

## Food Stamps Now Go By CalFresh

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To get more of its nearly six million eligible residents to sign up, California's food stamp program is changing its name and look. According to an October 24th [Los Angeles Times article](#), the new handle -- CalFresh -- aims to evoke, not a welfare program, but instead a health and nutrition program. We like it much better than the old name -- Supplemental Nutritional Assistance Program, or SNAP -- which had a truly severe, institutional ring to it. CalFresh sounds vaguely like a CSA, even if it isn't.

And although the people who receive these benefits won't be any more likely to fill their carts with whole grains and fresh vegetables than the rest of California's citizens, CalFresh suggests greenery, something wholesome-- an aspect heightened by that new logo--a bright, abstracted spread of produce blooming directly between "Cal" and "Fresh", hovering above the motto in smaller letters: "Better Food for Better Living."

For information on [how to apply to CalFresh Benefits, click here.](#)