

WEBVTT

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Jessica Peyton / SPUR: Hi, everyone, we'll get started in just a few seconds.

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Jessica Peyton / SPUR: Okay, we have a lot to cover today. So I'm just gonna go ahead and get started. But Hello, everyone. Good afternoon. My name is Jessica Payton, and I am Spurs, senior associate of public engagement. Thank you so much for joining us today. Some of you here are spur members. So thank you as always, for your support. If you are not a member, I encourage you to join to support spurs, ongoing work and using education, policy, analysis, and advocacy to make our season region more prosperous, sustainable, and equitable places to live.

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Jessica Peyton / SPUR: Your financial support enables us to continue our work, including the hosting of programs like to day's. You'll find more information about membership [online@spur.org](mailto:online@spur.org) slash, join quick little plug for our next upcoming digital discourse. It's Wednesday, September sixth. At 1230 PM.

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00:01:20.950 --> 00:01:38.710

Jessica Peyton / SPUR: It is called a conversation with Fred. Kelly, Director of the Oakland Department of Transportation join us for a one on one conversation between spurs. Transportation policy Manager Jonathan Cass and Director Kelly to learn more about Kelly's plans to deliver safe transportation to all Oaklanders, and we'll drop a link for that in the chat in just a second.

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00:01:39.200 --> 00:01:56.860

Jessica Peyton / SPUR: But today's digital discourse is called turning a new leaf for double up food books. One of the biggest biggest obstacles to eating healthy is the affordability of healthy food. Double up food bucks, California nutrition incentive program that spurs managed since 2017 has helped tens of thousands of people in the Bay area overcome that obstacle.

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Jessica Peyton / SPUR: Double up is now in the process of transitioning to a new chapter, as many participating stores join the California fruit and Veggie EBT. Pilot, a program fully integrated into the California's E Bt. System. The pilot is refining a scalable

model for increasing the purchase and consumption of California grown fruits and vegetables. And today we're joined by partners key to the success to the success. I'm sorry of the California and the national double-up food programs to discuss the program's implementation and impact.

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00:02:24.710 --> 00:02:36.220

Jessica Peyton / SPUR: And today's digital discourse has been generously sponsored by Genentech. So I'm going to hand it over to Aaron Hogan, director of local government affairs for Genentech to talk briefly about why this topic's important.

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Jessica Peyton / SPUR: Aaron is a native of the San Francisco Bay Area and a former Spur Board member as the director of Local government affairs. Virginit tech. Ariane has been an advocate for equitable and sustainable solutions to some of the region's toughest challenges. Aaron, thank you for joining us today.

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00:02:50.860 --> 00:03:00.030

Ariane Hogan, Genentech: Thanks, Jessica. I'm really excited about the program that you that we're having today. Just a little bit about

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Ariane Hogan, Genentech: Genentech. In 1976, Genentech's founders chose to call the San Francisco Bay Area home. Nearly 50 years later Genentech remains committed to the San Francisco Bay area and continuing our journey here as an engaged and valued corporate partner

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00:03:15.790 --> 00:03:38.319

Ariane Hogan, Genentech: at Genentech we remain focused on our core mission of discovering and developing the next wave of innovative treatments for people with serious diseases. In our view, that mission requires integrating a focus on health equity in everything we do, from the design of clinical studies to our access and priority policies to doing our part to advance healthy communities.

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Ariane Hogan, Genentech: It's in that spirit that genetic is pleased to bring to you to day spurs, digital discourse focused on better access to healthy foods and the Double up food bucks, California program.

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00:03:51.000 --> 00:03:54.799

Ariane Hogan, Genentech: And with that I'm gonna pass it back to Jessica. Thank you for joining us.

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Jessica Peyton / SPUR: Thank you so much, Arian. And now I would like to introduce our panelists, for to day. Starting with Roseanne, Berthon, Eretchiga. Roseanne is a strategic communications, professional with over 30 years of experience, working in public affairs and community outreach. Roseanne serves as county of Santa Clara, Department of Employment and benefit services, outreach and Communications Coordinator.

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00:04:18.540 --> 00:04:30.679

Jessica Peyton / SPUR: Next up we have Noah Fulmar. Noah is a senior fellow at Fairfood Network, a national nonprofit that supports the growth of fruit and vegetables, incentives nationally as part of its mission to grow community health and wealth through food.

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00:04:30.770 --> 00:04:40.470

Jessica Peyton / SPUR: Noah has worked with spur and partners in other States over the past decade to plan and implement double up programs across the country, as well as to increase the Federal funding. To support this work.

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00:04:40.480 --> 00:04:48.930

Jessica Peyton / SPUR: Next up, we have Tammy Kalise. Doctor Kalise is the co-director of evaluation and Senior and research consultant at Johnstown Incorporated.

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00:04:49.030 --> 00:04:58.000

Jessica Peyton / SPUR: She has over 25 years of experience at the local State and Federal government levels as well as an academia. And finally, we have Gracia Marqueznia bliss.

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00:04:58.460 --> 00:05:25.380

Jessica Peyton / SPUR: Caressia supports spurs, work to create a bay area where everyone has enough food to lead a healthy life through supplemental and benefit programs like double up food bucks. And now the California fruit and veggie Ebt pilot prior to joining spurs, she worked at the University of California Riverside and implementing emergency support programs that ensured that students had access to food housing and other basic necessities. While also advocating for policy change which would allow students to qualify for government

food assistance programs.

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00:05:26.070 --> 00:05:43.410

Jessica Peyton / SPUR: One more house cut keeping item before we get started. As always, we want this to be an interactive conversation. So I encourage you to use the chat to share your comments with each other and the panelists. If you do have any questions, though I'm going to ask that you submit those in the QA. Panel at the bottom of your screen or the top. If you're on a mobile app

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00:05:43.770 --> 00:05:45.970

Jessica Peyton / SPUR: if you

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00:05:47.410 --> 00:05:59.909

Jessica Peyton / SPUR: one more thing. Oh, and then I'd also like to remind you that this conversation is going to be recorded, and we will post the recording within a couple of days of the program being over. And with that I'm going to turn it over to you, Grecia.

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00:06:00.380 --> 00:06:24.179

Grecia Marquez-Nieblas | SPUR: Thank you so much, Jessica. And thank you all for being here, both panelists and participants. For today's digital discourse. Just wanted to give a quick overview because we don't know the range of experience with these programs that folks have as they're joining. We're gonna start with an introduction and then do start that deep dive into the impact for double up. So with that I will pass it off to Roseanne to kick us off. Thanks so much, Roseanne.

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Roseann Berthron-Arechiga - SSA: Good afternoon, everyone. My name is Roseanne Berthonorechka. I work for social county of Santa Clara. Social services in the Department of Employment and benefits services. We are the department that administers public benefits such as medical calfresh food and some bunch of financial assistance programs. And today I'm here to talk to you kind of set the foundation for our conversation about the calfresh food program.

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Roseann Berthron-Arechiga - SSA: I'll just give you some basics of it. Calfresh food is a nutrition program that can help low income families and individuals buy healthy food.

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Roseann Berthron-Arechiga - SSA: It's a federally funded program at a Federal level. It's called the Supplemental Nutrition program or the acronym snap. California takes every program that we administer.

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00:07:16.210 --> 00:07:40.160

Roseann Berthron-Arechiga - SSA: And turn it into some kind of cal like, for example, medicated a Federal level is meta cal in California. And supplemental nutrition program or snap is Cal. Fresh food. In California, we, Cal, everything benefit amounts range for one person between the low amount. If you have, if you're close to the income limit of \$23 to the high amount, if you have

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Roseann Berthron-Arechiga - SSA: no income of \$281 a month. A family of four's maximum benefit is \$939 a month.

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Roseann Berthron-Arechiga - SSA: Calfresh food used to be known as the food stamp program. People still do call it food stamps, and many times I used to have to tell people that it used to be known as food stamps for people to understand what program I'm referring to, but it does not come as stamps in a book any more which hold held a lot of stigma

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00:08:09.270 --> 00:08:17.590

Roseann Berthron-Arechiga - SSA: and some embarrassment for people when they were shopping at the grocery store. It's now on an ebt card like debit card

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Roseann Berthron-Arechiga - SSA: so no one knows that you're on a food assistance program. Cal. Fresh food is the largest food assistance program in California. With the aim at reducing hunger and approving access to nutritious affordable food.

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Roseann Berthron-Arechiga - SSA: Oh, calfresh food is issued on a Ebt. Card. Works like a debit card can be used in most grocery stores. Many farmers, markets.

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Roseann Berthron-Arechiga - SSA: to purchase food. It's good for the local economy they estimate for every dollar spent

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00:08:47.610 --> 00:08:54.760

Roseann Berthron-Arechiga - SSA: on Cal fresh food. The local economy gets a dollar 50 of related economic activity.

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Roseann Berthron-Arechiga - SSA: Who does Cal. Fresh foods serve some high numbers for California across California's households, struggle to put food on the table. 9.8% of California households are food, insecure or struggle to afford a nutritionally adequate diet.

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00:09:14.940 --> 00:09:35.540

Roseann Berthron-Arechiga - SSA: If you know that heating, you all go grocery, shopping, eating healthy, is more expensive than shopping around the middle aisles of the grocery store and eating processed food which we know in the long term, leads to less healthy people. 5.1 million's receive calfresh food benefits.

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00:09:36.390 --> 00:09:52.159

Roseann Berthron-Arechiga - SSA: We're talking today all around about an incentive program, one of the 3 that exist in Cal fresh food that help you stretch your dollars, and we're not gonna go over this. This is somebody else's thunder. But I wanted to tell you that there is more than one

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00:09:52.160 --> 00:10:07.559

Roseann Berthron-Arechiga - SSA: incentive program in Calfresh to help you stretch that money that you get, because if you looked at even the highest amount of money for one person. You know that you can't go grocery shopping all month for that. So stretching your your dollars is really important to people on calfresh.

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Roseann Berthron-Arechiga - SSA: So that's my part about setting the foundation for our discussion today. Thank you very much.

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Grecia Marquez-Nieblas | SPUR: Oh, thank you again, Roseanne. For setting that foundation, really appreciate it.

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Grecia Marquez-Nieblas | SPUR: And so I wanna talk about a little bit

about the history of double up food box, the growth that we've experienced and this transitional period that we're in now, which is really exciting. So double up. Food box has been managed by spurs since 2,017 to 18. We were looking at, you know, after doing some research in the Bay area about what the barriers were to healthy food. The resounding answer we got was that the cost of healthy food was one of the biggest barriers.

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Grecia Marquez-Nieblas | SPUR: Economically, as Roseanne mentioned, it can be very expensive, and we saw that nationally there were models for addressing that

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Grecia Marquez-Nieblas | SPUR: through programs like double up food box and other nutrition incentive programs that are funded both at State level and Federal.

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Grecia Marquez-Nieblas | SPUR: And so Spur wanted to do something. That's a little bit unusual for our organization and implement a program to prove that this could make a big difference in the Bay Area for the lives of low income members of our community. And so

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Grecia Marquez-Nieblas | SPUR: with support, we were able to launch double-up food box at one, then 2 grocery stores here in the Bay area. And essentially what this does it? Well, what this did was provide a dollar for dollar match on the purchase of California grown fruits and vegetables for any recipient of calfresh who would go to a participating grocery store.

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Grecia Marquez-Nieblas | SPUR: So let's say, I was a community member. Using this program, I could go in and buy \$5 of celery and carrots. That were grown in California. I would receive a coupon, a paper coupon

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00:11:52.140 --> 00:12:08.379

Grecia Marquez-Nieblas | SPUR: for my next purchase to get a discount of \$5 on my purchase of any fruits or vegetables, the idea being more money for fruits and vegetables means that there are is also more money for folks to stretch into other food items that their family would need

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00:12:08.760 --> 00:12:13.579

Grecia Marquez-Nieblas | SPUR: with that dollar for dollar match. It was up to \$10 per day.

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00:12:14.240 --> 00:12:30.049

Grecia Marquez-Nieblas | SPUR: and what we saw is that this program was very popular. It grew from those one to 2 stores to a total of 8 across the Bay Area, in San Jose, as well as up in Newark and Alameda counties. We were in 2 counties and

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Grecia Marquez-Nieblas | SPUR: very much resounding. We would get a lot of questions about, how could this program expand? How can we reach more people?

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Grecia Marquez-Nieblas | SPUR: We'll also say that there are programs like this all over the State of California, under different names, administered by different organizations

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Grecia Marquez-Nieblas | SPUR: at farmers, markets as well as grocery, and what we saw as the 2 barriers to be able to do that expansion and to reach more people were one technology because most of these programs are the technology is developed individually with a nonprofit partner or another community partner, and a grocery store or farmers market. And there wasn't something that was easily applicable to everyone. It's sort of like

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Grecia Marquez-Nieblas | SPUR: getting something custom-made for your car. Maybe you could get someone to do it for you. But everyone's getting something. Custom made. It's not something that a manufacturer is providing automatically.

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00:13:19.940 --> 00:13:33.820

Grecia Marquez-Nieblas | SPUR: and the other barrier was actually just the actual money for these we call them supplemental benefits often known as nutrition incentives, so that actual, like the coupon or the match for the dollars that are being spent by the calfresh

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Grecia Marquez-Nieblas | SPUR: families and customers. And so.

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Grecia Marquez-Nieblas | SPUR: when we were looking to that spur. joined a variety of partners to propose that the State of California set aside funds to one, develop the technology and 2 to provide those funds, those incentives.

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Grecia Marquez-Nieblas | SPUR: 2 Californians in a pilot program to see if we could test that this technology works with the idea that we know that people will eat more fruits and vegetables if they have money for more fruits and vegetables. And really, what we need is the technology. And to test that technology is scalable.

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00:14:07.900 --> 00:14:26.530

Grecia Marquez-Nieblas | SPUR: And so now we're in the state where double of food bets. Actually sunset on June thirtieth, of 2,023. That was a result of the end of our funding, which was primarily coming from the Us. Department of Agriculture, but also came from some community partners in Santa Clara County across the Bay Area

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Grecia Marquez-Nieblas | SPUR: And that sunset was intentional because we are now

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Grecia Marquez-Nieblas | SPUR: in the process of, or have launched the California fruit and vegetable ebt. Pilot across grocery stores, not only here in the Bay area, but also in Mendocino County, which is up north about 4 h of San Francisco. And this program is

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Grecia Marquez-Nieblas | SPUR: all those addresses, those 2 barriers. One, we've developed technology. That is what we call Ebt integrated means that there is no loyalty card. There is no extra coupon when a customer goes in and shops with the Ebt card, as Roseanne showed you. That looks like a debit card. They're matching funds, get automatically put onto that card. They're immediately available. It essentially, to the customer. Looks like they got free fruits and vegetables from the

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Gracia Marquez-Nieblas | SPUR: dollar for dollar match being immediate.

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Gracia Marquez-Nieblas | SPUR: and we have funds to be able to run this program for some time so that we can see how it works. How quickly families are using this fund, this funding and how much of it they're using?

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00:15:29.550 --> 00:15:57.719

Gracia Marquez-Nieblas | SPUR: It's really, really exciting. And we actually are launching at 3 more stores today. Here in I'm I'm currently in San Jose, here in San Jose, which were previously offering double of food bucks. So customers already know that these kind of programs exist and are really excited to get back to or earning those additional dollars, especially in this time, where things are very expensive and there has been a shift in the amount of funds that they have received since the end of the pandemic additional support.

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Gracia Marquez-Nieblas | SPUR: So that is a very quick overview, but I do want to give it over to Tammy, who's going to talk a little bit more about some of the impact, and how this relates to national programs because she has great experience as well. So pass it to you, Tammy.

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Tammy Calise: Thank you so much, Gracia. as Gracia mentioned. I have had the pleasure of working with spur since they launch the double up food box program and

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Tammy Calise: have been able to help them to kind of document and and to make some changes is is you know, needed in terms of, you know, using data to inform

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you know, program improvements and a lot of the work. That we've done in terms of the evaluation is also informed by our experience evaluating similar programs. Such as the healthy incentives program in in the State of Massachusetts, which you all may be familiar with, since it's one of the kind of the

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Tammy Calise: founding programs, if you will. I just. You know, in the short amount of time that I have today, I just wanted to highlight a couple of

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Tammy Calise: key points in in terms of the double up food program. You know. I think that you know. We know that older adults and children tend to be at a higher risk of food, insecurity. And one of the, you know, the benefits that we've seen in the Double Up food box program over the past

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Tammy Calise: 6 years. Is that the program has reached an estimated, you know, roughly, 16,000 children, ages 5, and under you know, almost 23,000 children, ages 6 to 18, and nearly 10,000 adults, ages 60 and older.

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Tammy Calise: You know, like so you know it is. It has helped to, you know, address some of those higher risk populations, you know.

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Tammy Calise: in

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Tammy Calise: during this period of time we all experienced covid, which you know, really increased the the food need. And I, you know, believe that because of the Double up food program and the relationships that have been established, you know, over the past number of years.

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Tammy Calise: With spur and all of the partners. I think that the foundation was really there to be able to you know, help, ease the burden for thousands of families. That, you know, found themselves struggling with food in security.

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00:18:44.880 --> 00:19:10.600

Tammy Calise: You know, we have also found over the past 6 years how thoughtful spur has been in terms of the communities that they've gone

into. In terms of, you know, higher, higher need. In interviews that we've conducted with some of the store owners. You know, you can really hear kind of the the passion of

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00:19:10.600 --> 00:19:28.460

Tammy Calise: some of the the owners and the managers in terms of you know their commitment to their communities, and I think that spur again was really thoughtful in terms of you know, the the communities that they've gone into the stores that they've gone into to help. You know, offer this program.

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Tammy Calise: I mean, certainly a program like this.

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Tammy Calise: does take a lot of public awareness and spur was very helpful from the the beginning to help to bring attention to this new program that was running, you know, in in their area. And how they could benefit. I think that you know what we experienced with the healthy incentive program and double up food boxes

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Tammy Calise: you constantly have to be working to make sure that staff that are on the front line. The cashiers, the managers are familiar with the program and really understand kind of the ins and outs, so that they can explain the. You know how it works to the customers that especially true with the coupons.

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And you know it's it can be a stressful time, you know, at that point of sale, when a customer, you know may not understand how to use the program.

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Tammy Calise: and you know there's a long line of people waiting to check out. And so again, one of the things that you know we found in both of our experiences and both of our programs is that that front line retailer, you know, is is really so critical in terms of, you know, being the face of the program and helping those retailers that the cashiers, the the managers, to feel comfortable with the program

and be able to.

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Tammy Calise: you know, to really get behind it. Like like many of the stores that you know, the double up food box was offered, and I think is, you know, super beneficial. Again, the the partnerships that were established. I think we're really critical and help to you know, really provide a you know, that strong foundation to overcome. You know the increased challenges that we experience during Covid.

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00:21:27.210 --> 00:21:40.510

Tammy Calise: And again, I, you know, really making sure. That we're reaching these, you know, higher risk populations. And again, I think, double up through bucks. Was, was, you know, really helpful with that.

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00:21:40.620 --> 00:22:01.740

Tammy Calise: You know, I think that some of the the challenges that we heard from the retailers. Certainly at the the beginning, when the cal fresh when the incentive could be earned and redeemed was on locally grown produce, and there were challenges, with

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00:22:02.140 --> 00:22:11.739

Tammy Calise: stores being able to purchase locally grown, or how the the different food food,

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00:22:11.740 --> 00:22:37.939

Tammy Calise: systems procurement agencies you know, help. Labeled. The food was often confusing. And so I think that there were a lot of challenges kind of throughout the program with, you know, identifying locally grown and so it's exciting to hear that that now. California residents participating in the program.

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00:22:37.950 --> 00:22:42.950

Tammy Calise: we'll have an opportunity to buy any produce.

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Tammy Calise: I'm happy to answer any additional questions. But I you know, I think, that

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00:22:49.040 --> 00:23:02.559

Tammy Calise: spur and the partners have really you know, been critical in in this space in California, hoping to address this, you

know, really important need.

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00:23:06.710 --> 00:23:18.590

Grecia Marquez-Nieblas | SPUR: Thank you so much, Tammy, and there will be time for questions at the end. So I will. I do want to reiterate that I want to pass it to Noah Homer to talk a little bit about the sort of national

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00:23:18.630 --> 00:23:20.960

Grecia Marquez-Nieblas | SPUR: platform for incentive program.

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00:23:21.520 --> 00:23:40.089

Noah Fulmer: Sure. Thanks. Gracia. So hi, everyone. Yeah. My job is to provide some context for how it's happening in California fits into what's happening nationally in terms of nutrition incentives and snap incentives. Same thing as we talk about it. And basically, these programs are very young.

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Noah Fulmer: There, there's private funding that got some of these programs started a little less than 20 years ago. And

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Noah Fulmer: even, you know, when we're looking at Federal funding for this work.

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Noah Fulmer: It's all less than a decade that there's been a source of federal funding particularly targeted at snap incentives. So lots of innovation and lots of it happening at the local and increasingly at the State level. Towards this work. And what we're seeing in California? Certainly, with the evolution of the program and and the scale and the growth and thinking about efficiency administration and how to move from. You know, coupons to technology, is certainly part of that story.

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Noah Fulmer: and Fairfood network where I work has a pretty unique vantage point for all of this. We

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Noah Fulmer: support programs across the country that are doing

similar work. Like spur through a partnership with Usda and the Gretchen Swanson Center, we get funding to provide technical assistance to implementers of nutrition incentives across the country

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Noah Fulmer: and also support their capacity building of their programs. So we kind of have a finger on the pulse of a lot of different things. And we ourselves implement the double up through Bucks program in Michigan, where double up as a as a brand and as a program kind of originated back in 2,009

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Noah Fulmer: in the city of Detroit. And so we were. You know, we're familiar over the years with starting with a couple of dots on the map, and slowly but surely you know iterating how the program works. So you know, it was working regionally and then state wide and rural and urban areas and thinking about, you know, where are the systems that will make?

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00:25:18.650 --> 00:25:34.130

Noah Fulmer: This this idea of matching dollar for dollar snap dollars for fruits and vegetables. How do we make that sustainable? How do we make that scalable? How do we make it efficient so that, you know, we're maximizing the dollars that are going into a program that are actually reaching

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00:25:34.250 --> 00:25:42.840

Noah Fulmer: snap participants that are reaching farmers that are reaching retailers. So all of those questions kind of percolate as

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00:25:42.940 --> 00:25:59.769

Noah Fulmer: as these programs grow and scale. And that's something that is not unique to California or Michigan. It's something that many, many states are grappling with, where they've they've built programs and been able to build funding between Usda funding that started in 2,000 or

105

00:25:59.850 --> 00:26:10.520

Noah Fulmer: 2,014, with one farm bill, and then grew in 2,018 with the next farm Bill, and we shall see what happens with the Coming Farm Bill season this year or next.

106

00:26:11.410 --> 00:26:32.960

Noah Fulmer: You know, the the Federal funding plus State and local dollars have really allowed programs to reach widely beyond just an individual couple of retailers or an individual couple of farmers markets? And do bring up new questions around like, How do we sustain both funding sources. But how do we, you know, make these systems work well? And so

107

00:26:33.010 --> 00:26:41.260

Noah Fulmer: that is. that's something where ebt integration has come up for many of the programs across the country is

108

00:26:41.330 --> 00:26:49.479

Noah Fulmer: appealing solution. Like, if we're creating all these opportunities for dollars for fruits and vegetables targeted at participants.

109

00:26:49.510 --> 00:27:01.220

Noah Fulmer: In the snap program that are already, or calfresh that are already using ebt like, why not just put those fruit and vegetable benefits on the Ebt card? And if only it were so simple, but

110

00:27:01.860 --> 00:27:18.310

Noah Fulmer: thankfully. For folks across the country spur has been doing God's work, and really figuring out so many of the pieces of you know. What does it actually look like to take a program that again started off very grassroots and manual and analog

111

00:27:18.420 --> 00:27:24.379

Noah Fulmer: and what does it look like when you try it out in this more technological form, which is very much about

112

00:27:25.100 --> 00:27:35.370

Noah Fulmer: a lot of big corporate players that touch transactions and a lot of red tape and contracts, and everyone with good intentions, but everyone with their own systems and a little bit siloed. And so

113

00:27:35.460 --> 00:27:38.510

Noah Fulmer: it's been lovely to work in

114

00:27:39.110 --> 00:27:49.389

Noah Fulmer: learn from from Gracie and Eli and the team at Spur have



been doing to actually get some of these programs active and on the ground.

115

00:27:50.150 --> 00:28:01.730

Noah Fulmer: I think for me, and like for fair food network, it's exciting both from a perspective that you know we care about healthy people, thriving local economies, resilient food and egg systems.

116

00:28:01.910 --> 00:28:08.550

Noah Fulmer: And we see how these programs can add to it. And historically, the snap program from the very

117

00:28:08.600 --> 00:28:13.400

Noah Fulmer: early ideas behind it, you know, coming out of the Great Depression

118

00:28:13.430 --> 00:28:17.480

Noah Fulmer: in 1939, there was an Ag secretary who talked about

119

00:28:17.840 --> 00:28:36.009

Noah Fulmer: this food stamp program being something that was going to help Americans afford nutritious food. Get enough calories at the time was what was most important. It was gonna help farmers sell more food at a time that they were having really a hard time, you know, getting food to market, and it was gonna boost the economy in the process, and that

120

00:28:36.110 --> 00:28:44.009

Noah Fulmer: over time, like the Snap program, has continued to be this food support program that is also supporting American farmers. And

121

00:28:44.890 --> 00:28:48.959

Noah Fulmer: and over time. There have been iterations to try to make sure it's meeting the moment.

122

00:28:49.170 --> 00:28:54.240

Noah Fulmer: And what we have seen is, you know, the issues today aren't necessarily

123

00:28:54.360 --> 00:28:58.479

Noah Fulmer: purely just about people getting enough calories. There's a lot of calories out there.

124

00:28:58.530 --> 00:29:15.019

Noah Fulmer: And there is an issue, a huge issue around affordability of nutritious foods. And so there's this, this gap that still exists around nutrition security. And so it's been really wonderful to work with spur and partners across the country to think about like, how do we

125

00:29:15.140 --> 00:29:22.039

Noah Fulmer: ref, you know, make a snap program? That is able to respond to that need in this moment?

126

00:29:22.050 --> 00:29:31.420

Noah Fulmer: And how do we build it for the long haul? And I think that's kind of what this conversation is about today and thinking about these and systems and standardization

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00:29:31.440 --> 00:29:39.019

Noah Fulmer: around snap incentives. And yeah. love, I very much appreciate being part of today's talk.

128

00:29:40.880 --> 00:29:50.459

Grecia Marquez-Nieblas | SPUR: Gracey. What would you add? Oh, well, thank you so much for adding that and I and I do. You're bringing this to mind for me. I do want to.

129

00:29:50.890 --> 00:30:03.729

Grecia Marquez-Nieblas | SPUR: yeah, shout out our national partners. We are connected with national network of folks who are interested in doing this and bringing this to many communities across the country. And thankful to our local partners like Roseanne and

130

00:30:04.010 --> 00:30:18.879

Grecia Marquez-Nieblas | SPUR: Tammy, and and also know for sharing that knowledge and going on that journey with us. And and I do have to brag a little bit of right, because with the with all of this partnership that we've been able to establish and and continue to grow

131

00:30:18.900 --> 00:30:40.849

Grecia Marquez-Nieblas | SPUR: california in March became the first

well, the first State in 10 years to be able to offer these programs at a grocery store. When we, when we launched in Mendocino County. And now we are expanding that to grocery stores here in the San Francisco Bay area and still continuing to build that network of partners. We're going to see about 79 stores that are going to be opening.

132

00:30:41.090 --> 00:30:52.880

Grecia Marquez-Nieblas | SPUR: offering Ebt integrated incentives, supplemental benefits around 5 counties in Southern California, administered by our partners at the University of California, San Diego. So this

133

00:30:52.940 --> 00:31:09.379

Grecia Marquez-Nieblas | SPUR: work is expanding in California. But it's also multiplicative because our work is setting the foundation for our partners in Washington and Rhode Island and other States across the country, who are have been partnering with us on how this works and how we can expand it to do the same thing. So there are

134

00:31:09.780 --> 00:31:38.149

Grecia Marquez-Nieblas | SPUR: in Washington State. There are some partners who are now doing ebt integrated programs at farmers markets, I think, in Rhode Island there, so their hope that they could do something similar at grocery stores. And there is this momentum that's happening in California, but across the nation. That's really exciting. It's not the only model, it's not the be all end. All of how these things can be delivered. I think, as Noah mentioned, it's it's really been an ongoing process of how do we make this relevant to the current moment and the needs of our communities now.

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00:31:38.150 --> 00:31:52.380

Grecia Marquez-Nieblas | SPUR: But it is really exciting to see that this is something that is growing, and it is spur has been a great part of it, but there are so many partners that have been able to contribute to that with us in this journey to make this something that's available

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00:31:52.410 --> 00:32:00.680

Grecia Marquez-Nieblas | SPUR: across a variety of retailers, and also just across variety of geographic locations in multiple states.

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00:32:00.950 --> 00:32:03.599

Grecia Marquez-Nieblas | SPUR: Now, no, no, if you would add anything else.

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00:32:05.290 --> 00:32:07.240

Noah Fulmer: No, I think that's great.

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00:32:07.570 --> 00:32:08.300

Noah Fulmer: thank you.

140

00:32:08.470 --> 00:32:09.210

Grecia Marquez-Nieblas | SPUR: Yeah.

141

00:32:09.600 --> 00:32:33.809

Grecia Marquez-Nieblas | SPUR: So I did have a couple of questions. That came to me as I was thinking about this program that I would love to pose to the panel. And then, of course, we want to keep this interactive. We want to keep this relevant to folks who are attending. So please use the QA. Function to drop any questions. We'll also get to those. But I would love to ask a couple of questions here. The panel especially because all of you have been working on this for

142

00:32:33.840 --> 00:32:46.800

Grecia Marquez-Nieblas | SPUR: many, many years. So I think I'll start with Roseanne. I would love to hear from you. You know what has kept you involved with programs like double-of food bucks, nutrition incentive programs for multiple years.

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00:32:46.910 --> 00:32:54.410

Grecia Marquez-Nieblas | SPUR: And from your perspective as this. You know what's changed or evolved in the last 6 years in this realm.

144

00:32:55.010 --> 00:33:10.640

Roseann Berthron-Arechiga - SSA: Oh, thanks a lot for your question. Good question. Beyond the fact that it's my job for obvious reasons, to stay involved with that. But I even though there's incentive programs that exist for people on calfresh food.

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00:33:10.820 --> 00:33:14.499

Roseann Berthron-Arechiga - SSA: There is limited knowledge of them.

146

00:33:14.970 --> 00:33:40.909

Roseann Berthron-Arechiga - SSA: And also, I personally think it's very important to eat healthy, and I know it's very difficult for

people on public assistance programs to afford to eat healthy. So any of the programs that make that more possible, I personally feel invested in it beyond the fact that it's my job. Also. You know, working in this collaborative group of people who really care about things

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00:33:40.910 --> 00:33:48.019

Roseann Berthron-Arechiga - SSA: is motivating to stay involved coming up with new ideas, ways that we can

148

00:33:48.730 --> 00:33:52.109

Roseann Berthron-Arechiga - SSA: make things better. And

149

00:33:52.910 --> 00:34:07.089

Roseann Berthron-Arechiga - SSA: you know it it is. I'm really excited about the California fruits and veg sheet pilot, because we we know that our redemption rate is not a hundred percent on the coupons, even though it's available to people.

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00:34:07.280 --> 00:34:21.940

Roseann Berthron-Arechiga - SSA: And so now that it just goes automatically back on their EVT. Card, it is like free food is like \$60 worth of free food every month, if I if you take it off, but then you give it back to me. I just got that for free.

151

00:34:22.190 --> 00:34:41.089

Roseann Berthron-Arechiga - SSA: So I'm very excited about that model, and hoping that we'll be able to convince the State that that is a worthwhile model to scale, you know, across all, not just certain grocery stores and if I didn't probably work for government

152

00:34:41.179 --> 00:34:47.929

Roseann Berthron-Arechiga - SSA: that had a pension, I'd be an advocate somewhere, fight in the good fight, because I believe in that type of thing. Thanks a lot.

153

00:34:50.360 --> 00:34:54.550

Grecia Marquez-Nieblas | SPUR: Thank you so much. Roseanne. Noah or Tammy would love to hear your thoughts.

154

00:34:56.880 --> 00:34:58.500

Noah Fulmer: I can jump in

155

00:34:58.800 --> 00:35:02.459

Noah Fulmer: Rosanna, I think you are fighting the good fight, and we need you just where you are

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00:35:02.620 --> 00:35:06.049

been such a critical partner in all of this work.

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00:35:06.160 --> 00:35:07.620

Noah Fulmer: So

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00:35:07.850 --> 00:35:14.860

Noah Fulmer: so yeah, I guess II can share what what animates me about this and keeps me involved. And I think

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00:35:15.050 --> 00:35:20.180

Noah Fulmer: a lot of it is that it feels like we're just getting started again. That that

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00:35:20.280 --> 00:35:30.079

Noah Fulmer: funding has not kept pace with the demand for these programs. And so, just speaking from the Federal level. The Gus Schumacher nutrition incentive program is the

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00:35:30.120 --> 00:35:39.120

Noah Fulmer: the mouthful of a name that the Federal Grant program is called it Usda. and it

162

00:35:39.180 --> 00:35:42.819

Noah Fulmer: provides about 50 million, a little bit less

163

00:35:42.970 --> 00:35:56.560

Noah Fulmer: dollars per year for the whole country, and fruit and vegetable incentives. And those dollars need to be matched locally in order to apply for them, one for one. So if you want a million dollars, need to raise a million dollars locally

164

00:35:56.620 --> 00:36:21.379

Noah Fulmer: and even with that which is kind of a high lift to be able to raise that kind of match for the Federal dollars. They're very

competitive, and not everyone gets funded so there's states that may be able to get a fund, you know, funding one year, but not the next. And you know, we're building programs and infrastructure. And people are wrapping their, you know, changing their their lives around the availability of these programs.

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00:36:21.510 --> 00:36:24.379

Noah Fulmer: And to have that instability that's like

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00:36:24.530 --> 00:36:28.440

Noah Fulmer: we've got some work to do to to make these programs more again.

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00:36:28.460 --> 00:36:39.989

Noah Fulmer: sustainable and consistent and reliable. From the perspective of the calfresh participants from the perspective of the retailers who are investing so much in it and

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00:36:40.240 --> 00:36:48.630

Noah Fulmer: and from the perspective of clearly the need being there. And I think, there's so much great evaluation that's coming out of

169

00:36:48.700 --> 00:36:51.319

Noah Fulmer: the breadth of programs across the country. And

170

00:36:52.180 --> 00:37:04.889

Noah Fulmer: and Tammy knows so much more than I about this. But some of the things at the national level that we've been seeing through being able to evaluate all of the Usda Grantees is that participants in programs like

171

00:37:04.900 --> 00:37:12.980

Noah Fulmer: California are eating more fruits and vegetables than the average American. And that's like beyond the average.

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00:37:13.090 --> 00:37:36.569

Noah Fulmer: you know, snap participant, but literally more than the average American and that's a significant result. And it's really exciting. You know, there's this is not a program that's tied to clinical settings. We're not measuring lots, you know. Bmi, and we're not taking a one C levels and doing all those very invasive things. But we're still able, through some of the evaluation across the

country to get that kind of impact

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00:37:36.600 --> 00:37:41.420

Noah Fulmer: which is, which is huge. That's kind of the direction that we want to be seeing to bring more kind of

174

00:37:41.780 --> 00:37:53.560

Noah Fulmer: justification and new kinds of partnerships into supporting this work, especially as food as medicine becomes a topic that folks are talking about, and root causes and prevention, and you know.

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00:37:54.050 --> 00:38:00.279

Noah Fulmer: fruits and vegetables are part of that story and thinking about it at the population. Health level is pretty exciting.

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00:38:00.460 --> 00:38:03.770

Noah Fulmer: So I know. I'm not sure what

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00:38:04.190 --> 00:38:05.250

Noah Fulmer: with this

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00:38:05.460 --> 00:38:10.549

Noah Fulmer: will look like in in California. But I know something we're really interested in is.

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00:38:11.700 --> 00:38:15.740

Noah Fulmer: there's a lot of data that's already running through

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00:38:16.260 --> 00:38:28.289

Noah Fulmer: the snap program in terms of who's participating in in calfresh. There's a lot of data around who's participating in medial. And like. if we're thinking about health impacts in in the future? You know, how do we?

181

00:38:28.360 --> 00:38:53.920

Noah Fulmer: Is there a way to marry some of that data together? So if you know, if you're participating in double up or the Ebt integration pilot in California like, how is that impacting your healthcare utilization? And what does that mean in terms of dollars saved? And how can we, as we think about sustainable funding sources for this



work? Potentially begin to paint a picture within the context of social determinants of health

182

00:38:53.960 --> 00:38:58.000

Noah Fulmer: for how you know, this is again benefiting families.

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00:38:58.120 --> 00:39:03.859

Noah Fulmer: Basic human needs. It's also benefiting health. It's benefiting local economies and farmers like

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00:39:03.920 --> 00:39:12.299

Noah Fulmer: this is. There's so many parties that are winning and there ought to be funding for things that really bring so many stakeholders together.

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00:39:13.620 --> 00:39:15.430

Noah Fulmer: So that's what excites me.

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00:39:16.240 --> 00:39:17.530

Noah Fulmer: Hand me over to you.

187

00:39:18.050 --> 00:39:31.119

Tammy Calise: Thank you, Noah. You know II many of the things that you've mentioned. Get me going you know II I feel that. You know

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00:39:31.380 --> 00:39:55.740

Tammy Calise: food is a is a human right. People living in poverty often have to make some pretty difficult decisions, whether they are going to buy medi. You know their needed medication, or they're going to pay for gas to get to work or food and programs like this can help to make those decisions a little bit easier.

189

00:39:55.740 --> 00:40:18.780

Tammy Calise: As you mentioned, you know, there's a lot of research out there that the importance and the a a evaluations. But we are in the infancy, and you know the the grant funding you know, does come to an an end. And so we do need to to figure out how to to make this more sustainable.

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00:40:18.780 --> 00:40:24.649

And so what gets me going is that you know I've I've been able to help

to collect

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00:40:24.650 --> 00:40:46.660

Tammy Calise: some of this important information to be able to share it with partners? So that they can, you know, understand what is working well and what might need to be improved? You know the the data that we've been able to collect for the healthy incentive program help to ensure the sustainability by

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00:40:46.660 --> 00:41:09.829

Tammy Calise: having the Governor allocate or create a budget line for the program. And you know, I like to think that all the efforts that you all have done in in California and our you know, reporting of information is is led to this really great next step that we're you know, seeing in terms of the the pilot in in California.

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00:41:09.970 --> 00:41:19.549

I think that there's a lot of work that we need to still do. Also evaluating similar prescription produce prescription programs. And

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00:41:19.550 --> 00:41:35.500

Tammy Calise: you know, we're we're seeing that while people certainly want to to have the the produce the free produce that that you know they do again have to make those difficult decisions. And oftentimes can't come and pick up

195

00:41:35.500 --> 00:41:52.500

Tammy Calise: the produce that they're being given through the produce prescription programs because they don't have enough money to pay for gas, and so we do have a lot of work to do. And I do think that you know we're on a on a good path, and and I'm excited to be part of the journey.

196

00:41:52.940 --> 00:41:53.600

Yeah.

197

00:41:54.600 --> 00:42:01.879

Grecia Marquez-Nieblas | SPUR: thank you so much, Tammy, Noah and Roseanne. So I'm seeing 2 questions in the chat. Which actually, I can answer both

198

00:42:02.060 --> 00:42:16.940

Grecia Marquez-Nieblas | SPUR: and Samantha, I see you ask, do participants need to buy California grown fruits or vegetables to qualify for the match, and then can they use the match on any fruit and vegetable? Doesn't.

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00:42:16.960 --> 00:42:28.930

Grecia Marquez-Nieblas | SPUR: Does it have to be California grown? And so I think this is a really exciting way. That we see actually exactly what Tammy was talking about. Some of that evaluation and feedback that we

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00:42:29.360 --> 00:42:47.540

Grecia Marquez-Nieblas | SPUR: receive from both participants of the program, but also our our grocery store partners. That we have worked with for multiple years with double up food bucks. So When we initially got funding for this pilot in 2,018, the legal language was that it would be California grown, and

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00:42:47.810 --> 00:43:07.290

Grecia Marquez-Nieblas | SPUR: that has changed that actually has changed in the last couple of weeks. So spur I joined with nourish California and many other coalition partners to hopefully receive more funding this year, and an extension to continue being able to operate the pilot through 2025 that fund that was successful, and within that

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00:43:07.670 --> 00:43:20.410

Grecia Marquez-Nieblas | SPUR: extension of the pilot timeline and additional funds was also a change to the legal language, so that instead of participant having to buy California grown fruits and vegetables. They can now buy any produce

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00:43:20.530 --> 00:43:41.560

Grecia Marquez-Nieblas | SPUR: and receive the dollar, the matching dollar, and then, when they redeem that, it's treated as any ebt dollar, they can actually buy anything that's ebt eligible. And that was very intentional, because we've heard feedback from many, many community members that they want freedom to be able to choose what the foods are that their families need at different times, and also from our retail partners, that

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00:43:41.780 --> 00:44:07.490

Grecia Marquez-Nieblas | SPUR: being able to open up for the benefits to be any produce to be eligible for the benefit makes it easier to administer, but also makes it easier for the community members to

actually get as much of the benefit as they can. And I think similarly to something that Roseanne alluded to earlier right? With our coupon program. It was hard for folks to really maximize the use of the program. Our redemption rate was about 50, a little over 50

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00:44:07.490 --> 00:44:13.999

Grecia Marquez-Nieblas | SPUR: and with this new program that is on the Ebt card. It's going to be easier. And now, with the

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00:44:14.240 --> 00:44:24.750

Grecia Marquez-Nieblas | SPUR: all produce being eligible is going to be even easier. So it's just continuing to get simpler for the participant, and a lot of that has to do with the feedback and the work that's been done over the last 6 years.

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00:44:25.150 --> 00:44:35.330

Grecia Marquez-Nieblas | SPUR: and there's a second question. And this says, When will Santa Clara County offer North County grocery store? So I will also answer that.

208

00:44:35.520 --> 00:44:44.299

Grecia Marquez-Nieblas | SPUR: So this is sole pilot. And as part of that spur, as well as other grantees of the of the California Frame Budget pilot program had to submit.

209

00:44:44.390 --> 00:45:08.629

Grecia Marquez-Nieblas | SPUR: Certain grocery stores to be approved, to run the program and to test the technology for some time and for now we are really focusing on getting those stores up and running, and to see what what it looks like for the programs to run at those stores. I think our goal long term would be to continue to expand. And we're in conversations with the State Department, California Department of Social Services, as well as

210

00:45:08.680 --> 00:45:17.860

Grecia Marquez-Nieblas | SPUR: many, many of our partners to see. When that ex. When can that expansion happen? What does it look like to expand? And what do we need to do that successfully. So

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00:45:18.380 --> 00:45:21.930

Grecia Marquez-Nieblas | SPUR: stay tuned is, I think, the the very

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00:45:22.600 --> 00:45:24.230

Grecia Marquez-Nieblas | SPUR: short answer to that.

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00:45:24.650 --> 00:45:38.910

Grecia Marquez-Nieblas | SPUR: But again, if there are other questions or comments, please feel free to drop them either questions for me or for the panelists. I will. Add another question here for the panelists that we've had, and that is you know what?

214

00:45:39.010 --> 00:45:57.050

Grecia Marquez-Nieblas | SPUR: Given where we are. I think all of you have mentioned it feels like we're at the beginning, even though there has been many years of this work. What do each of you hope to see or think we might see in the next 5 or 10 years, when it comes to supplemental benefit programs, nutrition incentive programs either in California or across the country.

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00:45:57.060 --> 00:46:01.069

Grecia Marquez-Nieblas | SPUR: And I guess maybe Tammy will start with you since we started with Roseanne before.

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00:46:05.200 --> 00:46:06.270

Tammy Calise: And

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00:46:07.200 --> 00:46:16.420

Tammy Calise: thank you. I think that you know. What I really hope to see is is, you know, being able to meet

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00:46:16.500 --> 00:46:42.170

Tammy Calise: the you know the needs of individuals, not just, you know, for for helping them to ex access food, but to be able to kind of address some of those reasons why they might be food insecure in the first place. And really, you know, trying to to create better. You know, systems

219

00:46:42.170 --> 00:46:49.649

Tammy Calise: that again can support individuals. In in living healthier lives.

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00:46:51.260 --> 00:47:13.359

Tammy Calise: I think we're starting to see that you know. A a. As we've said more and more, and and certainly you know, community health

workers, for example. You know, are starting to play a really important role in helping us to connect and and address the social determinants of of me. Social terms of health.

221

00:47:13.930 --> 00:47:16.730

Tammy Calise: but we have a ways to go. As I mentioned.

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00:47:23.730 --> 00:47:27.789

Noah Fulmer: I can jump in. So I think.

223

00:47:27.890 --> 00:47:34.470

Noah Fulmer: there's so many different ways to answer this 1. One thought is

224

00:47:35.030 --> 00:47:41.749

Noah Fulmer: again at the national level, thinking about the politics of different places. I think

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00:47:42.370 --> 00:47:43.990

Noah Fulmer: what's possible

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00:47:44.350 --> 00:47:52.769

Noah Fulmer: in California, or like the emphasis in California might look different than it does in some other States. What's exciting about the

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00:47:52.860 --> 00:48:03.509

Noah Fulmer: Ebt integration work that's happening is like the technology. And the process will label like, be be something that's replicable. Because once you write the software code to make the transaction work.

228

00:48:03.590 --> 00:48:23.250

Noah Fulmer: For one state it. It's pretty generalizable to other States. But what I think is like a tension point. And as some of this work evolves, and something that we're really grappling with, how to like keep front and center at Fairfield network, is again, thinking about how these programs have historically been

229

00:48:23.300 --> 00:48:32.669

Noah Fulmer: benefits for for families using calfresh snap benefits.

And also, you know, small family farmers and how the economic impacts.

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00:48:32.710 --> 00:48:43.289

Noah Fulmer: For for farmers have historically been one of the I mean, that is the reason that there's Federal funding for this work. It's coming out of Usd, and it's coming out of bipartisan

231

00:48:43.370 --> 00:48:45.420

Noah Fulmer: congressional efforts

232

00:48:45.540 --> 00:48:52.799

Noah Fulmer: that have been about this this handshake about. You know, we're gonna do this win-win program because of all of the benefits.

233

00:48:52.900 --> 00:48:57.380

Noah Fulmer: And so I think what we're trying to figure out is like, how do you scale

234

00:48:57.430 --> 00:49:01.559

Noah Fulmer: scale this work in a way that continues to benefit all of

235

00:49:01.580 --> 00:49:04.320

Noah Fulmer: those important communities. And like, clearly.

236

00:49:04.340 --> 00:49:18.410

Noah Fulmer: there's there's an even. There's a excitement, especially from folks who have been implementing this this work for so many years. And there's questions as you start to automate more things, or as kind of it goes in one direction or another for one reason or another.

237

00:49:18.450 --> 00:49:19.960

Noah Fulmer: But I think

238

00:49:20.560 --> 00:49:31.380

Noah Fulmer: in in terms of sustainable funding for this work, and knowing that in so much of the country, like the political winds go, can can blow back and forth regularly.

239

00:49:31.580 --> 00:49:44.629

Noah Fulmer: and that might bring different power to different constituencies. We definitely see at, like the national level like an importance on like keeping keeping that win-win-win partnership together.

240

00:49:44.720 --> 00:49:52.810

Noah Fulmer: So yeah, it kind of excited to see how it plays out on different States, knowing that there will still need to be some local variation.

241

00:50:00.160 --> 00:50:09.270

Roseann Berthron-Arechiga - SSA: I guess this left left with me. I was thinking, what what do I hope or expect to happen are 2 entirely different answers.

242

00:50:09.540 --> 00:50:41.050

Roseann Berthron-Arechiga - SSA: the wheels of this type of thing move very, very slow. I will say I'm grateful that I live in California, because across even Cal in calfresh programs, food assistance, even health coverage, medical. There are things that California does to expand that make it more available and easy accessible to people that are not the same in other States in this country. So I feel very fortunate to live in a place that cares about people and tries to help them where they can.

243

00:50:41.070 --> 00:50:46.090

Roseann Berthron-Arechiga - SSA: I'll just throw my hope out there that probably.

244

00:50:46.130 --> 00:50:47.189

Roseann Berthron-Arechiga - SSA: you know.

245

00:50:47.240 --> 00:51:06.730

Roseann Berthron-Arechiga - SSA: won't happen. I don't think will happen in the next 5 years. But I would love all Federal programs are based on a Federal poverty level. If there was one thing about federal programs I could change it would make them have regional poverty levels instead of Federal poverty levels. Because what is true

246

00:51:06.900 --> 00:51:17.180

Roseann Berthron-Arechiga - SSA: how much it costs to live in Silicon Valley is much more expensive than what it costs for someone in a small, you know rural town in Kansas.



247

00:51:17.350 --> 00:51:25.949

Roseann Berthron-Arechiga - SSA: So that would be the the hope one not gonna hold my breath. But I'm still gonna keep saying it. So maybe at some point people will

248

00:51:26.600 --> 00:51:30.069

Roseann Berthron-Arechiga - SSA: hear that or have the power to actually make that happen

249

00:51:30.080 --> 00:51:54.050

Roseann Berthron-Arechiga - SSA: what I expect happen in the next 5 years is, I expect us to be very successful at showing that this works well, and that it's possible for California to expand that as a budget line item that Tammy was talking about across the whole state and then that will give us a large enough data pool to be able to try to convince

250

00:51:54.080 --> 00:51:58.850

Roseann Berthron-Arechiga - SSA: the powers that be at other levels to expand even further.

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00:52:00.360 --> 00:52:25.410

Grecia Marquez-Nieblas | SPUR: Yeah, thanks so much, Rosanna. There's 2 more questions. In the QA. In the first one. I think I will give a little bit of a shot at would love to hear if Noah, you or Tammy have any perspective on this. So the question from Lisa is, Are there concerns about farmers getting left out of the equation with ebt incentive integration. In other words, if farmers themselves do not accept snap, but rely on a market to take Snap on their behalf

252

00:52:25.410 --> 00:52:42.859

Grecia Marquez-Nieblas | SPUR: through a token slash script system. How can shoppers redeem with individual farmers? And I will start by saying. spur focuses on grocery stores. And this was an intentional choice many years ago, because there were not as many. There was not as much robust

253

00:52:42.860 --> 00:53:09.559

Grecia Marquez-Nieblas | SPUR: data and information about what that looks like in California, at least, and we know that the majority of our calfresh snap recipients are going to be going to grocery stores. So this is not to say that ebt integration is not happening at farmers

markets in California. There are farmers, markets participating in the pilot program across the entire state in the Bay area. The closest one to us is going to be the Grand, like Oakland farmers market. So they are using that central booth system. So

254

00:53:09.620 --> 00:53:39.099

Grecia Marquez-Nieblas | SPUR: the technology is there with that central booth system. It's not there with individual farmers yet. But I think spur and other partners. We've been really interested in seeing. How could this work, if it were with individual farmers? And we've had conversations nationally with partners who are interested in doing that one to one, and that is something that is happening. I believe in Massachusetts and Tammy. You have more information about that, but would love to hear the perspective from either of you on that.

255

00:53:41.090 --> 00:54:06.200

Tammy Calise: Yeah, I can address I can go next. And as as you mentioned Massachusetts has has done this, you know, in in the beginning of the healthy incentive program, not the pilot, but the program. When they were onboarding farmers originally it was going to be the farmers market that were where the points of sale would happen, and

256

00:54:06.200 --> 00:54:28.659

Tammy Calise: made a decision that yeah, it would be expanded to each of the the farmers. And so there was a huge learning curve. And and you know, kind of a delay and getting farmers on board because of shortages and and of technology. But once they, you know, got on board

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00:54:28.660 --> 00:54:41.400

Tammy Calise: it increased the access points. You know, across the State, you know, to over 333 farmers that were enrolled

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00:54:41.400 --> 00:54:50.419

Tammy Calise: and able to accept snap. And you know, could were a part of the healthy incentive program.

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00:54:50.460 --> 00:54:59.159

Tammy Calise: You know, we did find that the healthy incentive program. Did help to reduce

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00:54:59.640 --> 00:55:27.809

Tammy Calise: you know. limitations and and access as compared to grocery stores alone. So having farmers be able to be points of sale. It certainly does increase the opportunity. For individuals, especially you know, living, you know miles away from a a grocery store or other, you know.

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00:55:28.180 --> 00:55:29.230

Tammy Calise: now

262

00:55:29.600 --> 00:55:46.669

Tammy Calise: place to to purchase fruits and vegetables, being able to go to the the local farmer. The Csa, the farm stand, or even up. You know. The farmers market again opens up those opportunities for for individuals to be able to purchase

263

00:55:47.330 --> 00:55:48.679

Tammy Calise: fruits and vegetables.

264

00:55:49.810 --> 00:56:15.639

Noah Fulmer: And I'll just quickly add, II do think that the predominant way that and it putting incentives on Ebt card plays at at the farmers market has been through this individual snap authorization of farmers, which is really different than how most markets are author set up and authorized to accept snap instead of the market level right now, and relying on token systems. And so definitely don't want to underplay.

265

00:56:15.700 --> 00:56:36.340

Noah Fulmer: What a transition would look like in terms of getting farmers like, Emily was saying, to to move from one from a central system where they don't have to swipe any ebt calfresh cards to suddenly. They're the ones processing the transactions. But it has been done with some pain points and a lot of you know there's trade offs involved in all of it.

266

00:56:36.490 --> 00:56:57.060

Noah Fulmer: And like Gracie, a hint to that. There are markets that are trying to avoid that and keep the central table and kinda hack around that, too. So it's still early days. Farmers markets probably have one of the harder transitions compared to grocery stores, just because the transaction processing does happen in such a

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00:56:57.120 --> 00:57:04.530

Noah Fulmer: like different way than that. The grocery store you have a cash register like that's that's where it's always gonna happen. That's where it has been happening.

268

00:57:05.090 --> 00:57:27.970

Noah Fulmer: and I would also offer that. We, there's a community of practice and kind of resources through fair food network's work and the work of like crazy. I said. California and Washington State and Massachusetts and Rhode Island, all like, have been getting together regularly and fearful network has recently been joining in with those conversations and trying to create resources so that there's

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00:57:28.690 --> 00:57:38.050

Noah Fulmer: transparent information about how these, how these implementations are going around nutrition incentives on ebt cards across the country. And so happy to provide

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00:57:38.090 --> 00:57:42.549

Noah Fulmer: some of those kind of overviews as as they're developed which can help

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00:57:42.810 --> 00:57:58.569

Noah Fulmer: with understanding, like what what planning goes into at least that I know that you're you're on the east coast. So so you're not necessarily gonna go to the Oakland market tomorrow, at least. Or maybe you're in Oakland today. But yeah, there are some national folks they recognize on the call so

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00:57:58.580 --> 00:58:01.509

Noah Fulmer: definitely want to follow up with you after, if that's helpful.

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00:58:02.830 --> 00:58:22.369

Grecia Marquez-Nieblas | SPUR: Thank you so much, everyone. So we are very close to time and I do want to do one final rapid fire question for the 3 of you. And that is, if folks who joined our call today could take one thing away as a result of that confer conversation. What would you want that to be? And I'll start with Roseanne.

274

00:58:23.580 --> 00:58:30.720

Roseann Berthron-Arechiga - SSA: Make people aware that the program exists. Even people you might not think.

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00:58:30.820 --> 00:58:35.070

Roseann Berthron-Arechiga - SSA: Sometimes we don't know that people are on programs.

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00:58:35.730 --> 00:58:38.770

Roseann Berthron-Arechiga - SSA: that would be, you know, help spread the word

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00:58:40.860 --> 00:58:42.260

Grecia Marquez-Nieblas | SPUR: and I'll get to know it.

278

00:58:43.180 --> 00:58:52.690

Noah Fulmer: So I think I'm gonna put in the chat the website. Fruit vegincentives.org which is a campaign that

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00:58:52.760 --> 00:59:00.019

Noah Fulmer: so many partners across the country we're running to sustain and grow the work at the Federal level in terms of funding for

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00:59:00.050 --> 00:59:23.120

Noah Fulmer: these programs. And so if you like, what you heard today, and you wanna see all the money that California is putting at the State level get leveraged with additional Federal dollars that will match it. In the long term. You know, we need to make sure these programs have the the Federal support and funding they need. And so there's a whole lot more about what's happening with the 2023 phone bill there.

281

00:59:23.730 --> 00:59:25.860

Noah Fulmer: and how you can have your voice heard

282

00:59:26.370 --> 00:59:27.050

right?

283

00:59:27.450 --> 00:59:28.340

Grecia Marquez-Nieblas | SPUR: And

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00:59:28.600 --> 00:59:34.320

Tammy Calise: I'll just say that. I think it takes a village. And

285

00:59:34.330 --> 01:00:02.450

Tammy Calise: whether it's increasing awareness of the programs. It's training the individuals that are at the point of sale. It's, you know, helping to identify other needs that households may have in order to be able to access the healthy foods. I we all ha have a role to play and it, it can't be accomplished any other way.

286

01:00:03.850 --> 01:00:28.319

Grecia Marquez-Nieblas | SPUR: Thank you all so much. So and thank you all for attending. I will say, in the next day or 2, the spread team is gonna be sending out an email to all of you with the link to today's recording and any other resources that our panelists would like to share. Thank you again. So much for attending today, and thank you panelists for all of your wealth of knowledge. And we hope to see all of you at a spur event in the future. Thank you so much.