

# CalFresh EBT at Your Farmers' Market or Farm

## WHY ADD EBT?



### Customer, Farmer & Community Win-Win-Win

One in eight Americans rely on SNAP, the USDA's Supplemental Nutrition Assistance Program, which is known as CalFresh in California. CalFresh serves over four million people every month, and provides more than \$6.7 billion in food benefits annually. Providing CalFresh EBT access at your market or farm opens your business to a new source of revenue and sends a message that people of all income levels deserve access to fresh, healthy foods. It enables customers with CalFresh to make a healthy choice while supporting the local economy.

### New Revenue & Local Economic Development

Adding CalFresh EBT access to your farmers' market or farm means new customers and more income for your business. Customers with CalFresh are increasingly spending more money at local food outlets; over \$6.7 million in CalFresh was spent at farmers' markets and farms in 2020, and over \$9.7 million has been spent January through October 2021.

Extra revenue from CalFresh dollars has helped many farmers reinvest extra dollars into their farms in some of California's most drought-stricken areas—hiring workers, buying equipment, and expanding their business.

CalFresh Dollars Spent at Farmers' Markets & Farms  
**2019-2021**



### Modesto Farmers' Market, San Joaquin Valley

With 38 farmers and 23 other vendors, the Modesto Farmers' Market has proudly served the Modesto community for 42 years. In 2010, the Modesto Market added CalFresh EBT access. "It's astonishing the sales that have been brought into the market in just five years of having CalFresh access. It helps the community and it has increased our farmers' sales significantly. Some farmers have reported hiring more workers as a result—it is a job creator." In just one year, the market brought in an additional \$10,000 in CalFresh dollars for farmers. In 2015, that number had grown to \$24,000—a 140% growth in 5 years. In 2020, they brought in over \$33,000, which represented another 37.5% growth over the last 5 years.

# Inclusion and Equity

Adding CalFresh EBT access to your business sends a powerful message that all people, of all incomes, are welcome. With CalFresh covering about one in ten Californians, there are likely people in your community that participate. Low-income families want access to fresh, locally grown fruits and vegetables, too. Adding CalFresh EBT access is step one in saying fresh, local food is for everyone.

## Get Help From our EBT Experts

The Ecology Center has assisted hundreds of farmers' markets and farms with adding EBT access since 2003, when paper food stamps moved to an Electronic Benefit Transfer (EBT) system. We help identify and overcome the barriers to EBT-adoption by providing one-on-one training, technical assistance, tools, templates, and materials. Whether you are just starting to consider adding EBT, or you already accept EBT and want to expand, we can help you!

### Contact us today!

Farmers' Market EBT Program  
[ebt@ecologycenter.org](mailto:ebt@ecologycenter.org)  
510-925-4001  
[www.ecologycenter.org/ebt](http://www.ecologycenter.org/ebt)



### Pie Ranch, San Mateo County

Pie Ranch is a regenerative and educational farm that has been accepting CalFresh benefits for 10 years and joined the Market Match program in 2019. Between June and October of 2020 they made just \$195 in CalFresh sales, but that number increased to \$1,412 over the same period in 2021. Farmstand Manager Tamar Ingber says, "More recently, we've found more folks utilizing food benefits, and we are so grateful to have joined the Market Match program. It really increased how much good quality food folks have access to, and folks make a point to come by to get their produce here."

### We can assist with:

- » Completing the USDA Food & Nutrition Service application
- » Obtaining a FREE wireless SNAP Point of Sale device
- » Ordering and purchasing up to \$300 worth of farmers' market scrip
- » Developing bookkeeping and accounting tools
- » Deciding on staffing and redemption models
- » Mailing you free outreach materials and at-market signage
- » Providing a \$2,000-3,000 stipend to help with start-up costs\*
- » Listing your site on the Farmers' Market Finder ([FMFinder.org](http://FMFinder.org)), a map of all certified farmers' markets in California
- » Adding incentive programs (which give customers using SNAP extra money to spend, usually on fruits and vegetables), like Market Match, a statewide federally and state funded grant program managed by the Ecology Center.

\*There will be a competitive application process and eligibility guidelines to receive a stipend.



The Ecology Center is a 501c3, non-profit organization based in Berkeley, California. Our mission is to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond. Equal access to healthy food is central to our mission.

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