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 market market
- 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 - 2021

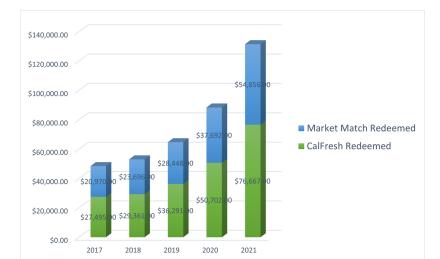
- Support for markets to stay open during COVID-19
- Develop Farmers Market Navigators program in Paso Robles

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

ANNUAL GOALS

- Increase the number of markets that accept CalFresh
- Increase CalFresh \$ redeemed by 20%
- Sustain work through funding collaborative outreach position

LOCAL FOOD FOR EVERYONE







Into our local economy through CalFresh and Market Match since 2017



Market Match amount across all markets that accept CalFresh



FOOD BANK

Increase in CalFresh and Market Match redemption from 2017-2020

California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's SupplementalNutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit the CalFresh Healthy Living website