

Market Match is Changing at Select Farmers' Markets!

A project in partnership with the California Department of Social Services

People receiving CalFresh benefits can now earn an extra \$60 on their EBT card every month!!

We're launching the California Fruit & Vegetable EBT Pilot for a limited time at select Farmers' Markets across the State. It's similar to the current Market Match with a few changes.

Understand How the Pilot Works at the Farmers' Markets in 3 Easy Steps:

1. Earn a dollar-for-dollar match when you **spend CalFresh benefits on fruits & vegetables**.
2. Get a maximum of **\$60 extra dollars per month**.
3. Spend it immediately, or keep it on your card to use later, on **ANY CalFresh eligible food** item like bread, dairy, meat, fruits, veggies & more.

Participating Farmers' Markets Include:

- Sunrise Station Farmers' Market, Rancho Cordova
- Country Club Plaza Farmers' Market, Sacramento
- Downtown Napa Farmers' Market
- Grand Lake Farmers' Market, Oakland
- Adams Vermont Farmers' Market, Los Angeles
- Atwater Village Farmers' Market, Los Angeles
- Rialto Farmers' Market

Find these Pilot-site Farmers' Markets, as well as others offering Market Match, using the Farmers' Market Finder. Enter the market name, city, or zip code to get started!

Frequently Asked Questions (FAQ)

1. **How are the extra benefits added to my EBT card at the farmers' market?** Visit the information booth at the Farmers' Market, and tell them how much you'd like to spend on fruits and vegetables. That amount will be automatically matched through the Point of Sale device. The market staff will give you special tokens or vouchers, good for fruits and vegetables only, to spend in the market. Your earned CalFresh benefits can be redeemed in the same transaction to use at the market, or you can keep the extra benefits on your EBT card to use later.
2. **What happens if I don't spend all my tokens/vouchers?**
Your tokens/vouchers never expire, and if you don't spend them all immediately, you can come back and spend them next week, or we can refund the CalFresh to your EBT card. We can only refund the fruit & veggies-only tokens/vouchers if you refund an equal or greater amount of your CalFresh-only tokens/vouchers since you earned the extra benefits for those.
3. **Do I have to earn all of the \$60 maximum in one transaction?**
No, you can come back to any participating market anytime this month to earn up to \$60. Starting the following month, you can earn another \$60.
4. **Do I have to redeem my earned benefit the same day I earn it?**
No, you can tell the Market Manager that you would like the earned supplemental benefit to remain on your card, and you will only receive the fruit and vegetable-only tokens/vouchers.
5. **Can I redeem part of my earned benefit in one transaction?**
Unfortunately during the pilot, you can only choose to redeem *the full amount* earned in the same transaction. But the tokens/vouchers never expire and you can come back next week to spend them. Or, the market manager can conduct a second transaction to redeem part of the earned benefits. We hope that in the future, this functionality will be added.
6. **How do I know if I've already received the \$60 maximum for any given month?**
You can check your EBT balance, including the CA Fruit & Veggie EBT Pilot Incentive Maximum balance by using the 800-number and make an ARU Balance Inquiry, or login to the cardholder portal.
7. **What happens if I am close to the \$60 monthly maximum, but want to spend more money at the Farmers' Market, including on fruits and vegetables?**
It will make the transaction quicker if you already know if you've reached your \$60 monthly match maximum before swiping your card at the information booth at the farmers' market. You can call the 800-

number, or login to the cardholder portal to check your CA Fruit & Veggie EBT Pilot Incentive Maximum balance. It will show your remaining balance of the \$60 monthly maximum. If you have already reached the \$60 maximum, the market manager can conduct a regular CalFresh purchase. The market manager will then give you CalFresh vouchers/tokens you can spend on anything CalFresh eligible, including fruits and vegetables.

8. How long will this Pilot program be operating at the participating sites?

For at least one year we believe (or entire season, if seasonal.) After that, we may go back to the old way where you can earn fruits and vegetables when you spend your CalFresh on anything CalFresh-eligible at the market. The hope of the Pilot is that it will create technology that can be utilized in a future statewide program.

9. Is the classic/original Market Match program still available?

Yes, many Farmers' Markets are still offering the classic/original Market Match program. You can visit www.FMfinder.org to find a location nearest you. Look for the green pins on the map. When you click on the pin you can see details about the Market Match program, including if it is a Pilot site.

10. Can I continue to participate in Market Match at other Farmers' Markets, while also participating in the Pilot?

If you live in an area where there are multiple Farmers' Market sites offering Market Match, some of which are participating in the Pilot, and others which are not, you can still visit the other markets who have the per-market-day maximum AND visit the Pilot sites. This won't change your \$60 per month, per card/household maximum at the Pilot sites. The \$60 for the Pilot sites is tracked through the State EBT system.

11. Can I get my Pandemic EBT (P-EBT) or other benefits matched through the Pilot?

The Pilot only matches fruit and veggies purchases when spending **CalFresh**, however some sites may match other benefit matches (e.g. P-EBT, WIC and Senior FMNP benefits.) Check with your farmers' market manager at the info booth for details.

12. Why did the program change?

Some Farmers' Markets are working as a Pilot site under the California Department of Social Services' (CDSS) California Fruit & Vegetable Pilot. It is piloting new technology that integrates the incentive onto the EBT card. The Pilot reversed the way the incentive is earned, so now you earn more CalFresh dollars when you spend your CalFresh on fruits and vegetables. We hope this Pilot will allow for incentives to be offered at even more farmers' markets and other retailers across the State.

13. Do you have information about the Pilot/Program in languages other than English?

Yes. We have information **here** in several different languages about how the program works. [list languages and hyperlinks.] The Farmers' Market Finder (FMfinder.org) is translated in both English and Spanish, and will show you other farmers' market Pilot sites, as well as sites offering "classic" Market Match.