

# Market Match is a Food Safety Net Program that Sustains Local Economy

## About the Statewide Market Match Program

Market Match is a 15 year-old program funded by federal, state and private funds that incentivizes CalFresh (known as SNAP on a federal level) recipients to spend their benefits with California farmers on fresh fruits and vegetables. The program provides a dollar-for-dollar match on CalFresh purchases, up to a daily maximum, at hundreds of locations across 38 California counties.

Since the beginning of the pandemic, CalFresh enrollment has grown significantly, with Californians struggling to afford food for their families. As a result, spending on fresh produce through the Market Match program has nearly tripled from 2019-2022.

Between 2019 and 2022, the statewide Market Match program grew nearly 300%. In 2022, the Program led to \$19.5 million in spending of Market Match and CalFresh on fresh produce at 270 participating locations.

## Impact in Berkeley, CA (2023)

Consumers spent \$311,553 of their CalFresh and Market Match incentives at 3 sites in this district. This spending represented a 255% increase in total dollars spent and 174% increase in customers served compared to 2019, showing us that Market Match is a safety net program meeting the growing needs of low income Californians during and post-pandemic. In this district, we estimate that this program led to the purchase of about 623,000 servings of fresh fruits and vegetables.<sup>2</sup>

### Economic Impact

State funding for Market Match is part of a federal matching program that brought \$30 million into California between 2017 and 2023. If funded, Market Match is expected to bring more than \$13 million into California next year.

Researchers estimate that for every \$1 of Market Match spent, an additional \$3 is generated in the California economy.<sup>1</sup>



**\$311,553**

CalFresh & Market Match  
Spent with Local Farmers



**3**

Participating  
Sites



**623,000**

Estimated Servings  
of Fruits & Vegetables

(1) "The Economic Contributions of Healthy Food Incentives" Dawn Thilmany, Allison Bauman, Erin Love, Becca B. R. Jablonski. Colorado State University. 2021 [https://marketmatch.org/wp-content/uploads/2021/02/Economic\\_Contributions\\_Incentives.pdf](https://marketmatch.org/wp-content/uploads/2021/02/Economic_Contributions_Incentives.pdf)

(2) According to the USDA ERS, one serving of fruits and vegetables costs \$0.50: <https://www.ers.usda.gov/data-products/fruit-and-vegetable-prices/>

## 2024-25 State Budget Funds Needed to Meet Low-Income Californians' Fresh Food Access and to Support Economic Recovery

Market Match is currently funded through the CDFA California Nutrition Incentive Program (CNIP) and the USDA Gus Schumacher Nutrition Incentive Program. The Market Match program reinvests state and federal dollars into small and mid-sized farms and the rural California communities where they are located and increases the spending power of low-income Californians, which is needed now more than ever.

However without committed state funds in the next fiscal year, the program will not be able to continue past 2024. The GusNIP competitive grant program application period will be in FY23-24, and it requires a committed, 100% match of state, local or private funding.

**An investment of \$35 million of state funds into CNIP could bring significant federal dollars into the state and will lead to tremendous economic impact for the state since every \$1 invested in Market Match results in an additional \$3 to the local economy.**



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I'm eating better because I can afford to get fresh food, fresh vegetables and fruit that I wouldn't get otherwise.

- Market Match Customer

### Market Match locations in Berkeley CA:

#### Downtown Berkeley Farmers' Market

Saturdays 10am - 3pm year round

Center Street and MLK Jr Way

Berkeley, CA

#### South Berkeley Farmers' Market

Tuesdays 2pm - 6:30pm year round

Adeline St and 63rd St Berkeley, CA

#### North Berkeley Farmers' Market

Thursdays 3pm - 7pm year round

Shattuck Ave and Vine St.

Berkeley, CA

The Ecology Center is lead contractor under the CDFA Office to Farm to Fork's California Nutrition Incentive Program responsible for implementing the Market Match program statewide. The Ecology Center subcontracts with 50+ local partners to implement Market Match. For more information visit [www.MarketMatch.org](http://www.MarketMatch.org).





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Market Match helped my partner and I eat fresh and healthy food we otherwise wouldn't have much access to.

- Market Match Customer

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At 78 years old, I am still working as a self-employed person. I hope to be able to work until 85. If not, it is going to be very difficult for me to pay my rent, let alone buy food. Market Match is essential for me

-Berkeley Market Match customer



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Market Match helps me to cook with healthy and local ingredients on a limited budget. I had never been able to afford to shop at the farmers market before Market Match, and if it gets cut I likely will not be able to continue going there.

-Berkeley Market Match customer

