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.

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.

(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/
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.

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.

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.

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

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

The Ecology Center

www.marketmatch.org

2022 Market Match Impact Report