California Nutrition Incentive Program

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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

- 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 encouraged 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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