

December 11, 2024

CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

**EXECUTIVE SUMMARY**

**ALL COUNTY LETTER NO. 23-18EII**

The purpose of this Errata is to update All County Letter 23-18 which informed county welfare departments of the healthy incentive program called the CalFresh Fruit and Vegetable (CF&V) pilot project. This addendum announces the relaunch of the CF&V pilot project in the Fall of 2024.



CALIFORNIA HEALTH & HUMAN SERVICES AGENCY  
**DEPARTMENT OF SOCIAL SERVICES**  
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JENNIFER TROIA  
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December 11, 2024

ALL COUNTY LETTER NO. 23-18EII

TO: ALL COUNTY WELFARE DIRECTORS  
ALL COUNTY CALFRESH PROGRAM SPECIALISTS  
ALL COUNTY CALWORKS PROGRAM SPECIALISTS  
ALL COUNTY EBT COORDINATORS  
ALL CONSORTIA PROJECT MANAGERS

FROM: RYAN GILLETTE, DEPUTY DIRECTOR  
RESEARCH, AND AUTOMATION, AND DATA VISION

SUBJECT: ERRATA TO ALL COUNTY LETTER 23-18, CALFRESH FRUIT &  
VEGETABLE ELECTRONIC BENEFIT TRANSFER PILOT  
PROJECT RELAUNCH

REFERENCE: [ALL COUNTY LETTER \(ACL\) 23-18;](#)  
[ASSEMBLY BILL \(AB\) 120, CHAPTER 43 \(2023\);](#)  
[WELFARE & INSTITUTIONS CODE \(W&IC\) SECTION 10072.3](#)

The purpose of this Errata is to provide an update to County Welfare Departments (CWDs) regarding the recent changes to the CalFresh Fruit and Vegetable (CF&V) Electronic Benefits Transfer (EBT) pilot project.

**CF&V Pilot Program Relaunch**

The 2024-25 Budget Act has designated \$10 million to temporarily extend the CalFresh CF&V Pilot. Resuming in early November, CalFresh recipients will once again have the opportunity to receive a dollar-for-dollar match, up to \$60 per month, for buying fresh fruits and vegetables at participating retailers.

Participating retailers began re-launching the week of November 4, 2024, and the participating farmer's market is set to go-live November 23, 2024. The State anticipates that the funds provided in the 2024-25 Budget Act will support pilot operations for

approximately three-to-four months, based on previous CF&V incentive issuance rates. Counties are encouraged to check the [CF&V webpage](#) for the latest updates regarding the pilot project. The California Department of Social Services (CDSS) will collaborate with CWDs to wrap up the pilot by sending an ACL as it approaches its conclusion.

CDSS has collaborated with grantees and retailers to update marketing materials for the relaunch of the CF&V Pilot Project, making sure all public messages match the changes mentioned in this letter.

**Participating Retailers and Farmers Markets:**

Pilot Grantee	Participating Retailer and Farmers Market	County
Fullwell	<a href="#">Arteaga's Food Center</a> <ul style="list-style-type: none"><li>• 204 Willow St, San Jose, CA 95110</li><li>• 6906 Automall Pkwy, Gilroy, CA 95020</li><li>• 1003 Lincoln Ave, San Jose, CA 95125</li><li>• 2620 Alum Rock Ave, San Jose, CA 95116</li></ul>	Santa Clara
Fullwell	<a href="#">Santa Fe Foods</a> <ul style="list-style-type: none"><li>• 860 White Rd, San Jose, CA 95127</li><li>• 7356 Thornton Ave, Newark, CA 94560</li><li>• 1017 N Main St, Salinas, CA 93906</li></ul>	Santa Clara Alameda Monterey
Fullwell	<a href="#">Harvest Market</a> <ul style="list-style-type: none"><li>• 171 Boatyard Dr, Fort Bragg, CA 95437</li><li>• 10501 Lansing St, Mendocino, CA 95460</li></ul>	Mendocino
Ecology Center	<a href="#">Sustainable Economic Enterprises of Los Angeles (SEE-LA)</a> <ul style="list-style-type: none"><li>• 5730 Crenshaw Blvd, Los Angeles, CA 90043</li></ul>	Los Angeles

Pilot Grantee	Participating Retailer and Farmers Market	County
Altman Clinical and Translational Research Institute at the UCSD	Mothers Nutritional Center All 83 locations	Los Angeles Orange County Riverside San Bernardino San Diego

If you have any questions or need additional guidance regarding the information in this Addendum, contact the CDSS EBT Policy Unit by email at [CFVEBTPilot@dss.ca.gov](mailto:CFVEBTPilot@dss.ca.gov).

Sincerely,

***Original Document Signed By***

RYAN GILLETTE  
Chief Data Officer  
Research, Automation, and Data Division