



Advocating for Nutrition Incentive Programs

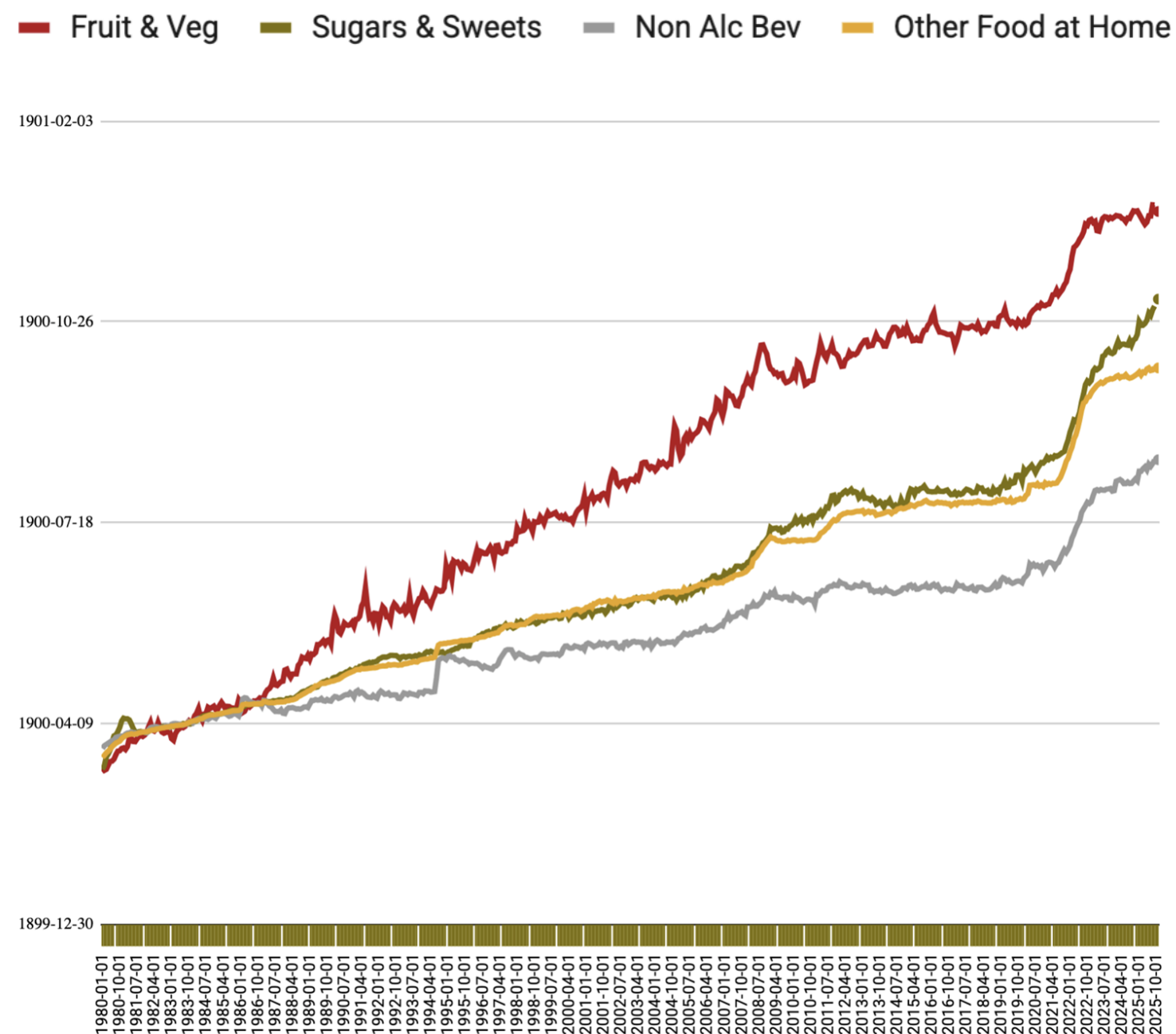
Portia Bramble

Food and Farming Program
Director, The Ecology Center

Victoria Brown

Market Match Campaign
Consultant, The Ecology Center





Source: Federal Reserve Bank of St. Louis, FRED Economic Data, using Consumer Price Index data from the U.S. Bureau of Labor Statistics. Series include: Consumer Price Index for All Urban Consumers—Fruits and Vegetables; Sugars and Sweets; Nonalcoholic Beverages; and Other Food at Home (1982–84 = 100). Accessed January 2026.



The Crisis Is Now: Food Costs Are Rising While Help Is Being Cut

444,000 CalFresh recipients will face reductions in their benefits due to HR 1. All recipients will face future reductions due to the cap on the Thrifty Food Plan, designed to help overcome the high cost of fresh foods.

Source: California Legislative Analyst's Office. (2025, November 13). Overview of major impacts of H.R. 1—One Big Beautiful Bill Act on CalFresh [Handout]. <https://lao.ca.gov/handouts/Health/2025/HR-1-111325.pdf>



When Food Assistance Shrinks, Health Care Costs Explode

Participating in SNAP is associated with approximately **\$1,400 lower annual health care expenditures** compared with similar adults who do not participate.

Source: Berkowitz, S. A., Seligman, H. K., Rigdon, J., Meigs, J. B., & Basu, S. (2017). Supplemental Nutrition Assistance Program (SNAP) participation and health care expenditures among low-income adults. *JAMA Internal Medicine*, 177(11), 1642–1649. <https://doi.org/10.1001/jamainternmed.2017.4841>





Farmers' Markets Are Part of the Solution — If Families Can Afford to Shop There

*I have a 5-year-old daughter with autism. She is very picky, and this program has allowed me to buy things and explore new veggies and fruits with her. She has tried so many new things just because of Market Match, and I'm very thankful! **Market Match** helps me have more money to last through the month. I really depend on it.*

~ Iveliz Rodriguez of San Leandro, CA. ~





Market Match: A Proven, Immediate Response

This is not a coupon. It is not a rebate. It's not a tax deduction. **It is real food, right now, at the moment families need it most.** When shopping weekly, this adds up to \$60 or more per month.





A Track Record of Impact — for Farmers and Communities

Research shows that **SNAP incentives generate up to a 3:1 economic multiplier in rural and agricultural communities.**



Source: Thilmany, D., Bauman, A., Love, E., & Jablonski, B. R. J. (2021). The economic contributions of healthy food incentives. SPUR & Fair Food Network.
https://www.spur.org/sites/default/files/2021-02/economic_contributions_incentives_2_2_21.pdf



Federal Dollars are Still Out There

The California Nutrition Incentive Program secures stable, bipartisan \$250M Farm Bill funding through USDA's GusNIP, and **California cannot afford to miss this critical support for CalFresh shoppers and small farmers.**





About CNIP/Market Match

California Nutrition Incentive Program (CNIP) encourages the purchase and consumption of healthy, California-grown fresh fruits, vegetables, and nuts by nutrition benefit clients.

Funded by CNIP, and led by the Ecology Center, **Market Match** is distributed by over 60 community-based organizations and farmers' market operators at over 297 sites across the state since 2009.

Gus Schumacher Nutrition Incentive Program (GusNIP) is a federal USDA grant that funds projects to increase the purchase of fruits and vegetables by providing incentives at the point of purchase among income eligible consumers participating in the USDA Supplemental Nutrition Assistance Program (SNAP) in all 50 States.





Budget Requests

A \$50M continuous budget allocation to CNIP would fund every market in the state and increase the match from **\$15 to \$20 per market visit**.

Senator Becker and Assemblymember Connolly have championed budget requests in their respective chambers.

Priority Goals

1. Fund Every Market in the state
2. Increase the Match from \$15 to \$20
3. Make Funding Ongoing

Proposed Funding

FY 26/27 \$20M

FY 27/28 \$30M

FY 28/29 \$50M Ongoing





Shaping Policy in California

Making Change

The most common way for Californians to shape state policies is to move a proposal through the Legislature — the 80-member Assembly and the 40-member Senate — and win the Governor's support.

Proposals move through the Legislature via the

- Legislative process
- Budget process
- The two processes combined

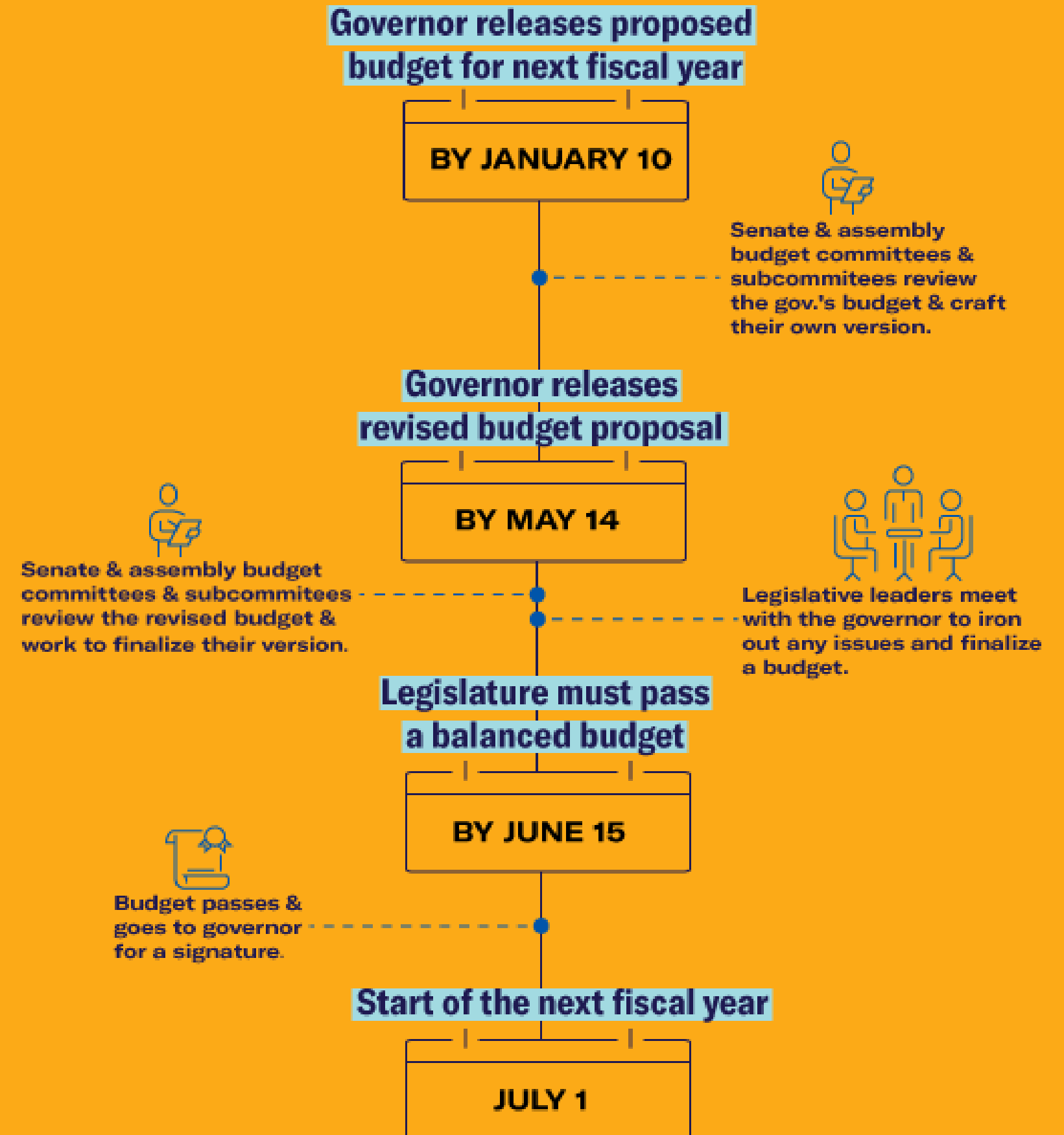




The Budget Process



THE STATE BUDGET PROCESS





Coalition Leadership





Partner Organizations





Partner Organizations



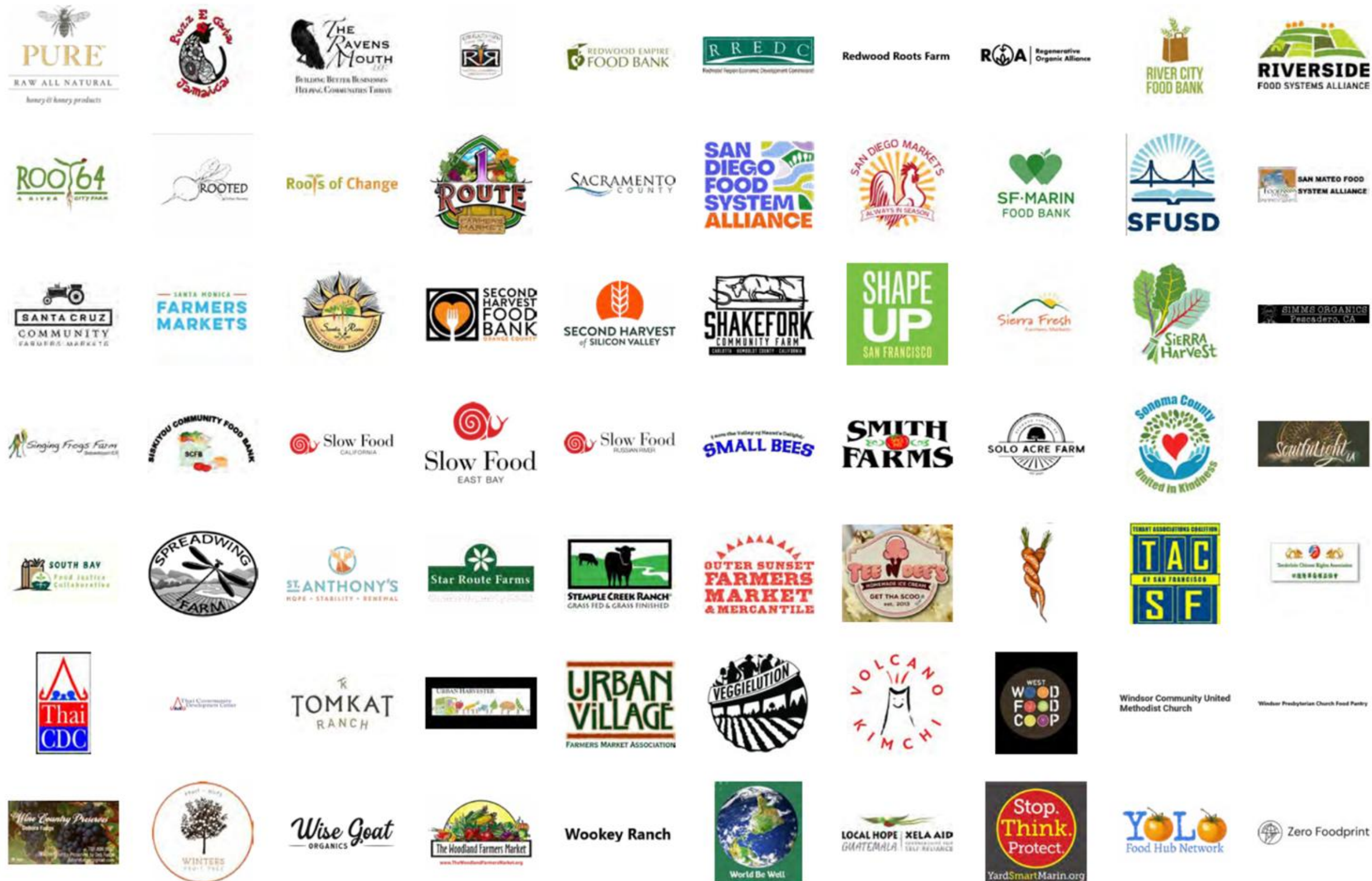


Partner Organizations





Partner Organizations





Grassroots Advocacy

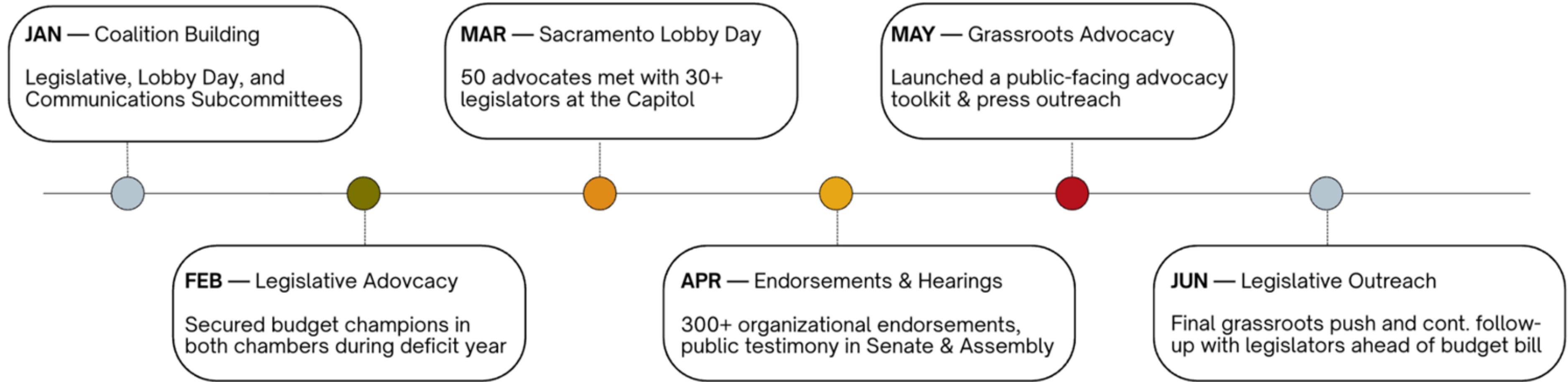
Save Market Match Advocacy Toolkit

- Direct action links to call/email
- Printable flyer, postcard, script
- Press release template
- Social media assets
- An email newsletter template
- Campaign photos & one-pager





Campaign Timeline





What's next?

- California's Budget Act allocated \$15 million for the California Nutrition Incentive Program (CNIP)
- Planning ahead for 2026/2027 campaign
- Expected RFP for current allocation of CNIP funds
- Alignment with CDFA/CDSS WIC Expansions





Thank you!

Portia Bramble
Food and Farming Program Director
Ecology Center
portia@ecologycenter.org
www.ecologycenter.org

Victoria Brown, MPH
victoria_brown@berkeley.edu

