



# CalFresh Healthy Living works to bring more low-income clients to farmers markets ?

## Reporting Periods

SNAP-Ed 2019 (October 1, 2018 - September 30, 2019)

## Site

Paso Robles Farmers Market

## Unit

San Luis Obispo (County)

## COVID-19 Impact

*Not Specified*

## Program Activity

*Not Specified*

## Keywords

Diet Quality

Food Insecurity


## Uploads

[One of the signs made possible by the work group.jpg](#)


## Has Photo Releases

Not Applicable

## Created By

 Shannon Klisch

## Last Modified By

 Shannon Klisch

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**Created**

09/23/2019 9:15 a.m.

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**Modified**

09/23/2019 9:15 a.m.

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**PEARS Success Story ID**

13322

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## Collaborators

This Success Story has no collaborators.

## Story

### Background

Farmers markets that accept CalFresh and offer incentives, such as Market Match, hold great potential for increasing food security and the purchase of fresh, local produce in low-income communities. While the purpose of Market Match and other incentive programs is to increase access to local produce, the program is not always well-known or easily accessed by eligible consumers.

In San Luis Obispo County, seven farmers markets accept CalFresh benefits and five currently offer up to \$15 in matching incentives. A CalFresh shopper is permitted to use their benefits every week, and at multiple markets. That means that a customer who shops at their closest farmers market every week, could get up to \$60 in additional funds per month to purchase fresh, local fruits and vegetables – more if they were able to drive to further markets.

Even with these incentives, however, market managers reported that the program was greatly under-utilized and not enough customers were taking advantage of these great programs.

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### Story Narrative

CFHL, UC in San Luis Obispo chairs the EBT at Farmers Market work group of the SLO County Food System Coalition. CFHL,

LHD is a partner on this work group along with the local Department of Social Services (not SNAP-Ed funded), SLO County Food Bank, local Market managers, and several community-based organizations. The workgroup meets monthly to report on progress and set new goals and action items for promoting the use of CalFresh and Market Match.

The first major accomplishment of the workgroup was to host regional focus groups with CalFresh users to find out what the barriers were to using CalFresh at their local farmers markets. Using data from these focus groups, the workgroup was able to revise flyers and tailor messages about CalFresh at farmers markets in a way that made sense to the priority population.

Over the summer 2019, the workgroup secured funding to develop and purchase bus ads, print flyers and bookmarks, and order promotional materials for the use at local farmers markets. Promotional materials and signage included large banners that say “CalFresh accepted here” and laminated signs that show clients where they can use their CalFresh and Market Match tokens. A huge outreach effort was extended to local community-based organizations and programs that serve low-income clients to let them know about the CalFresh benefits at farmers markets. In total, over 7,500 brochures, flyers and market match bags were distributed to community partners and DSS offices in August 2019.

In addition, CFHL, UC staff collaborated with UC Master Food Preservers and local market managers to host a National Farmers Market week promotion where activities for kids, food preservation recipes, and the opportunity to learn about the use of CalFresh was provided.

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### **Favorite Quote**

“North County Farmers Markets supports market match because it provides the opportunity for recipients to purchase farm fresh produce, and also brings income to the farmers in our community.” – Market Manager

“I really like the vegetables that they have there (at the farmers markets) because they are so fresh and they were just picked and organic too.” – Focus group participant

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## SNAP-Ed Custom Data

### Related Framework Indicators

Healthy Eating (ST1)  
Food Resource Management (ST2)  
Healthy Eating Behaviors (MT1)  
Food Resource Management Behaviors (MT2)  
Organizational Partnerships (ST7)  
Nutrition Supports (MT5)  
Multi-Sector Partnerships and Planning (ST8)  
Fruits and Vegetables (R2)

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### Socio-Ecological Framework

Individual/Family  
Environmental Setting  
Sectors of Influence  
Social and Cultural Norms and Values

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### Approaches

Comprehensive multi-level interventions (a combination of direct education, PSE's, and social marketing)

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