

Report: May 2015-April 2016

In 2015, the US Department of Agriculture awarded the Ecology Center a 2 year, \$3.7M Food Insecurity Nutrition Incentive (FINI) grant, which funded California's Market Match. This report summarizes the first year of Market Match's FINI grant evaluation, May 2015-April 2016.

About Market Match

Market Match incentivizes healthy food choices at farmers' markets and farm-direct sites. When shoppers visit Market Match sites and use their federal food assistance benefits, like CalFresh, their benefits are matched so they can afford more fruits and vegetables.

Since 2009, Market Match has served 310,000 low-income Californians and has helped purchase 18 million servings of healthy food.

How it Works - Food stamps are distributed to low-income Californians on Electronic Benefit Transfer (EBT) cards. When a customer uses their CalFresh card at a Market Match site, the shopper receives matching funds (on average, up to \$10) in the form of Market Match scrip that can only be spent on fruits and vegetables.

About FINI - The FINI Grant program is part of USDA's Farm Bill and will provide up to \$100M in funding from 2015-2019. FINI requires a dollar-for-dollar match of state, local, or private funds. Both federal and non-federal funds are used to incentivize fruit and vegetable purchases by CalFresh customers.

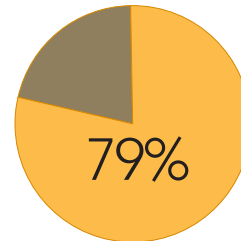
Market Match Is a Healthy Food Incentive



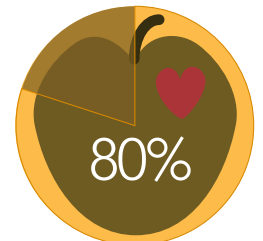
1. CalFresh EBT card provides food assistance for low-income Californians.
2. CalFresh exchanged for scrip at farm-direct sites, like farmers' markets.
3. Market Match provides matching funds, usually up to \$10.
4. Customer can buy more affordable fruits & vegetables.

105,518 Customers Served

Market Match is a powerful draw for customers to shop at farmers' markets. Most customers become regulars, and in turn, report improved health. 52% of customers report difficulty in purchasing fresh fruits and vegetables outside the farmers' market.

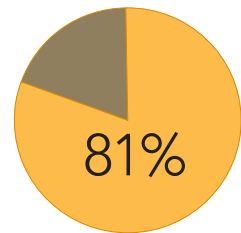


of Market Match customers are repeat shoppers.

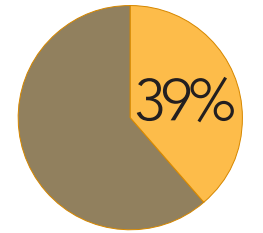


of Market Match customers report their families' health has improved due to Market Match.

1,602 Farmers Benefit



of farmers report increase in sales due to Market Match.



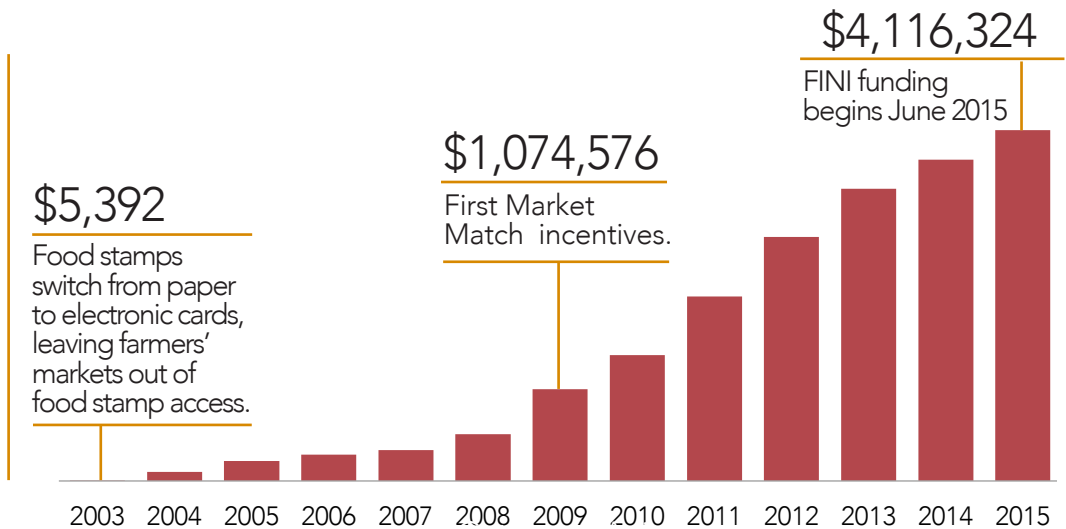
of farmers plan to increase acreage, operation, or hire more workers due to Market Match.

Statewide Report on Market Match

CalFresh Sales at Farmers' Markets

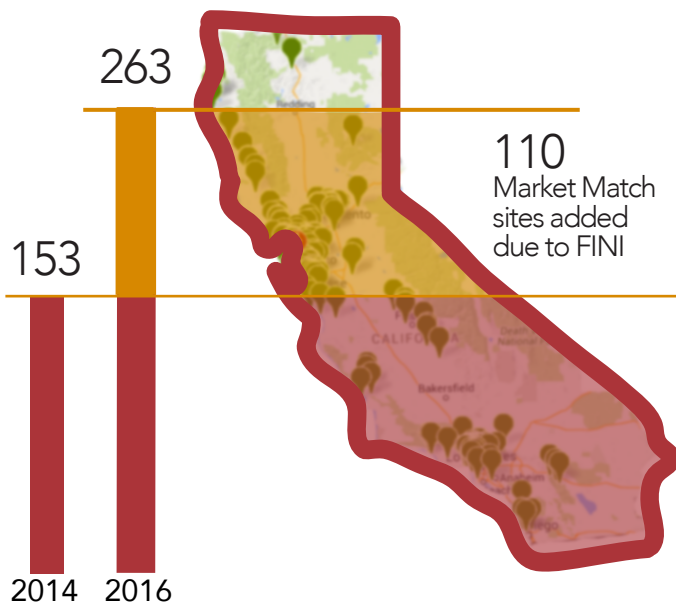
Since 2009, Market Match has served 310,000 low-income Californians and has helped purchase 18 million servings of healthy food. With FINI funding, Market Match continues to expand: number of sites; total sales; customers served; and farmers participating.

Demand still outpaces available funding for Market Match.



Statewide Reach & Expansion

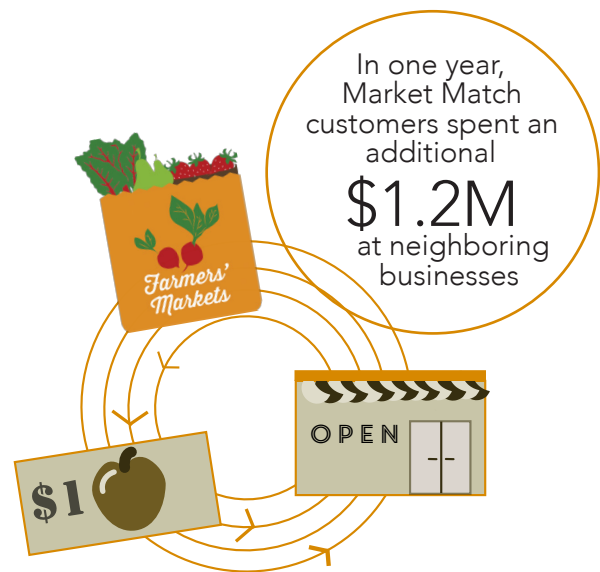
Total Market Match Sites



Visit FMFinder.org to locate Market Match sites statewide.

Benefit to Local Economies

Customers drawn to a neighborhood by Market Match shop at neighboring businesses as well. 65% of customers plan to spend money at neighboring businesses when they visit. This is in addition to CalFresh and Market Match dollars that add income for local farmers.



Market Match is a program of the Ecology Center, a nonprofit dedicated to a sustainable, healthy, and just future.
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www.MarketMatch.org