

Market Match Supports Food Security & Sustains Local Economy During Pandemic

About Market Match

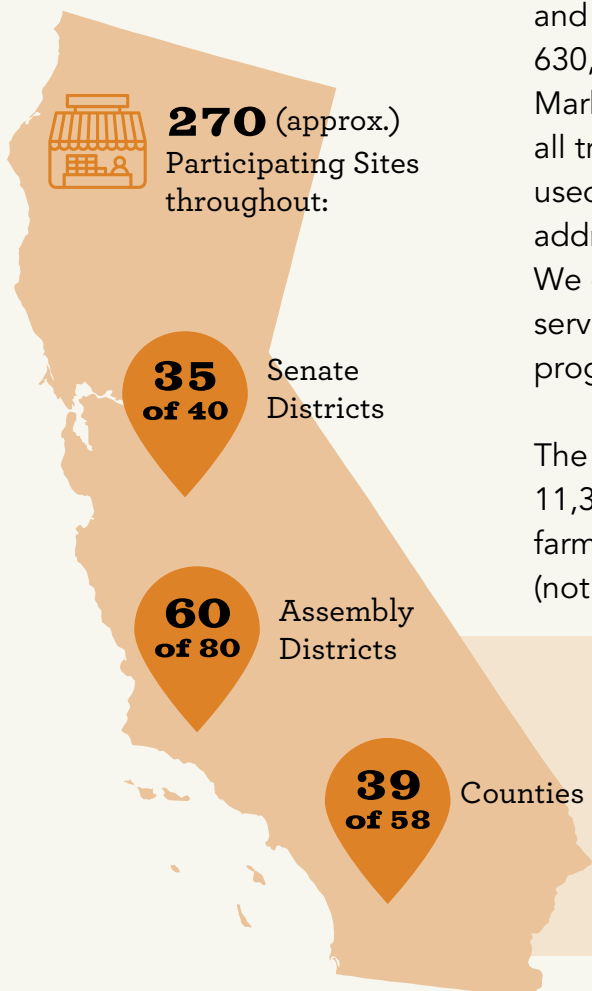
Market Match is a program funded by federal, state and private funds that incentivizes CalFresh (known as SNAP on a federal level) recipients to spend their benefits with farmers at farm-direct sites on fresh fruits and vegetables. The program provides a dollar-for-dollar match on CalFresh purchases,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



Program Impact in 2022

In 2022, consumers spent over \$19.5 million in Market Match and CalFresh combined at participating locations comprising 630,000 customer transactions at approximately 270 locations. Market Match continued to reach new participants with 9% of all transactions coming from CalFresh recipients who had not used the program before. The Market Match program helped to address a growing need for food access during the pandemic. We estimate that the program led to the purchase of 38 million servings of fresh fruits and vegetables. The chart below shows program growth since 2019.

The Market Match program served CalFresh recipients on 11,379 market days during 2022. Adding up the produce farmers at each site, there were 9,999 vendors served in total (not unique vendors).




\$19 Million
CalFresh & Market Match
Spent with Local Farmers

= 
38 Million
Estimated Servings
of Fruits & Vegetables

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/>

Economic Impact

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

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.

Source: "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

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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

Market Match Funding

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.

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.

