

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 match**
- 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

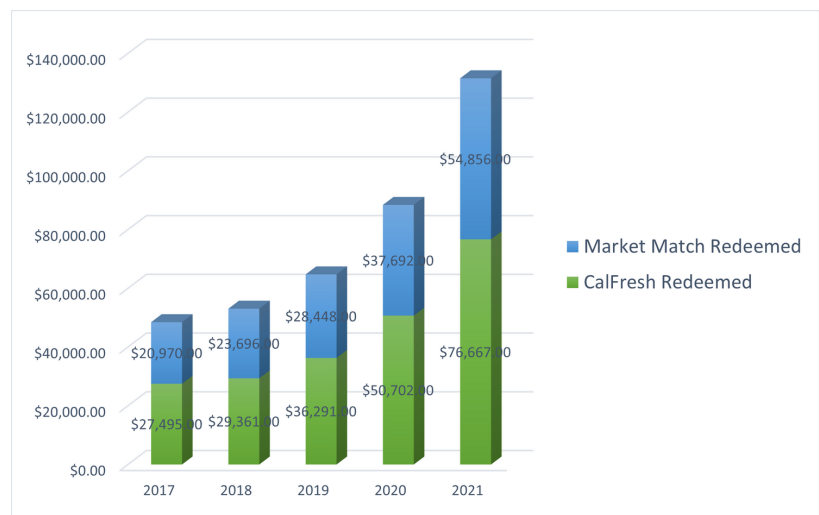
2020 - 2021

- 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



\$386K

Into our local economy through CalFresh and Market Match since 2017

\$15

Market Match amount across all markets that accept CalFresh

171%

Increase in CalFresh and Market Match redemption from 2017-2020