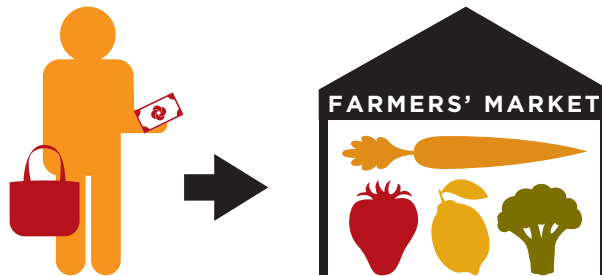


market match

Market Match is a healthy food incentive program that boosts the purchasing power of **CalFresh/SNAP** customers at farmers' markets by providing matching vouchers for additional fruits and vegetables.

2015 IMPACTS

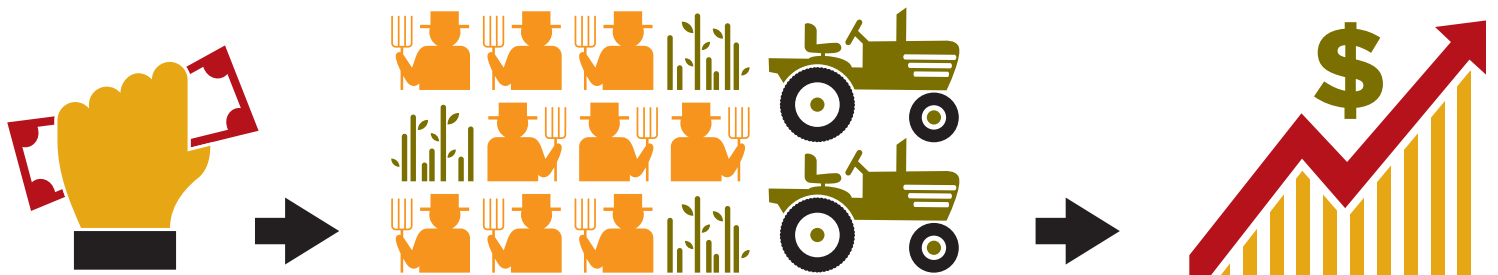
CalFresh shoppers receive a free dollar-for-dollar match up to \$10 when they use their EBT/SNAP dollars at Pacific Coast Farmers' Market Association (PCFMA) markets, year round.



Market Match empowers low-income farmers' market shoppers to make healthy food choices by stretching their dollar.



\$78,339 191%↑	Market Match spent	\$262,619 19.9%↑	Combined Market Match & CalFresh spent	11,651 10.4%↑	CalFresh transactions
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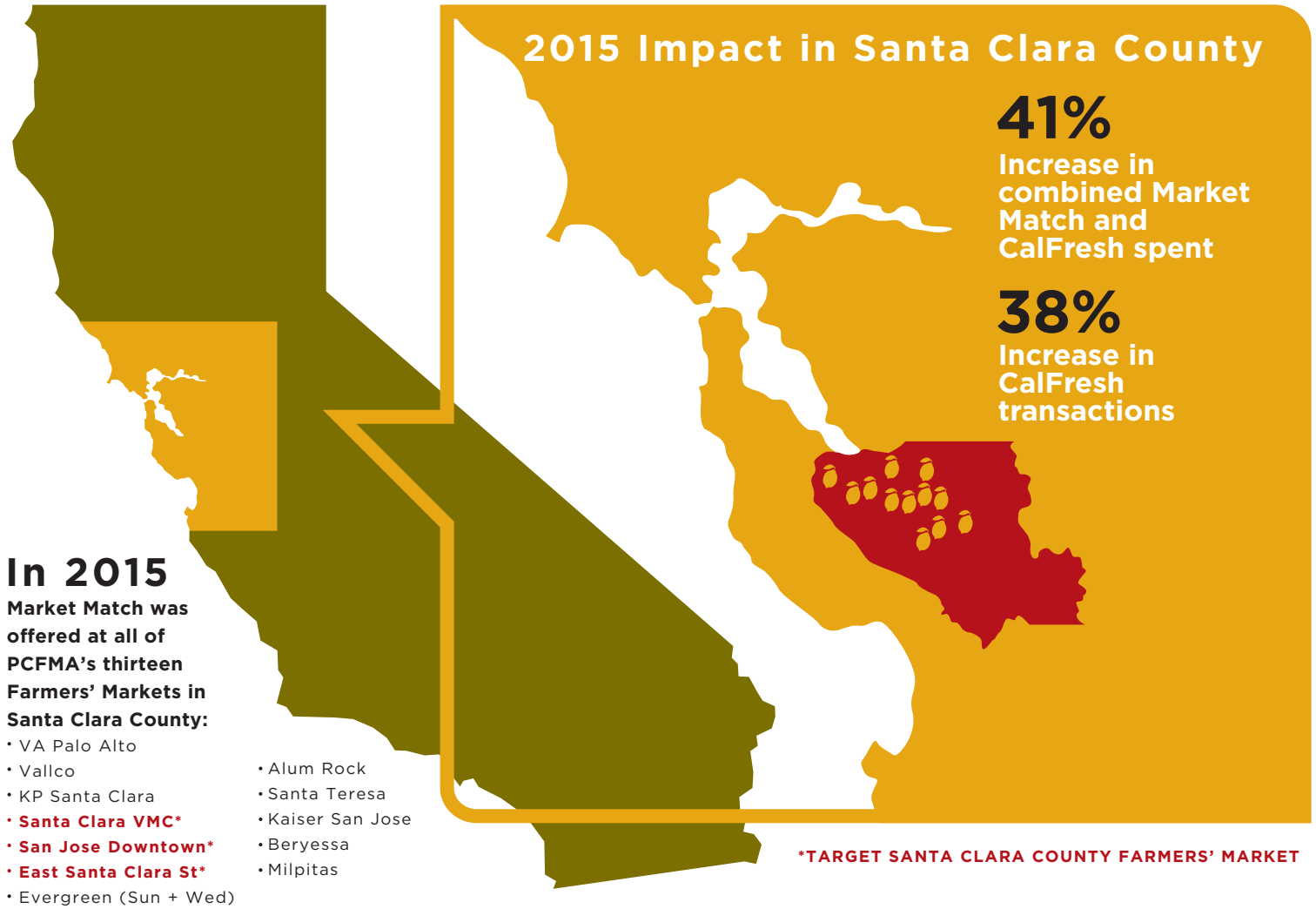
MARKET MATCH SUPPORTS JOB CREATION, LOCAL ECONOMIC DEVELOPMENT, AND CIVIC ENGAGEMENT BY LEVERAGING THE BENEFITS OF FARMERS' MARKETS FOR A BROADER.



FOR MORE INFORMATION ABOUT OUR PROGRAMS, PLEASE VISIT US AT FRESHAPPROACH.ORG

FOCUSED OUTREACH

In 2015, Fresh Approach partnered with the Santa Clara County Public Health Department to conduct focused outreach and further increase promotional efforts of Market Match and CalFresh at PCFMA's farmers' markets in Santa Clara County, with even more significant results:



COMBINED TOTAL OF MARKET MATCH & CALFRESH REDEMPTIONS 2013 - 2015

