



PACIFIC COAST
FARMERS' MARKET
ASSOCIATION

PCFMA.ORG

UPDATE FOR CALFRESH/EBT CUSTOMERS



Effective April 1st, Market Match will return to a maximum daily match of up to \$10 for CalFresh redeemed in the market, per market visit.

The CalFresh/EBT and Market Match programs have been enormously successful during these difficult pandemic times, stretching food dollars where it is needed. Thanks to an increase in funding during the pandemic, we were able to expand the daily maximum that we were able to match. This increase in Market Match helped ease the burden of the pandemic on many Market Match program participants.

The Market Match program is a California initiative that relies on funding from state and federal partners and the budget for the program is allocated yearly. This year, due to the program's popularity, California's 240 CalFresh/EBT and Market Match farmers' market providers are using much more funding than anticipated. For this reason, we have been told by the funder that we must reduce the daily maximum amount of Market Match from the expanded \$15 to the original \$10 daily. Therefore, beginning April 1st, Market Match will be returning to a match of \$10 to ensure we can offer the matching program through the year.

The California Market Match Consortium is managed by the Ecology Center. Market Match is available at [farmers' markets throughout the Bay Area](#) and the state of California. Each market has its distinct tokens and may have a different matching amount. Market Match is made possible through a grant

different terms and may have a different matching amount. Market Match is made possible through a grant from the CDFA California Nutrition Incentive Program, the USDA, Gus Schumaker, Nutrition Incentive Program and philanthropic efforts.

TAGS

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