



CHC 2022 Fruits & Vegetable Incentive Program Report

Market Match and Extra Bucks

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CHC Fruit and Vegetable Incentive Program Goals



1

Improve the affordability of healthy foods for low-income shoppers



2

Bring more income to California small and mid-sized farms



3

Stimulate local economies



Program Growth at Farmers Markets



1. Redding Sunday
 2. Redding Tuesday
 3. Paradise Tuesday
 4. Chico Wednesday
 5. Oroville Hospital
 6. Washington Street
 7. Anderson Thursday
 8. Chico Saturday
 9. Red Bluff Saturday
 10. Redding Saturday
 11. Burney Wednesday *
- * New site in 2022

SPEND \$15 GET \$15

AT THE
FARMERS'
MARKET

1



Swipe your CalFresh EBT card at the farmers' market info booth

Visit [FMFinder.org](https://www.fmfinder.org) to find a market near you

2



Receive CalFresh EBT and Market Match tokens

3



Spend your tokens on eligible foods at the market



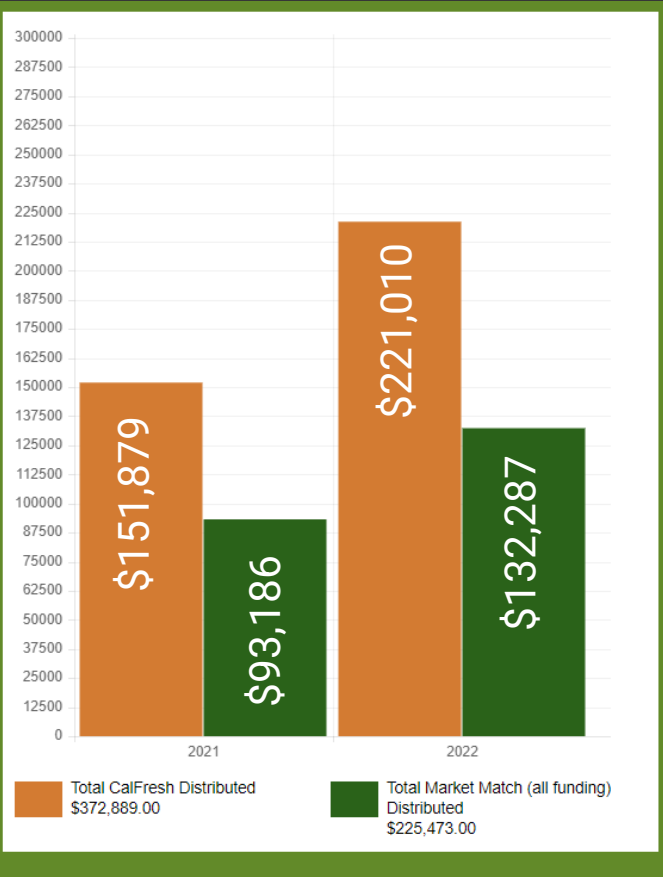
How Market Match is Utilized

- At farmers' markets, CalFresh EBT (CF) is matched \$1 for \$1 up to a daily maximum, which is \$15 at most sites.
- Eligible foods that customers can buy with Market Match (MM) is fresh or dried fruits and vegetables and edible plant starts.



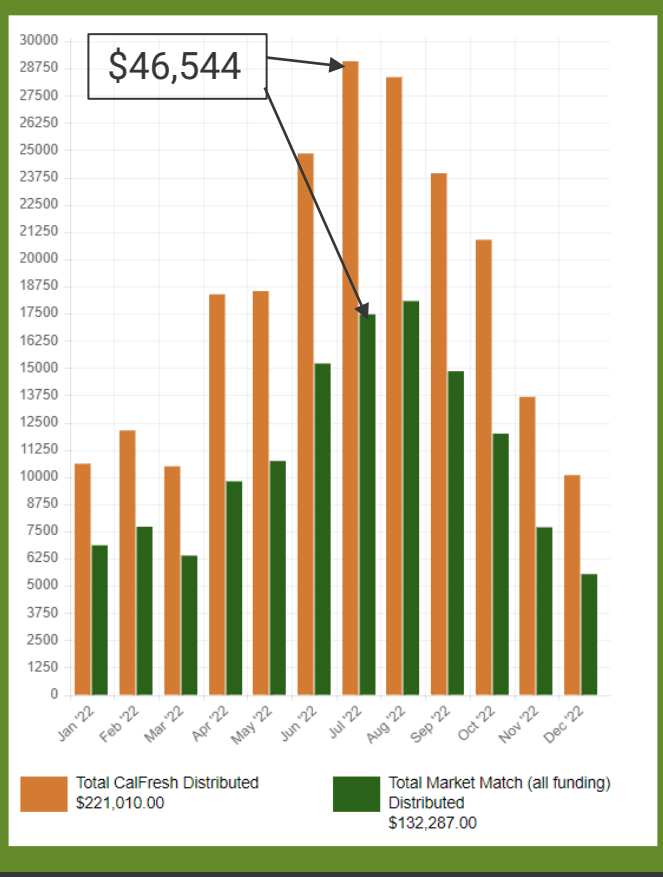
Total CalFresh EBT & MM Funds Distributed at Farmers' Market sites (n=11)

Funds distributed



2021 vs. 2022

Funds distributed

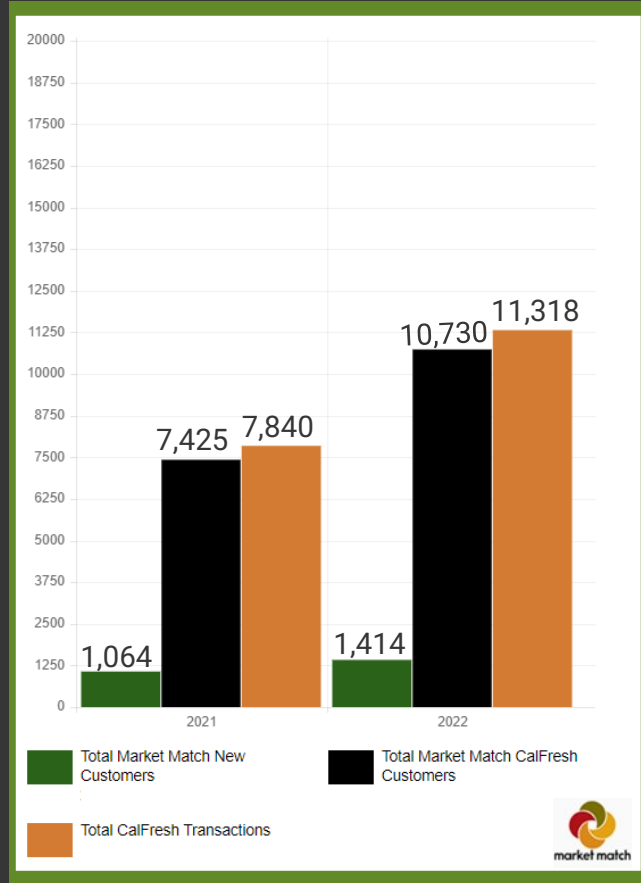


2022 by month



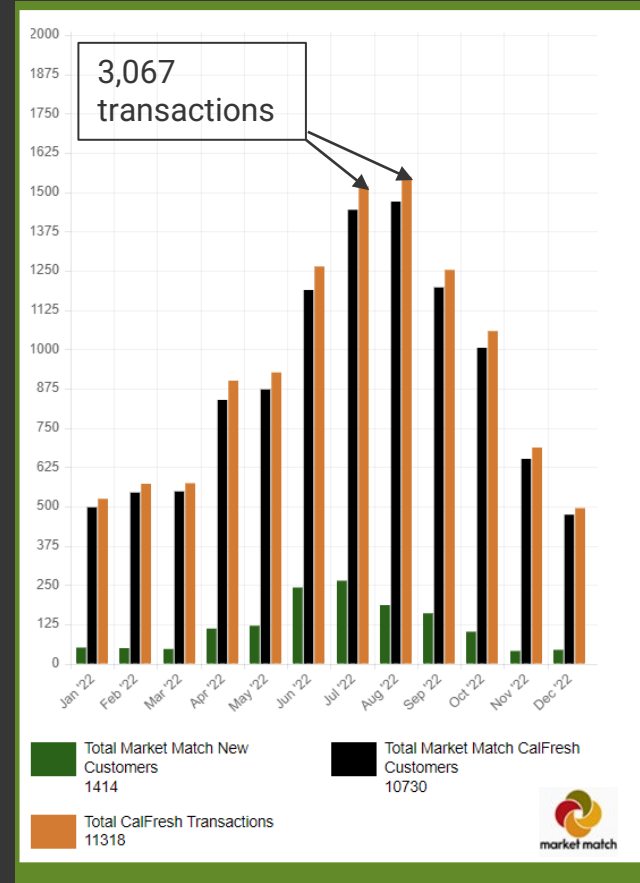
CalFresh EBT and MM Customer & Transaction Counts (n=11)

Totals



2021 vs. 2022

Totals



2022 by month



2022 Economic Activity & F/V servings at all FMs (n=11)



Economic Activity
Generated *

\$396,861

Fruit and Vegetables
Servings **

264,574

- For every \$1 invested in a healthy food incentive program (Market Match), we can expect to see up to \$3 in economic activity generated as a result.*
- An average serving of fruits and vegetables costs \$.50.**

* https://marketmatch.org/wp-content/uploads/2021/02/Economic_Contributions_Incentives.pdf

** <https://www.ers.usda.gov/data-products/fruit-and-vegetable-prices/>

2022 Economic Activity & F/V servings by County (MM)

Site	2022 MM Distributed	Economic Activity Generated	Fruit and Vegetable Servings
Butte County (n=4)	\$98,132	\$294,396	196,264
Tehama County (n=2)	\$9,095	\$27,285	18,190
Shasta County (n=5)	\$25,060	\$75,180	50,120
Total	\$132,287	\$396,861	264,574

Extra Bucks

FOR FRUITS & VEGGIES

WIC and Senior Farmers' Market Nutrition Program recipients can receive extra money to spend on fruits and vegetables at local Farmers' Markets.

If you received supplemental checks in 2022, come by the Farmers' Market Manager Booth and show us your WIC or Senior check booklet to receive an extra \$28 to spend on local produce.

Butte County Locations

Chico Year Round

- Wednesdays 7:30am – 1:00pm
801 East Ave
- Saturdays 7:30am – 1:00pm
2nd St. & Wall St.

Paradise June – October

- Mondays 4:30pm – 7:30pm
6848 L. Skyway

Oroville May – September

- Wednesdays 9:00am – 2:00pm
2450 Oro Dam Blvd E



How Extra Bucks (EB) is Utilized

- At farmers' markets, WIC and Senior Farmers Market Nutrition Program (FMNP) recipients received a one-time match, which was \$28 in 2022.
- Eligible foods that customers can buy with Extra Bucks (EB) is fresh or dried fruits and vegetables and edible plant starts.



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College Street University, Chico

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Total EB Funds Distributed (n=11)



Population	# of FMNP check booklets (CB)	2022 FMNP matched with EB	% matched by EB	Total EB not distributed
Butte WIC	700	690	99%	\$280.00
Butte Seniors	61	39	64%	\$616.00
Tehama WIC	149	110	74%	\$1,092.00
Tehama Seniors	54	32	59%	\$616.00
Shasta WIC	600	563	94%	\$1,036.00
Shasta Seniors	66	33	50%	\$924.00

- 2022 was the first year CHC operated EB.
- Each partnering organizations receives a set amount of FMNP check booklets for the year from the state and in part the number they receive is based on the FMNP redemption rate of the previous year.
- The Senior FMNP program had not operated since 2019 due to the pandemic.



2022 Economic Activity & F/V servings by County (EB)

Site	2022 EB Distributed	Economic Activity Generated	Fruit and Vegetable Servings
Butte County (n=4)	\$20,412	\$61,236	40,824
Tehama County (n=2)	\$3,976	\$11,928	7,952
Shasta County (n=5)	\$16,688	\$50,064	33,376
Total	\$41,076	\$123,228	82,152

- The EB program reached 1,467 individuals/households, which is 90% of the project goal number of individuals/households reached.
- The 2022 EB program ends 3/31/2023 and then EB reimbursement numbers will be shared.



2022 Economic Activity & F/V servings by County

Site	2022 MM & EB Distributed	Economic Activity Generated	Fruit and Vegetable Servings
Butte County (n=4)	\$118,544	\$355,632	237,088
Tehama County (n=2)	\$13,071	\$39,213	26,142
Shasta County (n=5)	\$41,748	\$125,244	83,496
Total	\$173,363	\$520,089	346,726



Thank you for your partnership!



Market Match is a program of the Ecology Center and is made possible through funding from the Gus Schumacher Nutrition Incentive Grant Program from USDA National Institute of Food and Agriculture and the California Nutrition Incentive Program from the California Department of Food and Agriculture.

