

1 [Urging the Governor and California State Legislature to Retain Market Match Funding]

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3 **Resolution urging Governor Gavin Newsom and the California State Legislature to**
4 **retain full funding for the Market Match program in the California Nutrition Incentive**
5 **Program under the California Department of Food and Agriculture.**

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7 WHEREAS, In his January 2024 budget proposal, Governor Newsom proposed cutting
8 \$33.2 million from the three-year \$35 million California Nutrition Incentive Program (CNIP)
9 budget under the California Department of Food and Agriculture (CDFA); and

10 WHEREAS, Market Match is a 15 year old program funded through CNIP and the
11 USDA’s Gus Schumacher Nutrition Incentive Program (GusNIP) that incentivizes CalFresh
12 (known nationally as Supplemental Nutrition Assistance Program (SNAP)) recipients to spend
13 their benefits for farm-direct fresh fruits and vegetables by providing a dollar for dollar match
14 on CalFresh purchases, up to a daily maximum, at 291 farm-direct outlets across the state in
15 52 California counties; and

16 WHEREAS, 30% of San Francisco households with children are experiencing food
17 insecurity as of 2023; and

18 WHEREAS, There are over 101,000 San Franciscans in 74,000 households receiving
19 CalFresh, and almost 9,000 residents receiving Special Supplemental Program for Women,
20 Infants and Children (WIC); and

21 WHEREAS, In 2023, there were 116,346 customer visits to markets offering Market
22 Match in San Francisco, including 15,072 new customers; and

23 WHEREAS, Market Match is California’s largest nutrition incentive program that
24 increases access to fresh, healthy produce and food for people with low incomes, while

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1 reinvesting state and federal dollars into California’s small and mid-sized farms and rural
2 communities; and

3 WHEREAS, There are currently four organizations administering Market Match at
4 farmers’ markets in San Francisco through CNIP funding: Agricultural Institute of Marin,
5 Foodwise, Heart of the City Farmers’ Market, and Pacific Coast Farmers’ Market Association;
6 and

7 WHEREAS, In 2023, there were a total of 580 market days offering Market Match in
8 San Francisco, at nine locations, including Castro CFM, Clement Street Farmers’ Market,
9 Divisadero Farmers’ Market, Ferry Plaza, Fillmore CFM, Heart of the City Farmers’ Market,
10 Inner Sunset CFM, Mission Community Market, and Stonestown Farmers Market; and

11 WHEREAS, The Heart of the City Farmers’ Market in Civic Center is the largest
12 farmers’ market EBT program in the state, with \$2.57 million in CalFresh spending and an
13 estimated \$1.91 million in Market Match funds; and

14 WHEREAS, GusNIP brings grant dollars into the state, and the Market Match program
15 leverages federal funds by matching nutrition assistance benefits with funds that can be spent
16 by low-income Californians to buy healthy, fresh food grown by California farmers; and

17 WHEREAS, Absent state funding, Market Match will not be able to meet the non-
18 federal match and bring significant federal funds into the state; and

19 WHEREAS, More than 160 safety net, economic development, sustainable agriculture,
20 school districts, and local food systems organizations have joined the Save Market Match
21 Coalition, including San Francisco-based nonprofit organizations GLIDE, Foodwise, Heart of
22 the City Farmers Market, and the San Francisco-Marín Food Bank, to advocate to retain state
23 funding to continue the Market Match program; now, therefore, be it

24 RESOLVED, That the Board of Supervisors urges Governor Gavin Newsom and the
25 California State Legislature to retain full funding for the Market Match program through the

1 California Nutrition Incentive Program (CNIP) budget under the California Department of Food
2 and Agriculture (CDFA); and, be it

3 FURTHER RESOLVED, That the San Francisco Board of Supervisors hereby directs
4 the Clerk of the Board to transmit copies of this Resolution to California Governor Gavin
5 Newsom, Senator Scott Wiener, and Assembly Members Phil Ting and Matt Haney, with a
6 request to take all action necessary to achieve the objectives of this Resolution.

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