

1 [Urging Continued State Funding for the Market Match Program Supporting CalFresh
2 Incentives at Farmers' Markets Across California]

3 **Resolution urging Governor Gavin Newsom and the California Legislature to continue**
4 **funding the Market Match program, which doubles CalFresh benefits for fruits and**
5 **vegetables at farmers' markets and farm-direct outlets across California, and**
6 **recognizing the program's importance for food security, public health, and local**
7 **farmers, including those serving residents of San Francisco.**

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9 WHEREAS, The Market Match program is California's largest nutrition incentive
10 initiative, providing matching funds for shoppers using CalFresh (California's Supplemental
11 Nutrition Assistance Program) so that they can purchase additional fresh fruits and vegetables
12 at farmers' markets and farm-direct sites; and

13 WHEREAS, Market Match doubles CalFresh purchasing power, often matching up to
14 \$10-\$15 per visit depending on the market, allowing families to stretch limited food budgets
15 while increasing access to fresh fruits and vegetables; and

16 WHEREAS, Market Match operates at more than 270 farmers' markets and farm-direct
17 sites across California and is administered by community organizations and farmers' market
18 operators working in partnership with the California Department of Food and Agriculture
19 through the California Nutrition Incentive Program; and

20 WHEREAS, Research on nutrition incentive programs demonstrates that matching
21 benefits for fruits and vegetables increases produce purchases among CalFresh and
22 Supplemental Nutrition Assistance Program participants and supports healthier food choices
23 for low-income households; and

24 WHEREAS, Farmers' markets in the City and County of San Francisco, including the
25 Heart of the City Farmers' Market at United Nations Plaza and other neighborhood markets,

1 participate in Market Match and similar nutrition incentive programs that help thousands of
2 residents using CalFresh purchase fresh, locally grown produce each year; and

3 WHEREAS, The Heart of the City Farmers' Market alone distributes more than \$4
4 million annually in food assistance programs, including CalFresh and nutrition incentive
5 benefits, demonstrating the significant role farmers' markets play in supporting food access for
6 San Francisco residents; and

7 WHEREAS, Approximately 110,000 San Francisco residents rely on CalFresh benefits
8 to help meet their nutritional needs, and programs such as Market Match help stretch those
9 benefits further at a time when grocery costs remain high; and

10 WHEREAS, San Francisco has experienced a number of supermarket closures in
11 recent years, contributing to growing food access challenges and deepening food deserts in
12 neighborhoods such as the Tenderloin and increasingly in the Fillmore and Western Addition,
13 making programs that expand access to fresh, healthy, and locally grown food, such as
14 Market Match, especially critical for residents in communities with limited grocery options; and

15 WHEREAS, Market Match also strengthens California's agricultural economy by
16 supporting direct sales for small and mid-size farmers and keeping food dollars circulating in
17 local communities while promoting the consumption of locally grown produce; and

18 WHEREAS, At a time when many Californians continue to experience food insecurity
19 and high food costs, nutrition incentive programs such as Market Match are critical tools for
20 improving food access and supporting both consumers and farmers; and

21 WHEREAS, The Governor's January 2026 proposed state budget did not include new
22 funding for the California Nutrition Incentive Program that supports Market Match, creating
23 uncertainty about the program's continuation once current funds are exhausted; now,
24 therefore, be it

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1 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
2 urges Governor Gavin Newsom and the California State Legislature to continue and expand
3 state funding for the Market Match program and related nutrition incentive initiatives that
4 double CalFresh benefits for fruits and vegetables; and, be it

5 FURTHER RESOLVED, That the Board of Supervisors recognizes the Market Match
6 program as a critical tool to improve food security, support local farmers, and strengthen
7 farmers' markets serving communities across California, including residents of San Francisco;
8 and, be it

9 FURTHER RESOLVED, That the Clerk of the Board of Supervisors shall transmit a
10 copy of this Resolution to the Governor of California, the President pro Tempore of the
11 California State Senate, the Speaker of the California State Assembly, and members of the
12 San Francisco legislative delegation to express the City and County of San Francisco's strong
13 support for continued funding of the Market Match program.

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