



## Spending your CalFresh EBT at the farmers' market is easy!

Conveniently located all across California, farmers' markets are family-friendly, open-air marketplaces where California farmers sell fruits and vegetables, and other healthy foods—right in your community.

Using your CalFresh EBT card to buy food from the farmers' market is easy. Here's how:

1. Find the farmers' market nearest to you by going to [fmfinder.org](http://fmfinder.org) or referencing the flyer (Outreach workers: if you need an updated flyer for your region, please contact [marketmatch@ecologycenter.org](mailto:marketmatch@ecologycenter.org))
2. Go to the farmers' market info booth or find the market manager
3. Swipe your EBT card and receive EBT scrip (tokens or vouchers)
4. Spend your EBT scrip with the vendors in the market and enjoy the bounty of the season!

Additional tips:

- All of the produce at a certified farmers' market is grown locally and harvested when it is in-season, meaning that everything is fresh, full of flavor, and often more affordable.
- When you shop at a farmers' market you're buying *directly from the farmer who grew the food*, which means you're supporting the local economy and helping farmers get a fair price.
- Some markets offer Market Match, a federally-funded nutrition incentive program that **DOUBLES** the value of CalFresh purchases at participating farmers' markets. For every dollar of CalFresh scrip that a customer purchases, they are given an extra Market Match dollar, which can be spent only on fruits and vegetables. The maximum match level varies by market. At many markets, this means that for every \$10 of CalFresh benefits spent, the customer gets \$20 worth of healthy food! Check with the market manager or go to [FMFinder.org](http://FMFinder.org) for more info.
- Individual vendors in the market are typically not set up to swipe CalFresh EBT cards directly--this is why customers must go to the info booth or market manager first, to swipe their card and get tokens/scrip to spend with the vendors in the market. The market manager later reimburses the vendors for the tokens they collect.
- Tokens may be spent on any items that are SNAP eligible (i.e. fruits, vegetables, nuts, eggs, honey, meat, baked goods, edible plant starts, hummus, jams, pickles, etc). Tokens may not be spent on hot or ready-to-eat foods--same as the grocery store. If you have questions about specific items in the market, ask the market manager.
- No change may be given for the tokens. Customers should try to get as close to the nearest dollar as possible. Vendors usually help with this and are quite generous!
- Tokens/ scrip does not expire, meaning that if a customer does not spend all of their scrip in one day, they can bring them back the following week.
- Each farmers' market association typically has its own scrip which can only be spent at markets run by that association. Check with the market manager to find out if there are other locations where the tokens may be spent.

ENVIRONMENT • COMMUNITY • JUSTICE

2530 san pablo avenue, berkeley, california 94702 telephone: 510•548•2220 fax: 510•548•2240

[www.ecologycenter.org](http://www.ecologycenter.org) • [marketmatch@ecologycenter.org](mailto:marketmatch@ecologycenter.org)



## Making Farm-Fresh Food Affordable

There has been a remarkable decrease in the cost of food over the last century. Unfortunately, it has come at the expense of our health. Developments in government policy, agricultural technology, and the food processing industry have created highly processed, artificially cheap, unhealthy foods that are often the most affordable and available foods to California's low-income families.

The result is a population that disproportionately suffers from heart disease, diabetes and other diet-related disease at rates far above the national average. The national epidemic of diet-related disease not only impacts California's low-income families; **everyone in our state pays the price of these higher medical costs.** The full cost to the state of California including disability payments, loss of work, and early death is estimated at \$24 billion per year. We simply cannot afford the health costs of cheap food.

### Market Match: A Healthy Incentive

Market Match was founded in 2009 by Roots of Change to help California's low-income communities receiving SNAP, (formerly known as food stamps) and other federal nutrition benefits, gain access to healthy food and support small and mid-sized farmers. Since 2012, the program has been led by the Ecology Center, bringing 25 years

of experience operating farmers' markets, over ten years assisting markets establish SNAP (known as CalFresh in California) EBT access, and providing leadership for the newly formed California Alliance of Farmers' Markets.

Market Match builds upon California's growing farmers' markets EBT shopping infrastructure: when a SNAP shopper uses his/her EBT card at a market offering Market Match, those SNAP funds are matched, dollar-for-dollar up to, on average, \$10. Those additional funds are the *Market Match*. This incentive is given to the shopper in the form of unique Market Match scrip that can only be spent on fruits and vegetables.

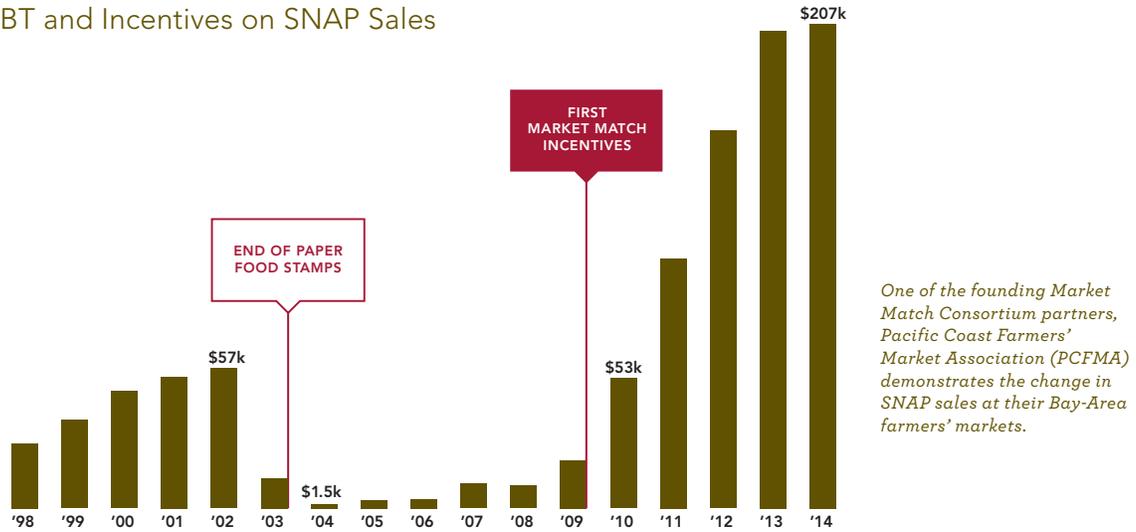
Market Match is a proven incentive program that helps those on SNAP, WIC and other assistance programs access the healthiest locally-grown food possible. Market Match is a powerful incentive to low-income shoppers helping them to join the millions of Californians seeking a better diet and healthier lifestyle.

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*Farmers' markets are for everyone, not just the elite locavore—but everyone! Market Match is important because it allows those with [CalFresh] EBT to double their money and give twice as much back to the farmers.*

*Dana, market manager  
at the Newark Farmers' Market*

## Impacts of EBT and Incentives on SNAP Sales



Market Match has proven to be extremely effective as an incentive for sustaining healthier eating. In the national 2013 SNAP Healthy Food Incentives Cluster Evaluation, 93% of customers reported that the incentive was what drew them to the market to spend their SNAP benefits. Since its inception in 2009, Market Match has inspired 310,000 low-income shoppers to purchase 18 million servings of fresh fruits and vegetables with their food assistance dollars and Market Match incentives.

### Demand Exceeds Current Funding

Market Match is currently serving 260 farmers' markets and other farm-direct outlets throughout the state. But with millions of people receiving SNAP benefits and other nutritional assistance benefits, the demand far exceeds the current Market Match funding and participating markets. As more people become aware of this remarkable program, the base of incentive and operation dollars will need to grow to serve these customers. Additionally, Market Match consistently receives new requests from farm-direct outlets that it is unable to onboard due to funding limitations.

### Increasing the Bounty: The Opportunity for Support

The USDA, through its Food Insecurity Nutrition Incentive (FINI) Program, will match \$100 million in fiscal years 2015-19. The program matches state and private sources dollar-for-dollar. In 2016, California's budget included \$5 million for the California Nutrition Incentives Act, which will draw down additional federal matching dollars. With this funding secured, Market Match has the opportunity to expand significantly. This is an exciting - and crucial - moment for additional support to add to this effort.

Every dollar invested today drives economic activity, improves the health of low-income communities, and saves California money. Building a public-private partnership can leverage this innovative program into an impactful statewide driver, and national model, for health and economic development.

Market Match is a proven statewide program with 30 strong regional partners. We are ready to significantly increase our scope, and reach more Californians who need it the most. **\$1 million in non-federal funding could result in \$10 million in SNAP spending on fresh fruits and vegetables, or a healthy 20,000,000 servings. And that's a healthy choice we can all get behind.**

*We are excited to provide leadership and direction for Market Match, creating a triple win—for low-income families, for farmers and for the community at large. Our goal is to build a robust public-private partnership to fund and promote Market Match, building towards serving customers and farmers in every region of the state.*

*Martin Bourque, Ecology Center's Executive Director*

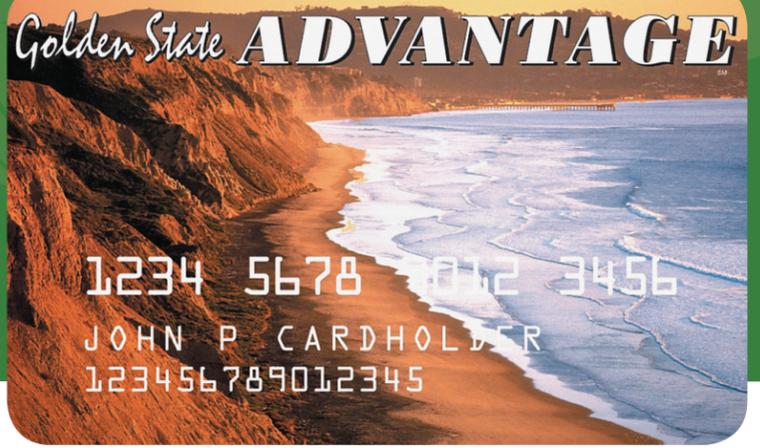


For more information on the Ecology Center, please visit [ecologycenter.org](http://ecologycenter.org)  
 For more information on Market Match, including the Consortium Partners, visit: [MarketMatch.org](http://MarketMatch.org)  
 or contact us at [marketmatch@ecologycenter.org](mailto:marketmatch@ecologycenter.org) 510-548-1005

# You can now spend your

ISU MERCADO AGRICOLA AHORA ACEPTA

# CalFresh EBT



## at your Farmers' Market, on locally-grown, **Fruits & Vegetables!**

PARA SUS FRUTAS Y VEGETALES CULTIVADOS LOCALMENTE!

These locations welcome your CalFresh **EBT** card:  
ESTOS MERCADOS ACEPTAN SU TARJETA CALFRESH EBT:



- |  |  |  |  |
|--|--|--|--|
| <p><b>ALAMEDA</b><br/>Haight Ave &amp; Webster St.<br/>Alameda<br/>9am-1pm, Saturdays &amp; Tuesdays<br/>Year-Round</p>          | <p><b>IRVINGTON</b><br/>Bay St. &amp; Trimboli Way<br/>Fremont<br/>9am-2pm, Sundays<br/>Year-Round</p>   | <p><b>GRAND LAKE</b><br/>Grand Ave. &amp; Lake Park Ave.<br/>Oakland<br/>9am-2pm, Saturdays<br/>Year-Round</p>                 | <p><b>FREEDOM FARMERS' MARKET</b><br/>5316 Telegraph Ave.<br/>Oakland<br/>10am-3pm, Saturdays<br/>May - December</p>           |
| <p><b>DOWNTOWN BERKELEY</b><br/>Center St. &amp; MLK Jr Way<br/>Berkeley<br/>10am-3pm, Saturdays<br/>Year-Round</p>              | <p><b>KAISER FREMONT</b><br/>Paseo Padre &amp; Stevenson Blvd.<br/>Fremont<br/>10am-2pm,<br/>Thursdays<br/>Year-Round</p>                      | <p><b>JACK LONDON SQUARE</b><br/>Broadway &amp; Water St.<br/>Oakland<br/>9am-2pm, Sundays<br/>Year-Round</p>                  | <p><b>PLEASANTON</b><br/>Main St. &amp; W. Angela St.<br/>Pleasanton<br/>9am-1pm, Saturdays<br/>Year-Round</p>                 |
| <p><b>NORTH BERKELEY</b><br/>Shattuck Ave. &amp; Rose St.<br/>Berkeley<br/>3pm-7pm, Thursdays<br/>Year-Round</p>                 | <p><b>NILES</b><br/>37592 Niles Blvd.<br/>Fremont<br/>9am-1pm, Saturdays<br/>Year-Round</p>  | <p><b>KAISER OAKLAND</b><br/>3600 Broadway<br/>Oakland<br/>10am-2pm, Fridays<br/>Year-Round</p>                                | <p><b>SAN LEANDRO BAYFAIR</b><br/>Fairmont Dr. &amp; E 14th St.<br/>San Leandro<br/>9am-1pm, Saturdays<br/>Year-Round</p>      |
| <p><b>SOUTH BERKELEY</b><br/>Adeline &amp; 63rd St.<br/>Berkeley<br/>2pm-6:30pm, Tuesdays<br/>Year-Round</p>                     | <p><b>LIVERMORE SUNDAY</b><br/>K St. &amp; 3rd St.<br/>Livermore<br/>10am-2pm, Sundays<br/>Year-Round</p>                                      | <p><b>OAKLAND CHILDREN'S HOSPITAL</b><br/>52nd St. &amp; MLK Jr. Blvd.<br/>Oakland<br/>2pm-6:30pm, Tuesdays<br/>Year-Round</p> | <p><b>SAN LEANDRO DOWNTOWN</b><br/>Parrot St. &amp; E. 14th St<br/>San Leandro<br/>4pm-8pm, Wednesdays<br/>April - October</p> |
| <p><b>CASTRO VALLEY</b><br/>Redwood Rd. &amp; Norbridge Ave.<br/>Castro Valley<br/>10am-2pm,<br/>Saturdays<br/>May - October</p> | <p><b>LIVERMORE THURSDAY</b><br/>2nd St. &amp; L St.<br/>Livermore<br/>4pm-8pm, Thursdays<br/>April - October</p>                              | <p><b>OLD OAKLAND</b><br/>9th St. &amp; Broadway<br/>Oakland<br/>8am-2pm, Fridays<br/>Year-Round</p>                           | <p><b>KAISER SAN LEANDRO</b><br/>2500 Merced<br/>San Leandro<br/>10am-2pm, Wednesdays<br/>Year-Round</p>                       |
| <p><b>DUBLIN</b><br/>Central Parkway &amp; Tassajara Rd.<br/>Dublin<br/>4pm-8pm, Thursdays<br/>April - September</p>             | <p><b>NEWARK</b><br/>Newpark Mall, btwn. Macy's &amp; Sears<br/>Newark<br/>9am-1pm, Sundays<br/>Year-Round</p>                                 | <p><b>FEEL THE BEET!</b><br/>Grace Ave. &amp; Lowell St.<br/>Oakland<br/>9:30am-2:30pm, Saturdays<br/>Year-Round</p>           | <p><b>KAISER UNION CITY</b><br/>Whipple Rd. &amp; Union City Blvd.<br/>Union City<br/>10am-2pm, Tuesdays<br/>Year-Round</p>    |
| <p><b>BAY STREET EMERYVILLE</b><br/>Bay Street Mall<br/>Emeryville<br/>3pm-7pm, Saturdays<br/>April - October</p>                | <p><b>FRUITVALE</b><br/>E 12th St. &amp; 34th Ave.<br/>Oakland<br/>10am-3pm, Sundays<br/>11am-7pm, Tuesdays &amp; Thursdays<br/>Year-Round</p> | <p><b>TEMESCAL</b><br/>5300 Claremont Ave.<br/>Oakland<br/>9am-1pm, Sundays<br/>Year-Round</p>                                 | <p><b>UNION CITY</b><br/>Smith St. &amp; Watkins St.<br/>Union City<br/>9am-1pm, Saturdays<br/>Year-Round</p>                  |
| <p><b>CENTERVILLE</b><br/>Fremont Blvd. &amp; Bonde Way<br/>Fremont<br/>10am-2pm, Saturdays<br/>Year-Round</p>                   |  | <p><b>UPTOWN OAKLAND</b><br/>1 Kaiser Plaza<br/>Oakland<br/>10am-2pm, Wednesdays<br/>April - November</p>                      |  |

 Market offers Market Match incentives, which match your CalFresh benefits, dollar-for-dollar, up to a maximum per household, per day, while supplies last.

 El mercado ofrece incentivos de Market Match, los cuales duplican sus beneficios de CalFresh, dolar-por-dolar, hasta un maximo por casa, por dia, mientras se duren las existencias.

**To find a farmers' market near you that accepts CalFresh, visit [FMFinder.org](http://FMFinder.org)**

Para encontrar un Mercado Agrícola que acepte CalFresh cercano a usted, visite [FMFinder.org](http://FMFinder.org)



These materials developed by the Ecology Center's Farmers' Market EBT Program. Funding for this project was provided by the United States Department of Agriculture (USDA). USDA is an equal opportunity employer.

**Eating healthy** is easier when you have access to fresh, affordable choices.

And now, **more than 30 farmers' markets** in **Alameda County** accept CalFresh EBT.



**Eat healthy and save more with Market Match.**



The Market Match program offers additional money to CalFresh EBT cardholders who use their card to buy fresh fruits and vegetables. Be sure to ask your local market if they participate in Market Match! You can identify a market that offers Market Match incentives by looking for a market with an asterisk next to it from the list inside, or by visiting the FMFinder.org website.

For more information on Market Match, visit [marketmatch.org](http://marketmatch.org)

**IMPORTANT MESSAGE**

ABOUT THIS BROCHURE

If you can't read or understand this brochure, call your worker.

Si usted no puede leer o entender este folleto, llame a su trabajador. (SPANISH)

បើ អ្នកមិនចេះអាន ឬ មិនយល់កូនសៀវភៅផ្សព្វផ្សាយនេះទេ សូមទូរស័ព្ទទៅក្រុមរបស់អ្នក ។ (CAMBODIAN)

關於這本手冊的重要訊息 如果你不能閱讀或者不瞭解這本手冊的內容 請致電你的工作人員。(CHINESE)

اگر شما این جزوه یا رساله را نمی توانید بخوانید و یا درک کنید، با مددکاران تماس بگیرید. (FARSI)

Kung hindi mo mabasa o maunawaan ang polyetong ito, tawagan ang iyong manggagawa. (FILIPINO)

Nếu quý vị không đọc được hoặc không hiểu được tập quảng cáo này, xin gọi cho cán sự phụ trách hồ sơ của quý vị. (VIETNAMESE)

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For more information on the Market Match program or on using EBT CalFresh at Farmers' Markets contact the Ecology Center at 510-548-1005, [ebt@ecologycenter.org](mailto:ebt@ecologycenter.org) or visit us at [ecologycenter.org/ebt](http://ecologycenter.org/ebt).



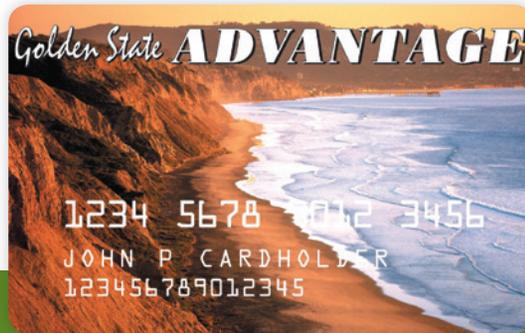
More **fresh**  
More **affordable**



Use your **cal fresh** EBT card at **farmers' markets** across Alameda County.

**Find a market near you!**

# Use your **CalFresh EBT** card at **farmers' markets** across **Alameda County.**



For CalFresh EBT cardholders, shopping and eating healthy is now just a market away.

## Here's how:

- Step 1** Go to one of the farmers' markets listed here or find a participating market at [FMFinder.org](http://FMFinder.org)
- Step 2** Find the market's information booth, or the market manager, and ask how to use your CalFresh EBT card. Don't forget to also ask if the market provides Market Match incentives — additional money to spend on fruits and vegetables.
- Step 3** Buy and eat! Enjoy all the fresh, nutritious food you've purchased for you and your family—with more flavor and less cost.

Conveniently located all across Alameda County, farmers' markets are family-friendly, open-air marketplaces where California farmers sell fruits and vegetables, fresh baked goods, jams, juices, olive oils, yogurt and cheeses, fresh fish, pickles, and more—right in your community.



## Participating Markets

<b>ALAMEDA*</b> Haight Ave & Webster St., Alameda 9am-1pm, Saturdays & Tuesdays Year-Round	<b>NILES</b> 37592 Niles Blvd., Fremont 10am-2pm, Saturdays Year-Round	<b>FEEL THE BEET!*</b> Grace Ave. & Lowell St., Oakland 9:30am-2:30pm, Saturdays Year-Round
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\*Market offers Market Match incentives, which match your CalFresh benefits, dollar-for-dollar, up to a maximum per household, per day, while supplies last.

Find the market near you: Visit [FMFinder.org](http://FMFinder.org)



## MARKET MATCH MAKES FARMERS' MARKETS MORE AFFORDABLE.

Market Match doubles your CalFresh nutrition benefits at participating farmers' markets, allowing your family to purchase more fruits and vegetables.

## MARKET MATCH HACE LOS MERCADOS AGRÍCOLAS MÁS ECONÓMICOS.

Market Match duplica sus beneficios de CalFresh en los mercados de agrícolas participantes, y permite a su familia comprar más frutas y verduras.

Go to [FMfinder.org](http://FMfinder.org) to find participating Farmers' Markets near you.

Diríjase a [FMfinder.org](http://FMfinder.org) para encontrar mercados agrícolas participantes cercanos a usted.

## IMPORTANT MESSAGE

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Si usted no puede leer o entender este folleto, llame a su trabajador. (SPANISH)

Եթե չեք կարող կարդալ կամ հասկանալ այս գրքուկը, զանգահարեք ձեր սոցիալական ծառայության աշխատողին: (ARMENIAN)

បើ អ្នកមិនចេះអាន ឬ មិនយល់កូនសៀវភៅផ្សព្វផ្សាយនេះទេ សូមទូរស័ព្ទទៅអ្នករបស់អ្នក ។ (CAMBODIAN)

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만일 이 소책자를 읽거나 이해하지 못할 경우, 담당 워커에게 전화하십시오. (KOREAN)

Если вы не можете прочесть или понять данную брошюру, позвоните, пожалуйста, работнику, ведущему ваше дело. (RUSSIAN)

Kung hindi mo mabasa o maunawaan ang polyetong ito, tawagan ang iyong manggagawa. (FILIPINO)

Nếu quý vị không đọc được hoặc không hiểu được tập quảng cáo này, xin gọi cho cán sự phụ trách hồ sơ của quý vị. (VIETNAMESE)

Go to [marketmatch.org](http://marketmatch.org) to learn more.

Diríjase a [marketmatch.org](http://marketmatch.org) para más información.



Market Match is a project of the Ecology Center. This project is funded in part by First 5 LA and NIFA USDA.

Market Match es un proyecto del Ecology Center. Este proyecto está financiado en parte por First 5 LA y NIFA USDA.

Local market partners:



DOUBLE YOUR FOOD DOLLARS

# GET MORE FRUITS & VEGETABLES

Fresh Food Made Affordable

DUPLIQUE SU PRESUPUESTO PARA ALIMENTOS  
OBTENGA MÁS FRUTAS Y VERDURAS

Alimentos frescos y económicos



## Here's how to get twice as much healthy food for you and your family:

- 1 Go to one of the farmers' markets listed here or find a participating market at [FMFinder.org](http://FMFinder.org)
- 2 Look for the Market Match sign at the market's information booth
- 3 Use your CalFresh and have your benefits doubled\*
- 4 Buy more fresh, locally-grown fruits and vegetables

## Aquí entenderá cómo conseguir el doble de alimentos saludables para usted y su familia:

- 1 Vaya a uno de los mercados de agrícolas de nuestra lista o encuentre un mercado que participa en [FMFinder.org](http://FMFinder.org)
- 2 Busque el letrero de "Market Match" en el puesto de información del mercado
- 3 Utilice su CalFresh y duplique sus beneficios\*
- 4 Compre más frutas y verduras frescas, cultivadas localmente



\*CalFresh benefits are matched dollar-for-dollar, up to \$10 per family, per market day. For a limited time until funds are exhausted. Some restrictions may apply. Ask your market manager about matching your WIC and SSI/SSDI benefits.

\*Los beneficios CalFresh se duplican dólar por dólar, hasta \$10 por familia, por día de mercado. Por un tiempo limitado. Algunas restricciones aplican. Consulta el gerente del mercado sobre cómo se puede duplicar sus beneficios de WIC y SSI/SSDI.

## Participating Markets

### MERCADOS PARTICIPANTES

<b>ADAMS/VERMONT</b> • † *	<b>KAISER SOUTH BAY</b> • † *
1432 W. Adams Blvd Los Angeles, CA 90007 Wednesdays, 2:00pm-6:00pm	25825 S. Vermont Ave Harbor City, CA 90710 Wednesdays, 10:00am-3:00pm
<b>ALTADENA</b> • † *	<b>LA CIENEGA</b> • † *
600 W. Palm St Altadena, CA 91001 Wednesdays, 3:00pm-7:00pm	1801 S. La Cienega Blvd Los Angeles, CA 90035 Thursdays, 2:00pm-7:00pm
<b>BALDWIN HILLS/CRENSHAW</b>	<b>LONG BEACH DOWNTOWN</b>
3650 MLK Blvd • † Los Angeles, CA 90008 Saturdays, 10:00am-3:00pm	300 Pacific Ave • † * Long Beach, CA 90802 Fridays, 10:00am-4:00pm
<b>CENTRAL AVE</b> • †	<b>MAR VISTA</b> • † *
4301 Central Ave Los Angeles, CA 90011 Thursdays, 10:00am-3:00pm	12200 Venice Blvd Los Angeles, CA 90066 Sundays, 9:00am-2:00pm
<b>COMPTON</b> • † *	<b>MONTEREY PARK</b> • † *
Gateway Towne Center Compton, CA 90220 Saturdays, 9:00am-1:00pm	318 S Ramona Ave Monterey Park, CA 91754 Fridays, 4:00pm-8:00pm
<b>EAST HOLLYWOOD</b> • † *	<b>OLD TOWN NEWHALL</b> • † *
5448 Hollywood Blvd Los Angeles, CA 90027 Thursdays, 3:30pm-7:30pm	22520 Lyons Ave Santa Clarita, CA 91321 Saturdays, 8:30pm-12:30pm
<b>EAST LOS ANGELES</b> • † *	<b>POMONA</b> • † *
4801 E. 3rd St Los Angeles, CA 90022 Saturdays, 9:00am-2:00pm	Pearl & Garey Ave Pomona, CA 91768 Saturdays, 7:30am-11:30am
<b>ECHO PARK</b> • †	<b>SANTA MONICA PICO</b> • † *
1125 Logan St Los Angeles, CA 90026 Fridays, 3:00 pm-7:30pm	2200 Virginia Ave Santa Monica, CA 90404 Saturdays, 8:00am-1:00pm
<b>GARDENA</b> • † *	<b>VALINDA</b> • † *
13000 S. Van Ness Ave Gardena, CA 90249 Saturdays, 8:00am-1:00pm	747 Rimgrove Dr La Puente, CA 91744 Thursdays, 2:00pm-7:00pm
<b>HUNTINGTON PARK</b> • † *	<b>WATTS HEALTHY</b> • †
3401 E. Florence Ave Huntington Park, CA 90255 Wednesdays, 9:30am-1:30pm	1335 E. 103rd St Los Angeles, CA 90002 Saturdays, 10:00am-2:00pm
<b>INGLEWOOD</b> •	<b>WELLINGTON SQUARE</b> • † *
Market St & Manchester Blvd Inglewood, CA Every third Thursday 3:00pm-7:00pm	4394 Washington Blvd Los Angeles, CA 90016 Sundays, 9:00am-1:00pm

#### LEGEND

- - CalFresh matched
- † - WIC participants served (match amount and type varies)
- \* - SSI / SSDI matched