

# CalFresh at Farmers Markets

A WORKGROUP OF THE SAN LUIS OBISPO COUNTY FOOD SYSTEM COALITION



## 2015-2019

- Workgroup formed to support farmers markets applying for the healthy food incentive **market match**
- Focus groups with community members to increase access and utilization

## 2019-2020

- Funding for outreach materials, i.e. market signage & bus ads
- Support for markets to stay open during COVID-19

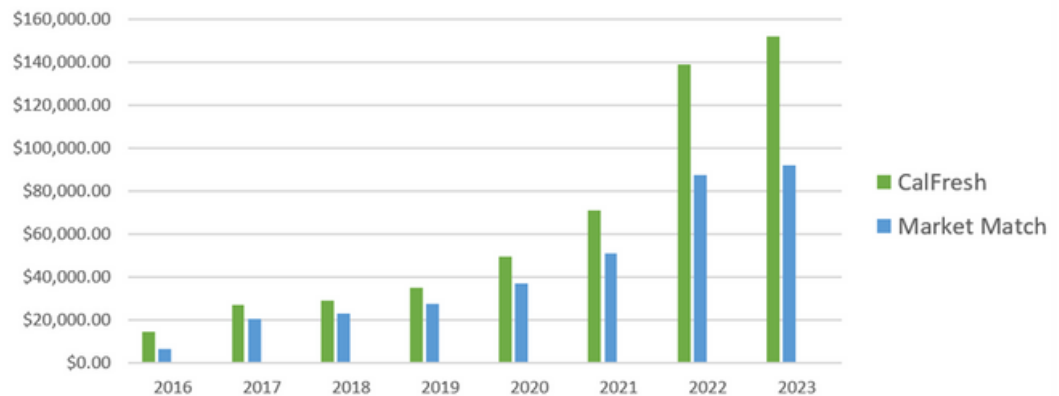
## 2020 - 2023

- Develop Farmers Market Navigators program in Paso Robles
- Win the 2023 CSAC Challenge Award for collaboration to support food access and agriculture

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

## WORK GROUP GOALS

- Increase the number of markets that accept CalFresh
- Increase CalFresh \$ redeemed
- Promote National Farmers Market Week



Benefits redeemed in SLO County + Lompoc by federal fiscal year



# \$860K

Into our local economy through CalFresh and Market Match since 2016

# 11

Markets from Paso Robles to Lompoc accept CalFresh & Market Match

# 10X

Increase in CalFresh and Market Match redemption since 2016