

This report shows what Market Match, a healthy food incentive program, has achieved in the Bay Area between May 2015-April 2016, using data collected from regional Market Match sites.

Customers Get Affordable, Healthy Food Choices

55,092

Bay Area
Customers
Served



Healthy Food Sales Adds to Local Farmers' Income

\$1.1M

Market Match
Generated
Income



Local Businesses Benefit, Too

In one year,
Bay Area Market
Match customers
spent an additional

\$631K

at neighboring
businesses



Bay Area Partners

Agricultural
Institute of
Marin

CUESA

Coastside
Farmers' Markets

Collective Roots

Contra Costa
Farmers' Market
Association

Fresh Approach

Heart of the City
Farmers' Market

Mission
Community
Market

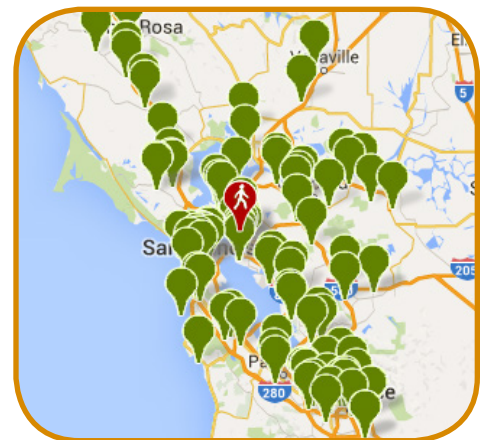
Pacific Coast
Farmers' Market
Association

Petaluma
Bounty

Phat Beets
Produce/PUEBLO

Urban Village
Farmers' Market

Bay Area Market Match Sites



Visit FMFinder.org to locate Market Match sites statewide.