How a New State Program Could Drive a Dramatically Healthier California
April 20, 2022
Fruit and Vegetable Supplemental Benefit Programs Already in California
(aka Healthy Food Incentive Programs)
How it works for customers (w/EBT Integration)

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

2. Your purchase is matched, penny-for-penny, up to $60 per month. The money is rebated back to your EBT account.

3. Spend your rebate/bonus dollars on any CalFresh eligible items (not just fruit and vegetables) at any future shopping trip.
Identifying California-grown produce
Supplemental Benefit coupon formats

**Paper Coupons** *(some locations)*

**Loyalty card** *(some locations)*

**EBT Integration** *(in the works...)*
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