PCFMA's farmers' markets have added CalFresh customers at a higher rate than the state of California has added CalFresh enrollments during six of the last 12 months, and has increased sales faster than the state of California has increased CalFresh benefits, during 11 of the past 12 months.

Market Match helps families on CalFresh eat more fresh fruits and vegetables and a greater variety of fruits and vegetables—both are important for health and well-being.

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