

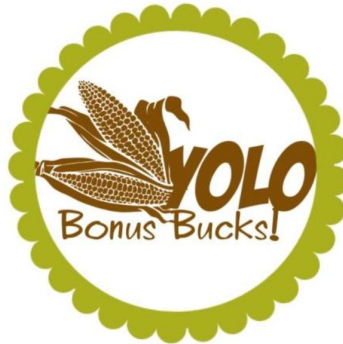
# **CalFresh Fruit and Vegetable Supplemental Benefits Expansion AB 605 (2023)**

**CalFresh Forum: February 15, 2023**



Ideas + Action  
for a Better City

# Fruit and Vegetable Supplemental Benefit Programs Already in California (aka Healthy Food Incentive Programs)



# With EBT integration, incentives are distributed via:

## State-issued EBT card

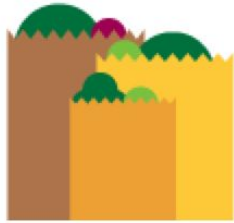


And, at CA farmers' markets, the EBT card in conjunction with tokens



# How it would work for customers at CA grocery stores with AB 605

1



Use your CalFresh card to buy fresh fruits and vegetables at a participating grocery store

2



Your purchase is matched, penny-for-penny, up to \$60 per month. The money is rebated back to your EBT account.

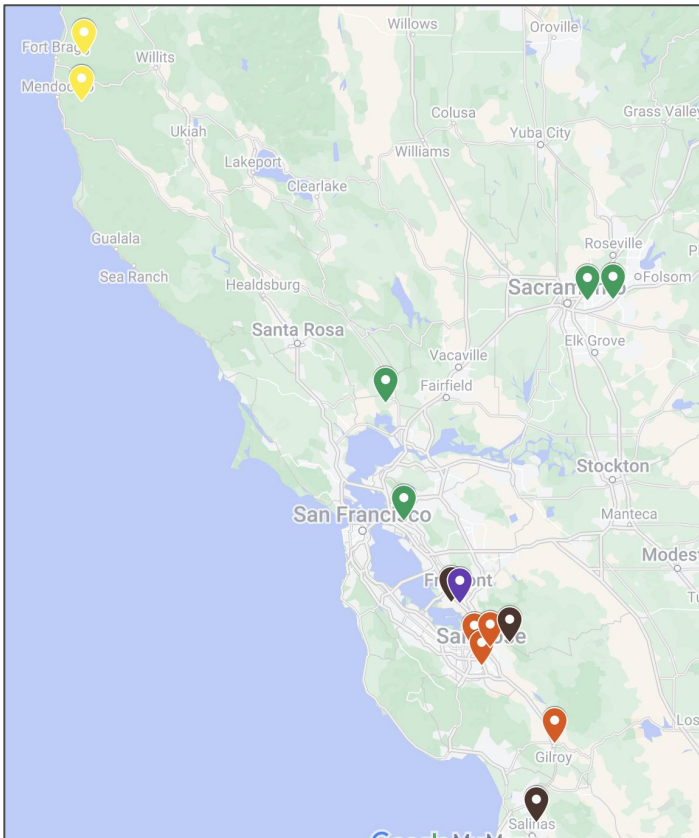
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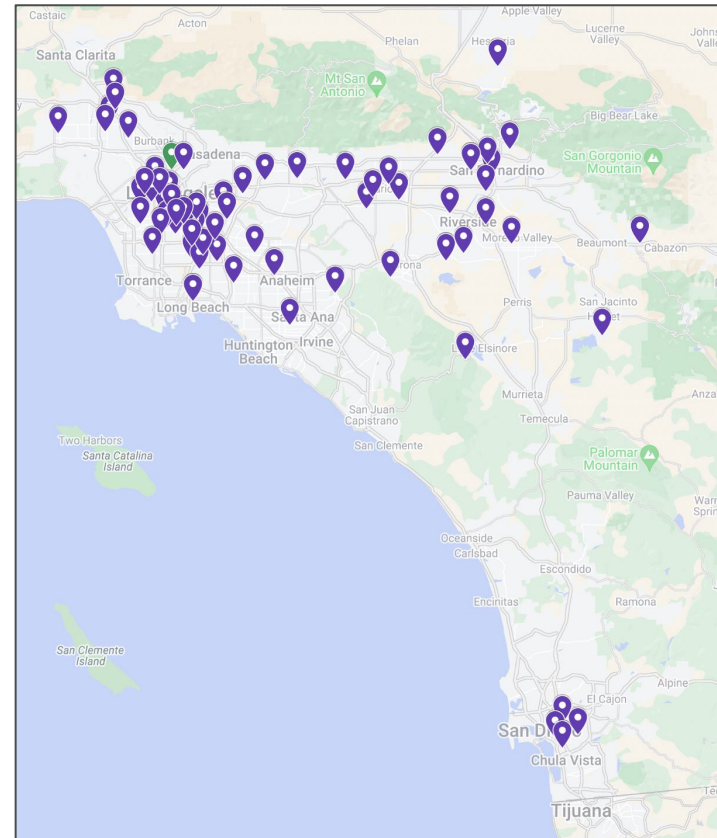
Spend your rebate/bonus dollars on *any* CalFresh eligible items (not just fruit and vegetables) at any future shopping trip.

# Current pilot sites (going live in the next few months)

## Northern CA



## Southern CA



# **AB 605 would:**

**Increase the number of CalFresh participants who could access \$60/month extra in fruit and veg supplemental benefits**

**Expand the number and variety of retailers offering CalFresh Fruit and Veg Supplemental Benefits, focused on:**

- Direct farm-to-consumer retailers (e.g. farmers markets)
- Small/Independent Grocery Stores and Chains
- Larger grocery chains

**Provide support to CDSS and CDFA for this expansion**





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