

Market Match Supports Food Security & Sustains Local Economy During Pandemic

About Market Match

Market Match is a program funded by federal, state and private funds that incentivizes CalFresh (known as SNAP on a federal level) recipients to spend their benefits with farmers at farm-direct sites on fresh fruits and vegetables. The program provides a dollar-for-dollar match on CalFresh purchases, up to a daily maximum, at hundreds of locations across 39 California counties.



Program Impact in 2020-2021

Since the beginning of the pandemic, CalFresh enrollment has grown exponentially, with Californians struggling to afford basic necessities, like food, for their families. As a result, outlets offering Market Match across the state have seen a significant increase in program participation.

In 2021, consumers spent over \$13 million in Market Match and CalFresh combined at participating locations. This represented a 161% increase in total spent compared to 2019 and a 71% increase in customers served compared to 2019 at more than 451,000 transactions, showing us that this program helped to address a growing need during the pandemic. We estimate that the program led to the purchase of 26 million servings of fresh fruits and vegetables.



270 (approx.)
Participating Sites
throughout:

35
of 40

Senate
Districts

60
of 80

Assembly
Districts

39
of 58

Counties



\$13 Million =
CalFresh & Market Match
Spent with Local Farmers



26 Million
Estimated Servings
of Fruits & Vegetables

(1) "The Economic Contributions of Healthy Food Incentives" Dawn Thilmany, Allison Bauman, Erin Love, Becca B. R. Jablonski. Colorado State University. 2021 https://marketmatch.org/wp-content/uploads/2021/02/Economic_Contributions_Incentives.pdf

(2) According to the USDA ERS, one serving of fruits and vegetables costs \$0.50: <https://www.ers.usda.gov/data-products/fruit-and-vegetable-prices/>

Every \$1 invested in Market Match results in an additional \$3 to the local economy.

Market Match is currently funded through the CDFA California Nutrition Incentive Program (CNIP) and the USDA Gus Schumacher Nutrition Incentive Program (GusNIP). The Market Match program reinvests state and federal dollars into small and mid-sized farms and the rural California communities where they are located and increases the spending power of low-income Californians, which is needed now more than ever.

Researchers estimate that the federally-funded incentive dollars at California farm-direct outlets led to an economic impact of 3.0 in the local economy.

This means that for every \$1 of Market Match incentive, an additional \$3 is generated in the local economy.



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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

California Market Match Consortium

Since 2009, the Market Match program has been offered through a network of regional leaders—farmers' market operators and community based organizations—known as the California Market Match Consortium. Since 2012, the Ecology Center (currently as an awardee of CNIP under the CDFA Office to Farm to Fork) has led this unique and collaborative program—training, convening and coordinating the consortium, and providing overall programmatic direction.

The Ecology Center partners with 50+ organizations to implement Market Match. To view a full list of partner organizations, visit www.marketmatch.org/partners.

The Ecology Center is a 50 year-old non-profit organization, based in Berkeley, California. For more information, go to www.marketmatch.org or email marketmatch@ecologycenter.org.

