



SPUR

San Francisco | San Jose | Oakland

September 9, 2015

Governor Jerry Brown
c/o State Capitol, Suite 1173
Sacramento, CA 95814

Dear Governor Brown:

On behalf of SPUR, I am writing to respectfully request that you sign the California Nutrition Incentives Act (AB 1321) introduced by Assembly Member Phil Ting. AB 1321 would establish the Nutrition Incentive Matching Grant Program in the California Department of Food and Agriculture’s Office of Farm to Fork to secure available federal funds that will improve public health by increasing low-income families’ access to fruits and vegetables grown in California.

In our recently published report, *Healthy Food Within Reach*, we highlight the importance of reducing the barriers that California families face in accessing healthy food. One of the primary barriers is the affordability of healthy food and one of our top recommendations to help Californians overcome this barrier was promoting healthy food incentive programs like those outlined in this legislation. Known by a variety of names across the country – and as Market Match in California – these programs increase the purchasing power of low-income families by providing them with matching dollars for produce purchases.

Evaluations from across the country have shown healthy food incentive programs to be effective in increasing consumption of fruits and vegetables, which helps reduce food insecurity and has a positive impact on public health. And, when the program is available at farmers’ markets, it not only improves the affordability of produce for low-income customers but also increases local farmers’ revenue and the economic viability of the regional food system.

The California Nutrition Incentives Act positions our state to take advantage of a proven policy tool that improves healthy food access and supports local farmers. SPUR urges you to sign this bill into law.

Sincerely,

Eli Zigas
Food and Agriculture Policy Director

cc: Martha Guzman-Aceves, Deputy Legislative Secretary

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