  
Homegrown Inc.  
Hunger Action Los Angeles  
Interactive Solutions  
Interfaith Council of Sonoma County  
Interfaith Sustainable Food Collaborative  
Irish Ridge Ranch  
J&J Ramos Farms Inc.  
Jazz's Saucy Sauce  
JEDI  
Jupiter Petaluma  
KC Kombucha LLC  
Kern Family Farms LLC  
Kids Cooking for Life  
Kitchen Table Advisors  
Knollwood United Methodist Church  
La Familia Tortilla Shop  
Laytonville Certified Farmers Market  
Ledesma Farms/Splendor Salad  
Little Italy Association

Loaves & Fishes Family Kitchen of San Jose  
Long Beach Fresh  
Longer Table Farm  
Los Angeles Community Action Network  
Los Angeles Food Policy Council  
Lucky Dog Hot Sauce  
Lunch Break Consulting  
Mandela Partners  
Manzanita Bakehouse  
Mar Vista Farmers Market Association  
Marin Agricultural Land Trust  
Marin Country Mart Farmers Market  
Marin County Aging and Adult Services  
Marin Food Policy Council  
Marin VOAD  
Mariposa Certified Farmers Market  
Marshall's Farm  
Mattole Valley Resource Center  
McKinleyville Family Resource Center  
Mendocino Baking Company  
Mendocino Coast Hospitality Center  
Mendocino County Farmers Market Association  
Mendocino County Food Policy Council  
Microgreen Mama  
Model Neighborhood Program  
Modesto Certified Farmers Market Inc  
Modoc Harvest  
Monterey Bay CFM  
Monterey Bay Fisheries Trust  
Monterey County Food System Coalition  
Moonshadow Farm  
Mount Shasta Farmers Market  
Mountain Bounty Farm  
Multicultural Center of Marin  
Napa Farmers Market  
National Health Foundation  
Neukom Family Farm  
Nevada City Farmers Market Association  
NextGen Policy  
Non Toxic Communities  
North Bay Candleworks  
North Coast Growers' Association  
North Coast Natural Produce  
North Coast Opportunities, Inc.  
North Figueroa Association  
North of Market Business Association  
Nourish California  
Nutrition & Fitness Collaborative of the Central Coast  
Occidental Community Farmers Market  
Office of San Mateo County Supervisor Ray Mueller  
Ojai Community Farmers Market  
One Community Health  
Orange County Farm Bureau  
Orange Home Grown Foundation  
Pacific Coast Farmers' Market Association  
Pajaro Valley Food, Farming and Health

Policy Council  
Palmer Creek Farm  
Pasadena Certified Farmers Market  
Pesticide Action Network  
Petaluma Bounty  
Photosynth Studio  
Planetary Health Collective  
Plastic Free Future  
Ponce Farms LLC  
Providence  
Public Health Institute's Center for Wellness & Nutrition  
Puente de la Costa Sur  
Pure Honey Company  
Puzz E Gata Jamaica  
Rainbow Family Ranching Co.  
Raw Roots Farm  
Redwood Empire Food Bank  
Redwood Region Economic Development Commission  
Redwood Roots Farm Cooperative  
Redwood Roots Farm Cooperative  
Regenerative Organic Alliance  
Renaud Chateau and Bungalow Co  
River City Food Bank  
Riverside Food Systems Alliance  
Root 64 Sacramento  
Rooted  
Roots of Change  
Route One Farmers Market  
Sacramento County  
Sacramento State  
San Diego Food System Alliance  
San Diego Markets  
San Francisco Unified School District  
San Francisco-Marin Food Bank  
San Mateo Food Systems Alliance  
Santa Cruz Community Farmers Markets  
Santa Monica Farmers Market, City of Santa Monica  
Santa Rosa Original Certified Farmers Market  
Second Harvest Food Bank of Orange County  
Second Harvest of Silicon Valley  
Seven Moons Farm  
Shakefork Community Farm  
Shape Up San Francisco  
Sierra Harvest  
Simms Organics LLC  
Singing Frogs Farm  
Siskiyou Community Food Bank  
Slow Food East Bay  
Slow Food East Bay  
Slow Food Legislative group  
Slow Food Russian River  
Slow Food Sonoma County North  
Small Bees  
Smith River Organic Farm  
Sol Babe Foods

Solano Resource Conservation District  
Solo Acre Farm  
Sonoma County United in Kindness  
SoulfulLight LA  
South Bay Concessions,LLC  
South Bay Food Justice Collaborative  
Spreadwing Farm  
St. Anthony Foundation  
St. James of Jerusalem  
Star Route Farms LLC  
Stemple Creek Ranch Inc  
Sunset Mercantile LLC  
Sustainable Management Services  
Tee N Dee's Homemade Ice Cream  
Temple City Certified Farmers Market  
Tenant Associations Coalition of San Francisco  
Tenderloin Chinese Rights Association  
Thai Community Development Center  
Thai Community Development Center  
The Cloverleaf Farm  
The Food Initiative of Greater Stanislaus  
The Food Trust  
The Friends of the Mill Valley Children's Garden  
The Good Food Dude  
The HEAL Project  
The Original Certified Farmers Markets of the Coachella Valley  
The Praxis Project  
The Ravens Mouth LLC  
The Woodland Farmers Market  
Tia's Pet Care  
TomKat Ranch LLC  
Tookey Farms  
Two Mule Farm  
University of Southern California  
Urban Farmers Trading Post  
Urban Harvester  
Urban Village Farmers Market Association  
Veggielution  
Volcano Kimchi  
West Sacramento Housing Development Corp  
Westwood Food Cooperative  
Windrush Farm  
Windsor Community United Methodist Church  
Windsor Presbyterian Church Food Pantry  
Wine Country Preserves  
Winters Fruit Tree  
Wise Goat Organics LLC  
Wookey Ranch  
World Be Well Organization  
Xela AID Partnerships for Self Reliance  
Xiong Farms  
YardSmartMarin  
Yesterday's Numbers  
Yolo Food Hub Network  
Zero Foodprint