# Making SNAP incentives a Snap (on the EBT Card)

January 25, 2023



# Ways incentives are currently distributed outside of EBT system

## **Paper Coupons**

### Loyalty card



ONE-TIME USE (EXP 12/31/17) \* NO REFUNDS & NO CASH VALUE \*



CASHIER NAME: MARY STORE:00004 REGISTER:002 CASHIER:0002 TICKET#:9239 31JAN2017 14:29:09



### **Tokens**





# With EBT integration, incentives are distributed via:

**State-issued EBT card** 

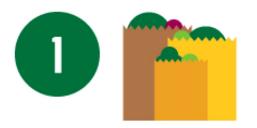


# And, at CA farmers' markets, the EBT card in conjunction with tokens





# How it works for customers at CA grocery store (w/EBT Integration)



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



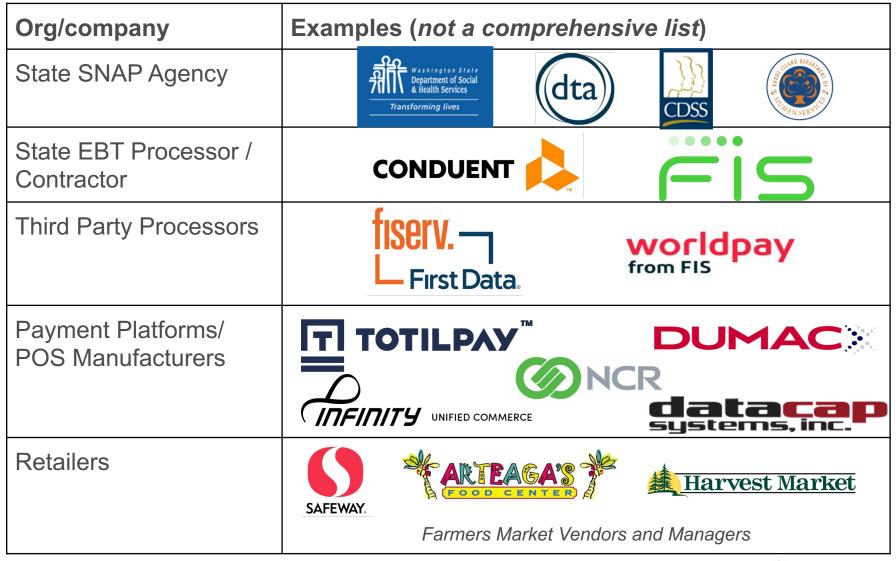
Your purchase is matched, penny-forpenny, up to \$60 per month. The money is rebated back to your EBT account.



Spend your rebate/bonus dollars on any CalFresh eligible items (not just fruit and vegetables) at any future shopping trip.



# Who is involved?





# **Program Design Summary**

Massachusetts	California	Washington State	Rhode Island
Earn on fruits and veg	Earn on CA-grown fresh fruit and veg	Earn on fruit and veg	Earn on fresh fruit and veg
Redeem on any SNAP eligible products			
Monthly cap based on household size (\$40, \$60, \$80)	Monthly cap same for all households (\$60)	Monthly cap same for all households (\$50)	Monthly cap of \$25
Available at many local farm vendors, redeemable at any SNAP authorized retailer	Available at select farmers markets and grocery retailers, redeemable at any SNAP authorized retailer	Available at select farmers' market vendors and grocery retailers, redeemable at any SNAP authorized retailer	Available at select grocery stores, redeemable at any SNAP authorized retailer
1:1 match ratio	1:1 match ratio	1:1 match ratio	50 cents incentive for every eligible dollar purchase



# Contact information

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