

Reactions from Across The State to Today's Announcement

California Dept. of Food & Agriculture Secretary Karen Ross

"This award is great news for our state," said Secretary Karen Ross, "Making sure all Californians can access California-grown fresh, healthy fruits and vegetables is a top priority for our state, especially during this prolonged drought."

Martin Bourque, Ecology Center

"We're thrilled with this vote of confidence from the USDA to expand a healthy foods program that's steadily grown over the past five years, improving people's food choices and increasing farmers' sales," said Martin Bourque, the executive director of the 45-year-old Ecology Center.

Los Angeles Mayor Eric Garcetti

"This grant is a big win for this very important public health partnership and for the thousands of Angelenos who will now be able to provide their families with the nutrition that is essential for a healthy quality of life," said Los Angeles Mayor Eric Garcetti.

Xavier Morales, Latino Coalition for A Healthy California

"Children from food insecure families are 90% more likely to be in fair or poor health, and meals containing more fruits and vegetables cost 41% more than meals consisting of lower nutritional quality," said Latino Coalition for a Healthy California executive director Xavier Morales. "Market Match helps families with lower incomes access fruits and vegetables that may have previously been perceived to be too expensive," he said.

Dave Runsten, California Alliance of Family Farmers

"Direct marketing is critical to the survival of California's family farms, with almost 5,000 selling directly to the public. Expanding the number of consumers who can access fresh produce with this program will help those farmers while also improving the health of the disadvantaged communities." Dave Runsten

Jessica Monge, First5 LA

"There's no doubt USDA recognized the tremendous success that the Ecology Center has had with this healthy food incentive program, just as First5 LA did in 2013 when we chose to fund Market Match's expansion into some of our city's highest need areas, like Watts and East LA," said First5 LA program officer Jessica Monge.

Allen Moy, Pacific Coast Farmers' Market Association

"I can't think of a single program that has had a more significant impact upon California farmers in farmers' markets than Market Match," said Allen Moy, the executive director of the Pacific Coast Farmers' Market Association, which oversees more than 60 Bay Area farmers' markets.

James Haydu, Sustainable Economic Enterprises of LA (SEE-LA)

"FINI is the national path to ensuring everyone the right to the best nutrition possible," said James Haydu, the executive director of Sustainable Economic Enterprises of LA (SEE-LA), one of eight southern California partners that is included in the grant.

Kate Creps, Heart of the City Farmers' Market in San Francisco

“This grant will allow us to distribute \$280,000 in incentives to low-income shoppers who are struggling to afford produce in the most expensive place to live in the nation,” said Kate Creps, the executive director of the Heart of the City Farmers' Market in San Francisco. “The impact these funds will have on food security in San Francisco's poorest neighborhoods will be extraordinary,” she continued.

Frank Tamborello, Hunger Action Los Angeles (HALA)

“We will be able to scale up our Market Match program by at least 20% with the infusion of the new federal FINI funding,” said Frank Tamborello from Hunger Action Los Angeles (HALA).

Sareen Bedoyan-Creede, Fresno Economic Opportunities Commission (EOC)

“We think of Market Match as a win for everyone involved, even more so in the Central Valley, which is considered the agriculture capital of the world,” said Sareen Bedoyan-Creede from the Fresno Economic Opportunities Commission (EOC), one of three Central Valley grant partners that is included in the grant.

David Douglas, Alchemist Community Development Corporation

“Our CalFresh customers are constantly telling us how wonderful it is to have the farmers' market as an affordable option,” said David Douglas, the executive director at Alchemist Community Development Corporation, a partner that runs Market Match at farmers' markets in both Sacramento and Yolo counties. “Market Match infuses rural communities with dollars that they would not otherwise capture, stimulating the local economy,” David Douglas continued.

Casey Anderson, San Diego County Farm Bureau

“Incentive programs make it possible for farmers' markets to open and thrive in lower income communities and food deserts where fresh local produce had previously been hard for residents to find,” said Casey Anderson, the membership and project manager at the San Diego County Farm Bureau, one of two local partners included in the grant.