

California Nutrition Incentive Program

Sarah Hanson

Office of Farm to Fork

California Department of Food and Agriculture

Office of Farm to Fork

- California Department of Food and Agriculture
 - Division of Inspection Services
- Began in 2012, officially established in 2014 (AB 2413)
- Office Priorities:
 - Farm to School
 - Reducing Food Insecurity



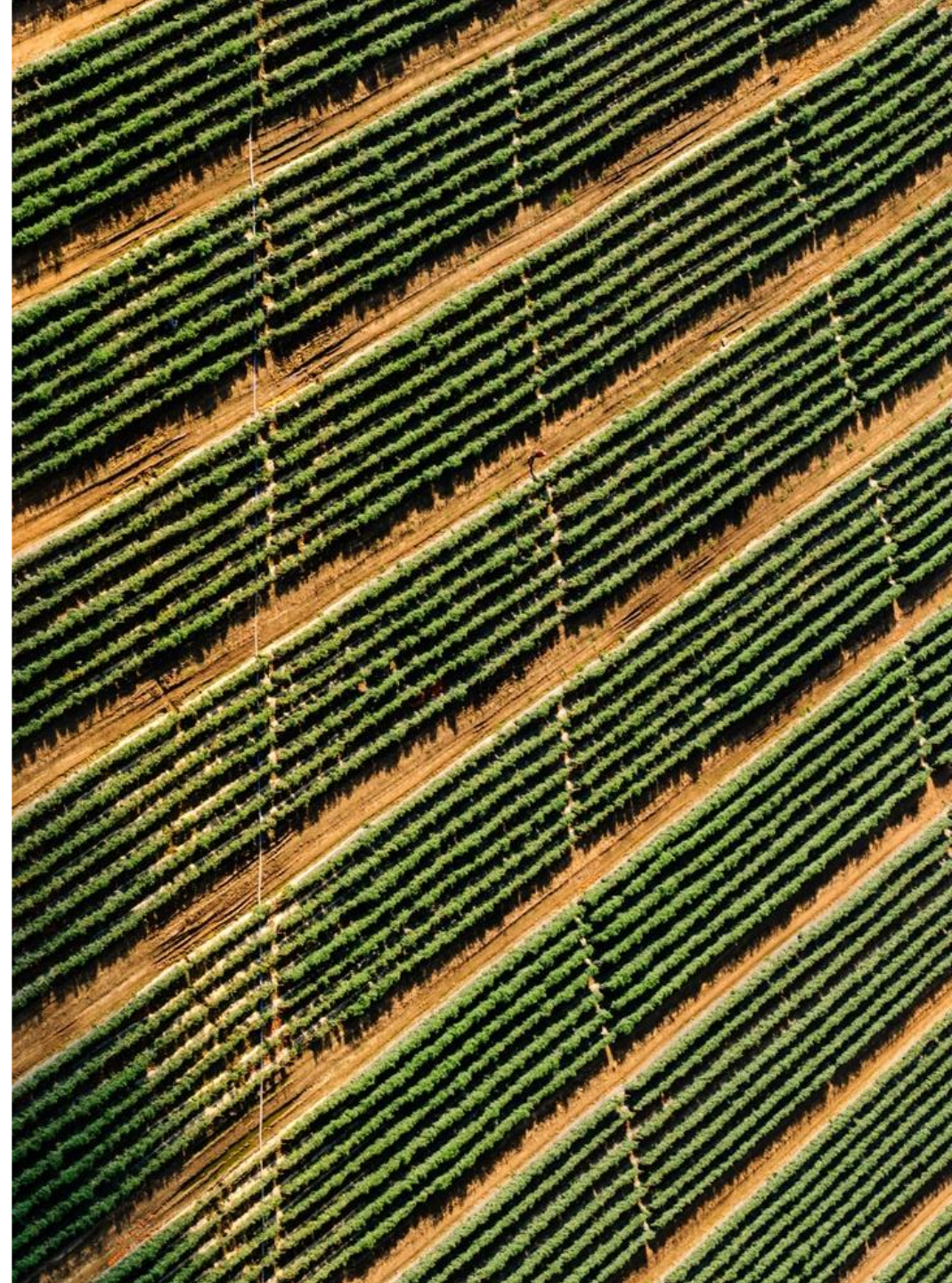


California Nutrition Incentive Program

- AB 1321 (Ting, 2015)
- Budget Act of 2016
 - General Fund Appropriation of \$5 million
- Funding to be distributed via grants, once federal funding has been obtained

Program Timeline

- FINI Application Deadline:
Expected Dec. 2016
- CDFA
 - Plans to apply with
implementing partners
 - State RFP to solicit partners
- Funding expected to begin
in May 2017





Request for Proposals

- Proposed funding availability: \$3 million
- Release date (proposed): September 1, 2016
- Application deadline (proposed): October 1, 2016
- Awards announced mid-October

Eligible Applicants

- A Certified Farmers' Market
- An association of certified producers
- A nonprofit organization representing a collective or association of certified producers that is authorized by USDA to accept SNAP benefits at farmers' markets.





Scoring Criteria – Emphasis on Underserved Communities

- Geographic Reach
- Communities Served
 - High rates of diet-related disease
 - Percentage of population eligible for CalFresh
 - Access to healthy foods

Cost-Sharing

- Applicants are strongly encourage to secure matching funds
 - Scoring criteria will place high value on non-federal matching funds
- However, matching funds will not be required





Partnerships

- Strongly encourage partnerships between incentive distribution and Nutrition Education and other programs
 - Community Organizations
 - Local Governments

Year Two RFP

- In fall of 2017, CDFA will release a second state-wide RFP
 - Remaining state funding
- Small Business Focus





Questions?

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