

# SPUR

**Ideas + Action for a Better City**

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MAKING  
FARM-FRESH  
FRUITS & VEGETABLES  
AFFORDABLE

Presented by:  
Carle Brinkman,  
Program Manager



a program of





## The Ecology Center

- Berkeley, CA.
- 45 year-old non-profit organization
- Broad-based and multi-issue: Climate, Zero-Waste, Youth Development, Food & Farming
- F & F: 3 Berkeley farmers' markets; youth-led farm stands; providing leadership for BFPC and CA. Alliance of Farmers' Markets
- Farmers' Market EBT Project; Market Match



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# CalFresh: Hunger & Poverty Alleviation

What else can CalFresh do?

Can we empower CalFresh shoppers to make healthier food choices?

Can we support small and mid-sized farms and rural communities?

Can we leverage CalFresh to stimulate the economy and create jobs?





# Yes, we can!

Through public-private partnership, the Ecology Center:

- provides T.A. to farmers' markets adding CalFresh EBT access
- manages the state's largest CalFresh/SNAP healthy food incentive program (+250 sites)
- created and maintains the California Farmers' Market Finder web/mobile site



market match



FMFinder.org





# Primary Program Goals

- Increase access and affordability of fruits and vegetables for low-income families
- Support small and medium-sized CA growers by expanding the market of SNAP dollars spent at farm-direct outlets
- Support rural communities
- Support job creation
- Support the State's economy



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# How Market Match Works

- Builds on Central PoS Scrip system
- Matches SNAP dollar-for-dollar up to market-set maximum (\$10 most common)
- Utilizes separate scrip, good only for fruits and vegetables
- Network of partners (regional implementation leads)
- Ecology Center leads network: program direction, centralized fundraising and grant administration, statewide promotion, training, and evaluation (USC.)
- Public-private funding model



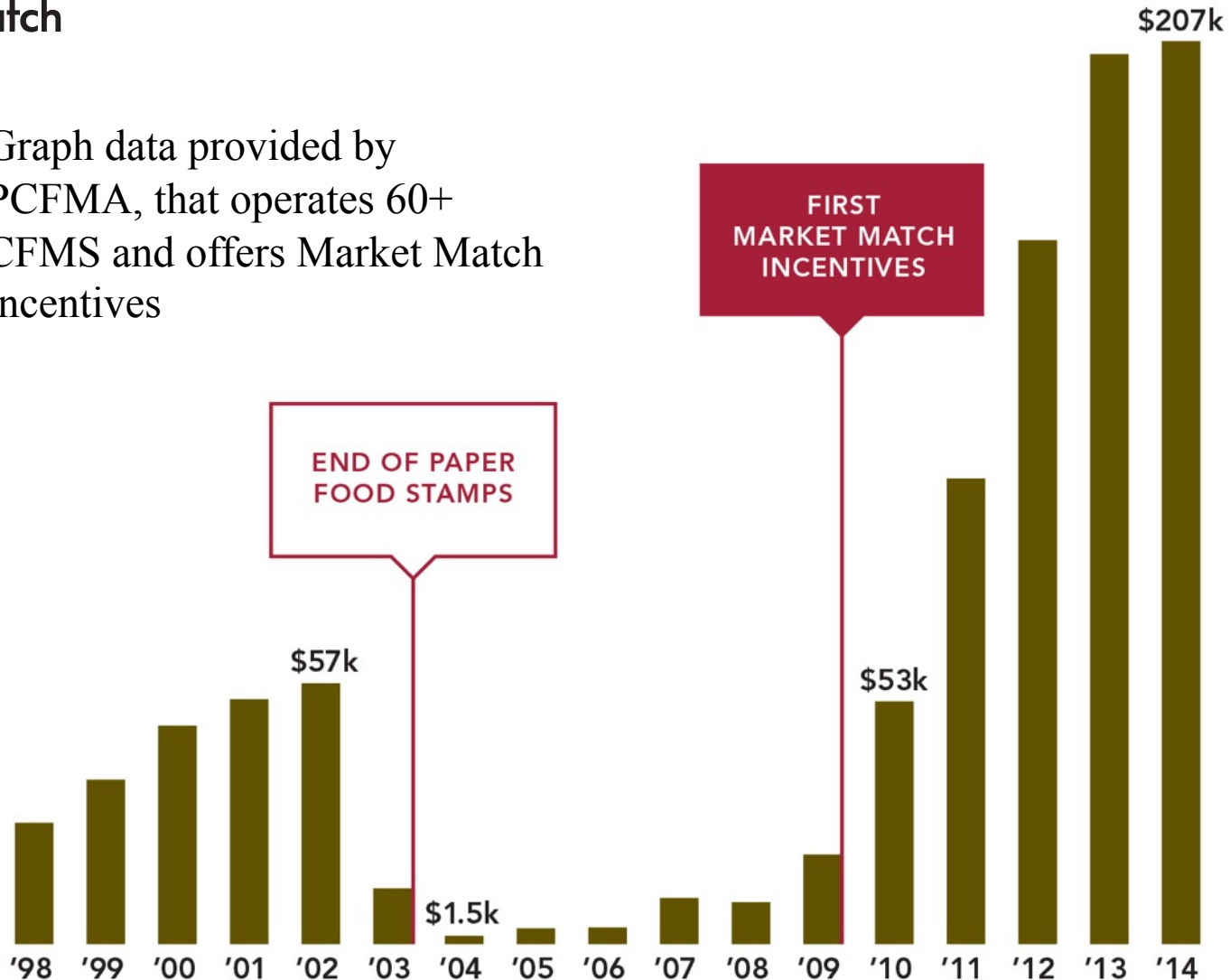




market match

# Impact of EBT & MM on CalFresh Sales

Graph data provided by PCFMA, that operates 60+ CFMS and offers Market Match incentives





## Making a Difference: Low-income Families

**It's good to feel like I can support local farmers and the economy even though I'm low-income. I feel like this is an opportunity in many ways.**

– Dani, Market Match customer, Ukiah

**Market Match helped me get my produce consumption WAY up and get much healthier.**

– Ellen, Market Match customer, Petaluma

- +400/800 FM with EBT access
- 40 regional leads offering MM at +250 sites
- 2015: Serving 105k customers (non-unique), spending at least \$2.4M
- Stimulating approximately \$4.3M in additional economic activity
- Farm Bill & FINI
- State Funding through AB 1321





market match

## Making a Difference: Small & Mid-sized Farms

- Serving 1600 farmers at +250 farm-direct sites
- Farmers report increased sales (81.1 %), making more money (73.9 %), and increasing the scope of their operations by planting more acres, buying equipment, building greenhouses or hoop houses, or hiring more workers (38.6%.)

**Being able to contribute directly to the health of my community with the produce we grow is what keeps us farming year after year.**

– Moira, Marin Roots Farm

**As a result of the Market Match program more consumers have become aware of the farmers' market as a source of fresh foods, as a place to know your farmers, as a place to teach youngsters about the wonderful flavors of freshly harvested produce.**

– Trini Campbell, Farmer, Riverdog Farm







market match

# Thank you!

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ecology center



**Making Healthy Food  
More Accessible in the  
Bay Area**

**SPUR: Making Healthy Food More Affordable  
July 22, 2016**

**Renna Khuner-Haber, Food Equity Program Manager**





### Beet Salad with Mustard Dressing

- Ingredients:**
- 8 medium beets, unpeeled
  - 1 b. ag of spinach
  - 4 tbsp. fresh squeezed orange juice
  - 4 tbsp. mustard
  - 2 tbsp. apple cider vinegar
  - 4 tbsp. olive oil
  - black pepper to taste
  - optional : 4 tsp all



### Directions:

- 1. Cook beets in enough water to cover them until they are just tender (about 1 hour). Peel them and slice them crosswise.
- 2. Mix orange juice, mustard, apple cider vinegar, oil, pepper & all (optional) in a small cup.
- 3. Add the dressing to the spinach and beets and stir them gently in a medium bowl.
- 4. Serve immediately.





# ABOUT FRESH APPROACH

## **Vision**

**We envision healthy communities where all people have access to fresh, healthy food from California farmers.**

## **Mission**

**Fresh Approach creates long-term change in local food systems by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition.**



# NUTRITION PROGRAMS

## ■ VeggieRx

- Eight-class nutrition education program
- Cooking demonstrations
- Weight monitoring
- Vouchers to purchase fresh fruits and veggies at local farmers' markets



## ■ Healthy Food, Healthy You

- Nutrition education classes
- One-time or three-class series
- Kitchen-in-a-box kit
- Carrot Cash to purchase fruits & veggies at farmers' markets



# FRESHEST CARGO

## ■ Freshest Cargo

- Mobile farmers' market truck
- Addresses lack of fresh produce in food deserts
- Sources fresh fruits and vegetables from local farmers at Bay Area farmers' markets





# CALFRESH AND MARKET MATCH

Fresh Approach works closely with **Pacific Coast Farmers' Market Association (PCFMA)** to promote CalFresh EBT (food stamps) and Market Match at markets

## ■ CalFresh

- All PCFMA and most other Bay Area markets accept CalFresh EBT

## ■ Market Match

- Incentives for CalFresh customers to stretch their food dollars when shopping at farmers' markets



USE  
YOUR

**CALFRESH EBT**

USE SU CALFRESH

AT  
THE

**FARMERS' MARKET**

EN EL FARMERS' MARKET



RECEIVE  
UP TO  
RECIBA  
HASTA

**\$10**

FREE  
WITH  
GRATIS  
CON

market  match

**SWIPE**



**RECEIVE**



**SHOP**



**1 SWIPE your CalFresh EBT card at the Info Booth**  
PASE SU TARJETA EBT de CalFresh en la mesa de información

**2 RECEIVE your CalFresh & Market Match dollars**  
RECIBA sus dólares de CalFresh y Market Match

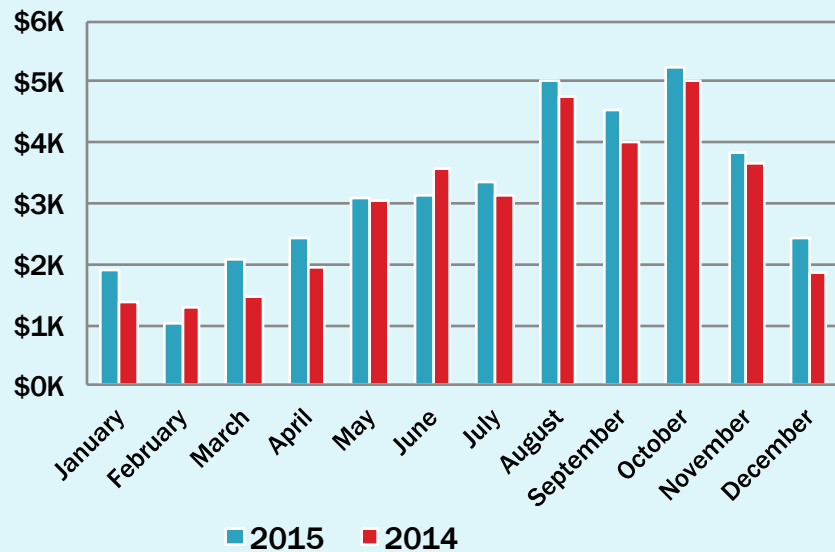
**3 SHOP the market to buy fresh & affordable local food**  
COMPRE en el mercado para obtener alimentos locales frescos y económicos





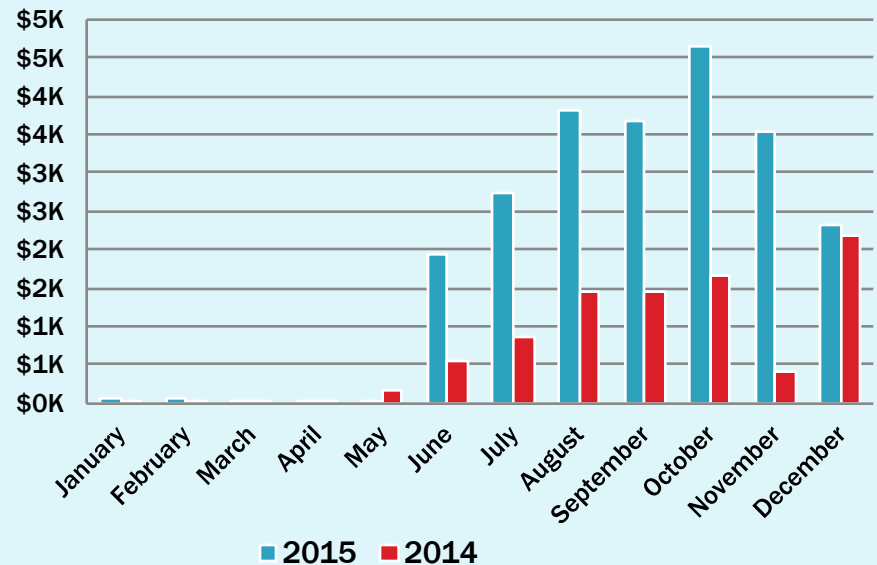
# MARKET MATCH: IMPACT

## CalFresh Redemptions



**2015 total: \$184,280**  
**7.6% decrease from 2014**

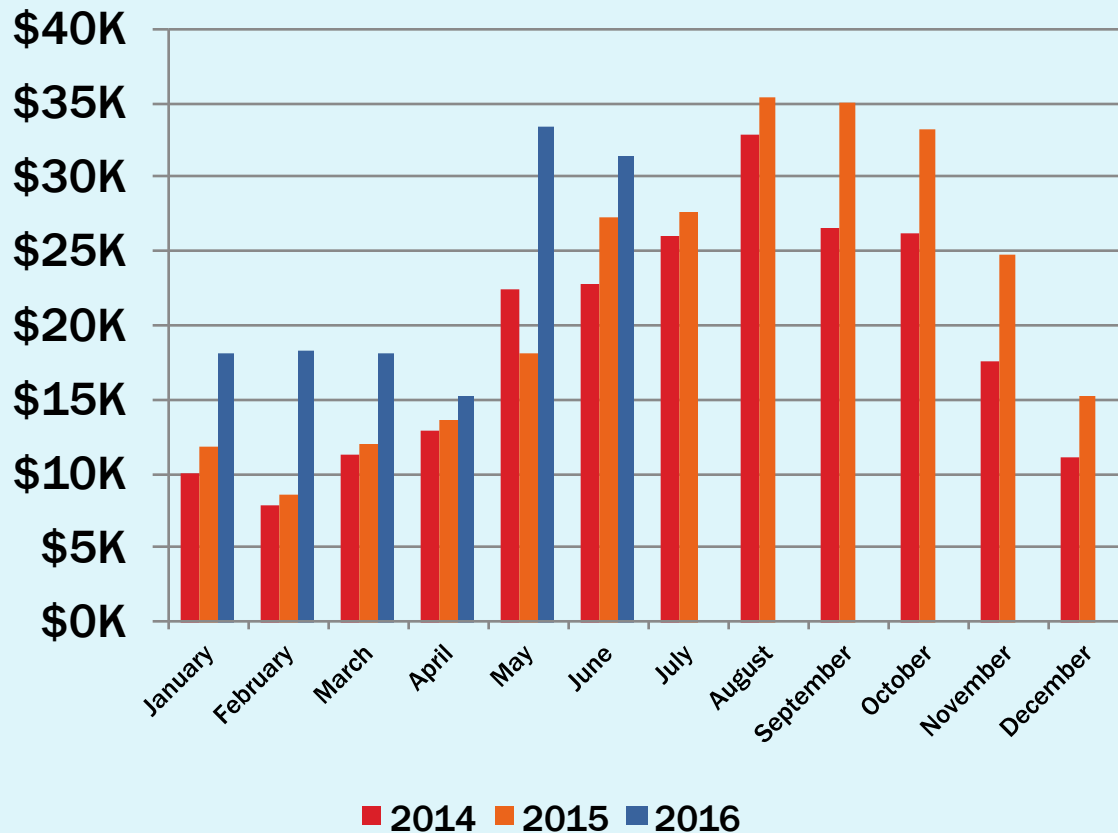
## Market Match Redemptions



**2015 total: \$78,339**  
**191% increase from 2014**

# MARKET MATCH: IMPACT

## Combined CalFresh & Market Match Redemptions



**2015 total: \$262,619**

**19.9% increase  
from 2014**

**Jan-June comparisons**

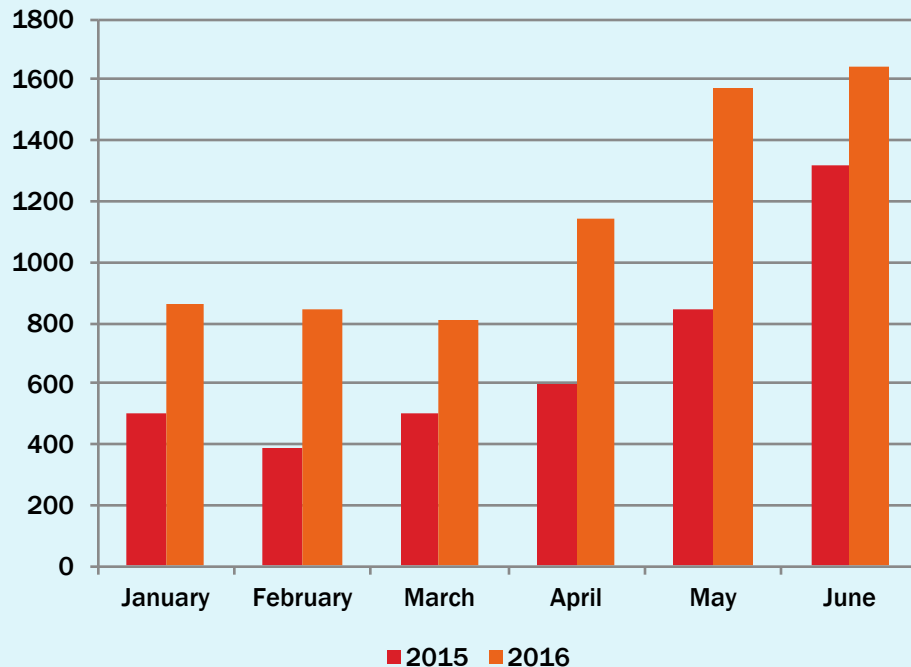
**2015: \$91,430**

**2016: \$134,369**

**47% increase**

# MARKET MATCH: IMPACT

## CalFresh and Market Match Transactions



**2015 total: 11,651**

**10.5% increase  
from 2014**

**Jan-June comparisons**

**2015: 4,158**

**2016: 6,878**

**65% increase**

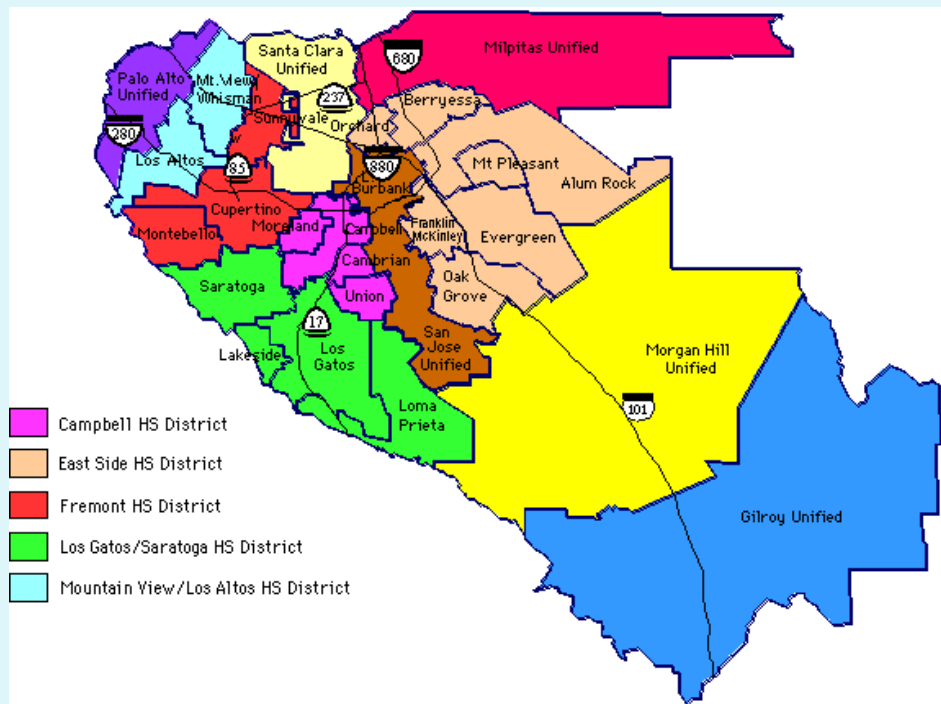


# OUTREACH FOCUS: SANTA CLARA COUNTY

Partnerships to Improve Community Health  
(PICH)



# BACKGROUND ON SANTA CLARA COUNTY



- **33 farmers' markets**
  - 25 accept CalFresh
  - 13 offer matching incentives
- **1.9 million adults in Santa Clara County**
  - 116,000 low-income households
  - 31% of low-income household are food insecure
- **Less than 50% of income-eligible are enrolled in CalFresh**

# COMPREHENSIVE PROMOTIONAL CAMPAIGN

- Improved market signage
- Flyers, coupons, postcards
- Community education and outreach – cooking demos and nutrition classes
- Bus and radio advertisements

**USE YOUR *CalFresh* EBT AT THE *Farmers' Market***

**Double YOUR MONEY UP TO \$10 FREE DOLLARS IN MARKET MATCH\***

Gane el doble de dinero hasta \$10 por día cuando se utiliza Market Match\*  
Tăng gấp đôi tiền chợ của quý vị tối đa \$10 mỗi ngày khi quý vị dùng Market Match\*

**IT'S AS EASY AS 1-2-3!**

Farmers' markets are a great way to get fresh, affordable, and healthy food for you and your family.

**Đến ăn thật ngon 1-2-3!**  
Los mercados de agricultores son una buena manera de conseguir alimentos frescos, baratos y saludables para usted y su familia.

**Đến ăn 1-2-3!**  
Các chợ nông gia là những nơi rất hấp dẫn để mua thực phẩm tươi, giá thấp, và lành mạnh cho bản thân và gia đình quý vị.

**1 SWIPE YOUR CALFRESH EBT CARD AT THE INFO BOOTH.**  
Desliza su tarjeta CalFresh EBT en el stand de información.  
Quẹt thẻ CalFresh EBT của quý vị tại quầy thông tin.

**2 GET YOUR CALFRESH AND MARKET MATCH DOLLARS.**  
Obtenga sus dólares de CalFresh EBT y Market Match.  
Nhận tiền chợ CalFresh và Market Match của quý vị.

**3 BUY FRESH AND AFFORDABLE FRUITS AND VEGETABLES FROM LOCAL FARMERS.**  
Compre frutas y vegetales frescos y baratos de agricultores locales.  
Mua trái cây và rau quả tươi với giá phải chăng từ các nông gia địa phương.

CalFresh EBT card required per day. \$10.00 max for fruits and vegetables only. See participating markets. \*Market Match also may pay double per day. \$10.00 max per dollar for fruits and vegetables only. See participating markets. \*Market Match also may pay double per day. \$10.00 max per dollar for fruits and vegetables only. See participating markets. \*Market Match also may pay double per day. \$10.00 max per dollar for fruits and vegetables only. See participating markets.

market match Fresh Approach Santa Clara County PUBLIC HEALTH



# IMPROVED MARKET SIGNAGE



*We Accept* **CalFresh EBT**

**VISIT THE FARMERS' MARKET INFO BOOTH FOR DETAILS**



**Aceptamos CalFresh EBT (estampillas de comida)**  
**Visite el puesto de información para detalles**

**Chúng tôi nhận CalFresh EBT.**  
**Ghé thăm gian hàng thông tin để biết chi tiết.**

# FLYERS AND COUPONS




**\$3** Bring this postcard to the market to receive \$3 worth of FREE Canner Cash to spend at the Farmers' Market! (PLEASE READ BACK FOR DETAILS)

**USE YOUR**

**CalFresh EBT**

**AT THE**

**Farmers' Market**

**FOR FRESH AND AFFORDABLE FOOD!**

**1** 

**2** 

**3** 

**RECEIVE UP TO:**

**\$10 FOR FREE with MARKET MATCH**

**WHEN YOU USE YOUR**

**CalFresh EBT**

**AT YOUR LOCAL**

**Farmers' Market**

**\$3** Bring this postcard to the market to receive \$3 worth of FREE Canner Cash to spend at the Farmers' Market! (PLEASE READ BACK FOR DETAILS)

## SANTA CLARA COUNTY FARMERS' MARKETS

Use your CalFresh EBT at the Farmers' Market!



**Indicates CalFresh is accepted**

Markets with a green star accept CalFresh EBT cards. To use your EBT card, look for the market manager at the information sign. You can also use your EBT card to purchase tokens to use with the vendors. Unused tokens can be returned to the market manager for money added back to your card.

**Indicates Market Match program**

Markets with an orange star offer Market Match. Double your CalFresh EBT dollars up to \$20. Valid for fruits and vegetables only. Limit once per customer per day.

**MORGAN HILL**

Morgan Hill Farmers' Market   
Cabrera Station at 3rd St. Depot | Sat 9-12

**SAN JOSE**

Santitas Farmers' Market   
1488 Tennessee Ave | Sat, Sun 9-12

**MOUNTAIN VIEW**

Mountain View Farmers' Market   
Mountain View CalFresh Station parking lot, 800 N. Gwyn Ave | Sun 9-12

**FELIX**

California Avenue Farmers' Market   
California Ave at El Camino Real | Sun 9-12

**PALO ALTO**

Palo Alto Downtown Farmers' Market   
Grove Street between Hamilton & Forest | Sat 9-12 | May-Dec only

**PALEO ALTO**

PA Paleo Alto Farmers' Market   
PA Paleo Alto Health Care Systems, 2800 Miranda Ave | Wed 10-12 | Apr-Nov only

**CAMPBELL**

Campbell Farmers' Market   
Downtown (Campbell Ave. between 2nd St. & Central Ave) | Sat 9-12

**CUPERTINO**

Cupertino Oaks Farmers' Market   
Cupertino Oaks Shopping Center, Stevens Creek at Hwy 85 | Sun 9-12

**WILCOX**

Wilco Farmers' Market   
Wilco Shopping Mall, N. Wolfe Rd. Stevens Creek | Fri 10-12

**BRUNY**

Bruny Farmers' Market   
Gilly-Clark Center Parking Lot, West 1st & Reservoir | Sat 9-12 | May-Oct only

**LOS ALTOS**

Los Altos Farmers' Market   
State St. between 2nd & 6th Streets | Thu 4-8 | May-Sept only

**LOS GATOS**

Los Gatos Farmers' Market   
Downtown Park Plaza, Santa Cruz Ave and N. Main St | Sun 9-12

**MILPITAS**

Milpitas Farmers' Market   
Avila Gardens (Santa Community Center), 520 Lee Center St | Sun 9-12

**REDWOOD CITY**

Redwood City Farmers' Market   
1488 Tennessee Ave | Sat, Sun 9-12

**SAN JOSE**

San Jose Downtown Farmers' Market   
San Pedro Square, on N. San Pedro St between N. Santa Clara St and St. John | Fri 10-12

**SAN JOSE**

San Jose Agertown Farmers' Market   
Corporation yard, Jackson St between 8th & 9th | Sun 8:30-12

**SANTA TERESA**

Santa Teresa Farmers' Market   
Santa Teresa Blvd & Camino Verde | Sat 10-12

**VALLEY MEDICAL CENTER**

Valley Medical Center Farmers' Market   
Valley Medical Center, 750 S. Bascom Ave West 2nd St | May-Nov only

**WESTGATE**

Westgate Farmers' Market   
Westgate Shopping Center, between Westgate Blvd & J. Creek, 14800 Serrano Ave | Sun 10-12 | June-Dec only

**WILLOW GLADE**

Willow Glade Farmers' Market   
Behind the Garden Theater, Lincoln Ave & Willow St | Sat 10:30-12:30 | May-Oct only

**SANTA CLARA**

Kaiser Santa Clara Farmers' Market   
750 Lawrence Expressway | Fri 8:30-12:30

**SANTA CLARA**

Santa Clara Farmers' Market   
Jackson St between Homestead & Benton | Sat 9-12

**SARATOGA**

Saratoga Farmers' Market   
West Valley College, Multisite Drive & Alameda Drive | Sat 9-12

**SARATOGA**

Saratoga Village Farmers' Market   
Wiley Plaza, at Big Basin Way & Saratoga-Sunnyvale Road | Wed 2:30-7 | May-Dec only

**SUNNYVALE**

Amazon.com Farmers' Market   
Amazon.com parking lot near Amazon lot 125, off Enterprise Way | Tue 10-12 | May-Dec only

**SUNNYVALE**

Sunnyvale Farmers' Market   
Murphy Avenue at Washington | Sat 9-12

Funding made possible by the Centers for Disease Control and Prevention and the Santa Clara County Public Health Department

# COMMUNITY EDUCATION AND OUTREACH





# BUS AND RADIO ADVERTISEMENTS



# PICH: IMPACT

## PCFMA Markets - SCC

- 30% increase in CalFresh transactions
- 217% increase in Market Match redemptions
- 40% increase in total CalFresh + Market Match redeemed

## All PCFMA Markets

- 10.5% increase in CalFresh transactions
- 191% increase in Market Match redemptions
- 20% increase in total CalFresh + Market Match redeemed

# QUESTIONS?

Renna Khuner-Haber,  
Food Equity Program Manager  
[renna@freshapproach.org](mailto:renna@freshapproach.org)



# **Santa Clara County Healthy Food Incentive Grocery Project**

(a.k.a. Double Up Food Bucks)

San Jose Forum – July 27, 2016



**SPUR**

Ideas + Action  
for a Better City

# Barriers to Food Access

**Physical** – Can you find healthy food?



**Supply**

**Economic** – Can you afford healthy food?

**Educational** – Do you know how to make healthy choices and how to cook?

**Cultural** – Do you want the healthy food that is available and affordable?



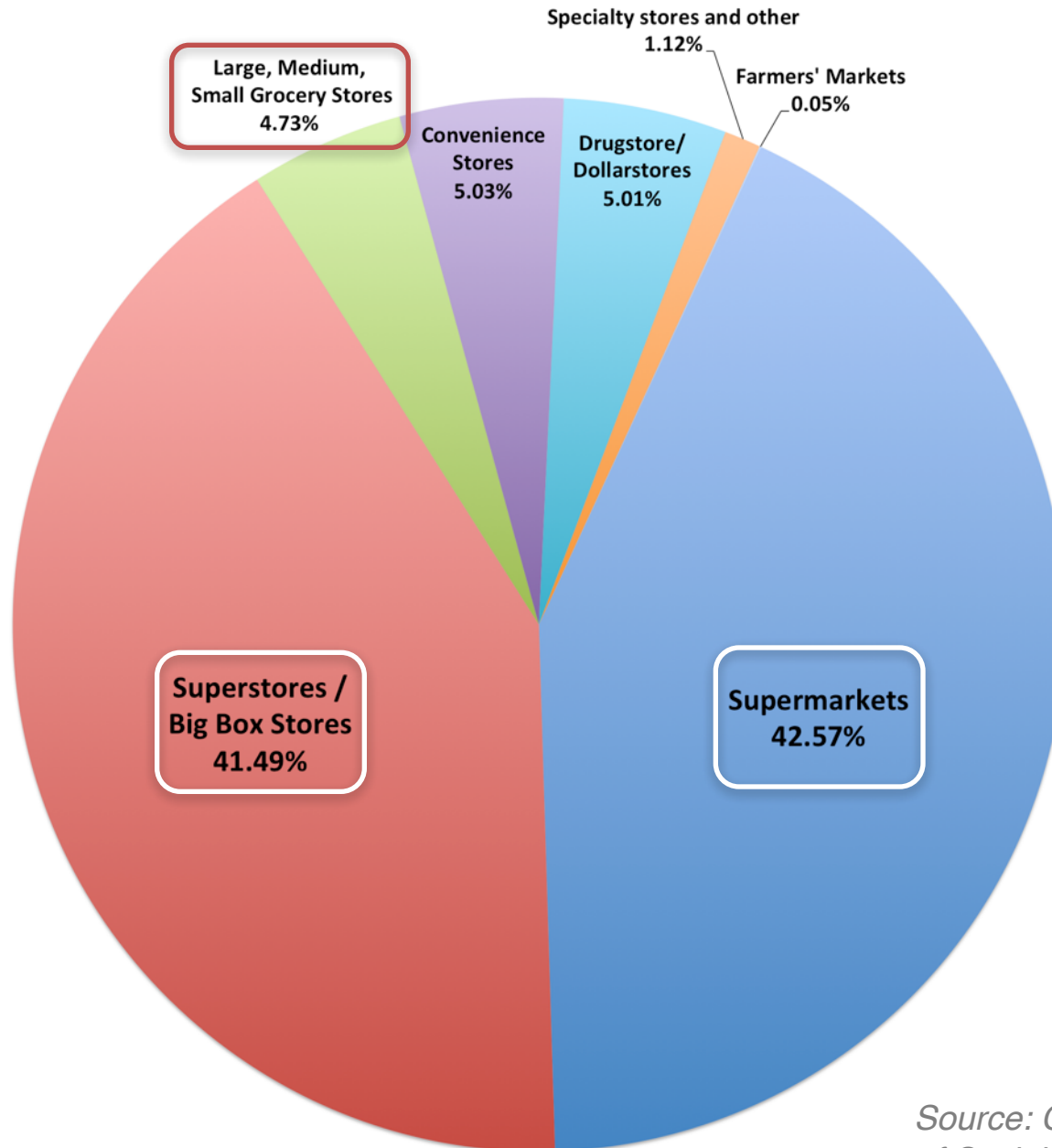
**Demand**

# Healthy Food Incentives Make Fruits and Vegetables More Affordable





# CalFresh Spending in 2014 by Retailer Type



Source: California Department of Social Services

# Estimated costs of CA expansion

	Annual Program Costs (incentives provided to families)	One-time Startup Cost	Ongoing Cost for Market/Retailer
<b>Expanding to all California farmers markets</b>	\$1.4 – 6.2 million	\$1,500 average per market	\$6,000 average per market
<b>Expanding to all California grocery retailers</b>	\$133 to 377 million	\$14 million	Variable

# Santa Clara County Healthy Food Incentive Grocery Project



**DOUBLE UP  
FOOD BUCKS™**



## Food Bowl 99



# How it works

1



**Use your CalFresh card to buy California grown fresh fruits and vegetables** at a participating grocery store

2



**For every \$1 you spend, earn \$1 FREE Double Up Food Bucks, up to \$10 per day**

3



**Spend your Double Up** rewards on any fresh fruits or vegetables in the same store at any future shopping trip.

# Partners:

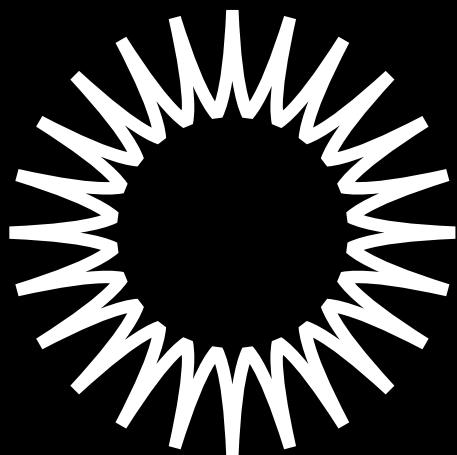


# LA LOMA PRODUCE #14

3052-16TH ST.

**Eli Zigas**  
**Food & Agriculture Policy Director**  
**[ezigas@spur.org](mailto:ezigas@spur.org)**  
**415.644.4881**





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