WHAT'S SNAC?

California’s State Nutrition Action Council (SNAC) is a state-level collaborative with active representation from all state agencies and nonprofits that implement USDA Food and Nutrition programs.

In 2019, SNAC expanded its Farmers Market Initiative (FMI) in an effort to increase shoppers’ knowledge and usage of their food benefit programs at local farmers markets.

SUCCESES

- **2019 FMI**
  - 6 counties participated in the FMI, adding two from the previous year.
  - 19 markets were served, an additional eight markets from the previous year.
  - 10,479 promotional materials distributed
  - 30,419 low-income Californians reached

- **REDEMPTION DATA**
  - 19% increase in CalFresh redemption across markets ($140)
  - 22% increase in Market Match redemption across markets ($100)
  - 21% increase in CalFresh transactions across markets

- **FINDINGS**
  - 70% of surveyed food benefit program participants attributed the following outcomes to shopping at SNAC farmers markets:
    - Ate more fruits & vegetables & consumed less fast food
    - Chose fresher food & tried new varieties of fruits &
    - Stretched their CalFresh dollars further

All the counties were thrilled to have extra support for their local farmers markets. Each saw greater participation in Market Match and CalFresh.”

— SNAC Partner

CalFresh, California Dept. of Social Services • CalFresh Healthy Living, University of California • California Dept. of Aging • Dept. of Education Dept. of Food & Agriculture • Dept. of Public Health • Catholic Charities of California • Expanded Food & Nutrition Education Program • UC Davis Institute for Population Health Improvement • Women, Infants & Children

Funded by USDA-SNAP, an equal opportunity provider and employer. Visit CalFreshHealthyLiving.org for healthy tips.
In 2019, SNAC launched an innovative pilot, introducing CalFresh Healthy Living (CFHL) Navigators into select farmers markets. The Navigators offered:

- Face-to-face support, helping increase program trust & comfort
- Nutrition education to support healthy choices and food budgeting
- Food & nutrition benefits information to ensure participation in all eligible nutrition programs

Markets featuring these friendly Navigators saw an average monthly increase of 31 new customers.

Navigators Boost Nutrition Program Participation

Markets With an Onsite Navigator
Average Monthly Increase (2018 vs. 2019)

- 402% increase in CalFresh redemption
- 202% increase in new Market Match customers

Markets Without an Onsite Navigator
Average Monthly Increase (2018 vs. 2019)

- 31% increase in CalFresh redemption
- 13% increase in Market Match redemption

NEXT STEPS

- Identify markets and engage market managers early
- Coordinate with local programs more intentionally
- Implement the initiative during summer 2020
- Re-evaluate the program to confirm replicable results
- Scale up in 2021 and shift ownership to local entities through a model of training and technical assistance

“Having Navigators at the market—promoting CalFresh benefits and providing application assistance—works wonders. I plan to be a cheerleader for this program.”

– Farmers Market Manager

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