

CalFresh at Farmers Markets

A WORKGROUP OF THE SAN LUIS OBISPO COUNTY FOOD SYSTEM COALITION



2015-2017

- Workgroup formed to support farmers markets applying for the healthy food incentive **market match**
- Presentation to SLO County Board of Supervisors

2018 - 2019

- Focus groups with community members to increase access and utilization
- Funding for outreach materials, i.e. market signage & bus ads

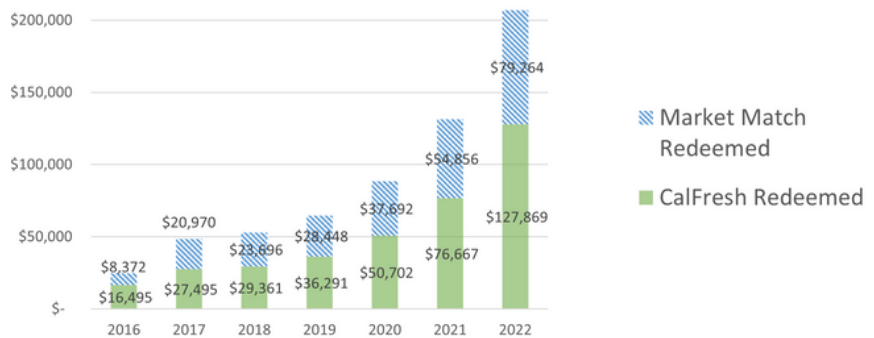
2020 - 2022

- Support for markets to stay open during COVID-19
- Develop Farmers Market Navigators program in Paso Robles
- Continued growth & collaboration as new markets join

Our mission is to increase the use of CalFresh at Farmers Markets in order to 1) create equitable access to healthy food and 2) support local farms

WORK GROUP GOALS

- Increase the number of markets that accept CalFresh
- Increase CalFresh \$ redeemed
- Promote National Farmers Market Week
- Advocate for increased local, state and federal support for EBT at Farmers Markets
- Provide training and support across market associations



Benefits redeemed in SLO County + Lompoc by federal fiscal year



\$618K

Into our local economy through CalFresh and Market Match since 2017

10

Markets from Paso Robles to Lompoc accept CalFresh & Market Match

325%

Increase in CalFresh and Market Match redemption from 2017-2022

Food access partners

WHERE TO FIND COLLABORATORS TO PROMOTE YOUR MARKET

State SNAP-Ed Programs



Image source: <https://snaped.fns.usda.gov/state-snap-ed-programs>

SNAP-ED

The US Department of Agriculture funds SNAP-Ed programs across the nation in order to increase the likelihood that people eligible to receive SNAP benefits will make healthy food choices and be physically active. Not every SNAP-Ed program works with farmers markets. Find a local SNAP-Ed program at [SNAP-Ed Connection](#).

FOOD POLICY COUNCILS

For a listing of Food Policy Councils across North America, go to the [FoodPolicyNetworks.org](#) page. FPCs are usually multi-sector groups working to address food-related issues within a region to create systemic improvements in the food system,

Food Policy Council Directory

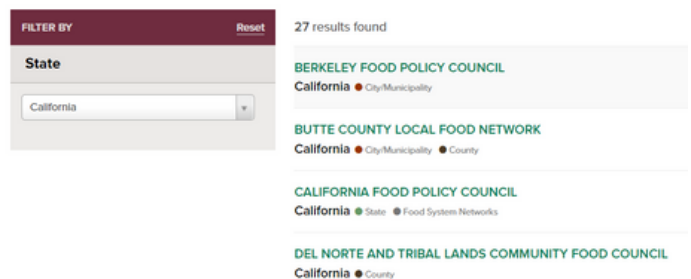


Image source: <https://www.foodpolicynetworks.org/archive-directory/online/>

OTHER PLACES TO LOOK

Local health departments, food banks, community colleges and universities, Extension offices, SNAP offices, WIC programs, Non-profit food access orgs, and churches or faith-based organizations

READY TO PROMOTE SNAP AT THE MARKET?

- 1. Look at the market with fresh eyes.** Would a first-time customer know how, where, what to do when using SNAP benefits? Make sure you have signage in multiple languages to reflect the surrounding community.
- 2. Don't reinvent the wheel!** There are free templates to use, often in multiple languages. Here are a few resources to start your search: [CA](#), [CT](#), [MI](#)
- 3. Send info to nearby public housing sites, libraries, WIC, & SNAP offices.** Make sure the info tells the when, where, how to use SNAP at your market.
- 4. Free media!** Who talks or writes about food or health in your local media? Invite them to your market.