

This report shows what Market Match, a healthy food incentive program, has achieved in Fresno & Central Valley area between May 2015-April 2016, using data collected from regional Market Match sites.

Customers Get Affordable, Healthy Food Choices

1,854
Fresno & Central Valley Customers Served



Healthy Food Sales Adds to Local Farmers' Income

\$68,083
Market Match Generated Income



Local Businesses Benefit, Too

In one year, Fresno & Central Valley Market Match customers spent an additional **\$21K** at neighboring businesses



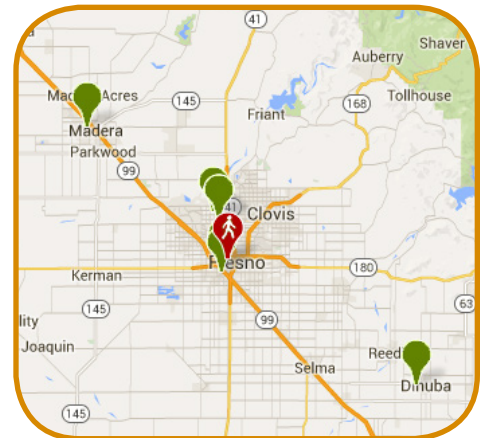
Fresno & Central Valley Partners

Modesto Farmers' Market

Kaweah Delta Health Care District

Fresno Economic Opportunities Commission (FEOC)

Fresno & Central Valley Market Match Sites



Visit FMFinder.org to locate Market Match sites statewide.