



Get More at the Farmers Market!

Campaign Guide

Find your
local
farmers
market at
fmfinder.org



Campaign Overview



FARMERS MARKET INITIATIVE

We all share the same vision of supporting CalFresh eligible Californians. Joining CalFresh Healthy Living programs with CalFresh benefits can promote a healthy lifestyle and help CalFresh recipients stretch their food dollars. By connecting recipients to additional resources in the community—such as educational resources and food banks—CalFresh recipients may have better health outcomes.

You play an important role in making this vision a reality. As the recipients' first point of contact with CalFresh, you have the power to facilitate change and make the connection between nutrition and health.

How can we drive healthy lifestyle changes among recipients and highlight nutritional messages? An easy first step is to participate in the Get More at the Farmers Market campaign.

GET MORE AT THE FARMERS MARKET CAMPAIGN

The Farmers Market Initiative and the Get More at the Farmers Market campaign first launched in 2018 under the guidance of the [State Nutrition Action Council \(SNAC\)](#), a coalition of United States Department of Agriculture nutrition partner agencies.

SNAC focused its efforts on increasing low-resourced recipients' utilization of food and nutrition program benefits at local farmers markets.

SNAC's Farmers Market Initiative initially launched in four counties, spanning across 11 farmers markets. The campaign promoted these markets, ensuring that local recipients were well informed about the incredible opportunities available to them. In 2022, CalFresh Healthy Living expanded this effort, helping even more Californians take advantage of all that farmers markets have to offer.

The Market Match program helps CalFresh families stretch their food dollars when using CalFresh benefits at farmers markets.

CalFresh Healthy Living also works to promote markets that accept other food and nutrition benefits, including Women, Infants, and Children (WIC) and the Senior Farmers Market Nutrition Program, further maximizing the buying power of CalFresh families.

This partnership helps CalFresh eligible Californians discover, purchase, and enjoy more California-grown produce, create healthier meals for their families, and generate sales for farmers throughout the state.

The campaign's primary objective is to help CalFresh recipients to purchase healthy seasonal fruits and vegetables at their local farmers market, promoting and supporting healthy living.

A secondary objective is to emphasize nutrition education and provide CalFresh recipients with activities and resources that promote healthy eating, connect them with nutritious recipes, and support them in maximizing their food budget.

Campaign materials can be leveraged through one-on-one interactions, in email communications, and on-site at local markets.

CAMPAIGN TOOLS AND TECHNICAL ASSISTANCE

- Get More at the Farmers Market Campaign Guide
- Brochures outlining how to use benefits at the farmers market
- Posters
- Customizable flyers (to include local markets, specific activities, etc.)
- Customizable postcards (to include local markets, specific activities, etc.)
- Sample social media posts
- Recorded webinar to review all materials, as well as how to use to use them effectively
- Technical assistance, upon request

FOOD AND NUTRITION BENEFIT OVERVIEW

Federal and state matched dollars provide nutrition incentives for CalFresh recipients at certified farmers markets across California. You can identify markets in your area and confirm which of the benefits are accepted there by going to www.fmfinder.org.



CALFRESH AND EBT

CalFresh monthly benefits can be used to buy any SNAP eligible foods at farmers markets that accept EBT. Recipients must check in at the farmers market information booth to swipe their EBT card and receive EBT scrip (tokens or vouchers, depending on the market). They can then use EBT scrip to purchase items directly from vendors.



MARKET MATCH

Market Match is California's largest healthy food incentive program, which matches customers' federal nutrition assistance benefits, such as CalFresh and WIC, at farmers markets.

Recipients can use CalFresh benefits at participating farmers markets and other farm direct sites and receive a dollar-for-dollar match, up to a daily maximum, to spend on fruits and vegetables at the same market.

WIC

WIC families can use their benefits at many California markets to buy locally grown fruits and vegetables. The WIC Farmers' Market Nutrition Program provides seasonal benefits to eligible recipients for use at WIC authorized farmers markets. For more information and a list of authorized markets, visit the [CDPH WIC site](#).

SENIOR FARMERS MARKET NUTRITION PROGRAM

The Senior Farmers Market Nutrition Program is a fully federally funded program that provides fresh, nutritious, unprepared, locally grown produce, cut herbs, and raw honey through Certified Farmers Markets to low-income seniors. The Senior Farmers Market Nutrition Program is supported through partnerships with multiple state agencies, including the California Department of Food and Agriculture; Woman, Infants and Children; and the California Department of Aging, to provide seniors with these additional nutritional benefits.

For more information, visit the [Senior Farmers Market Nutrition Program webpage](#).

Campaign Implementation



There are a variety of ways to be involved in the promotion, outreach, and activities of the Get More at the Farmers Market campaign. The campaign is not one-size-fits-all and can be customized to meet the needs of your agency and community. Based on different factors within your agency, such as size, staffing, funding, and partner relationships, you can decide how best to get involved with the campaign. Activities requiring varying amounts of time and effort are listed below.

PROMOTION AND OUTREACH

To have a successful campaign, you'll want to generate awareness and enthusiasm through effective promotion and outreach. Trifold brochures, posters, flyers, postcards, and social media posts are available to use, and all participating counties will have access to these items electronically for ease in copying and customization.

Social media posts can be used before, during, and after the campaign to build awareness and connect people to community resources. Consider promoting virtual nutrition education classes.

	LEVEL 1	LEVEL 2	LEVEL 3
Distributing promotional materials	✓	✓	✓
Displaying posters, brochures in county offices	✓	✓	✓
Posting promotions on county social media sites		✓	✓
Distributing resources to partners		✓	✓
Sending direct mailings, such as postcards, to clients' addresses on file		✓	✓
Conducting educational activities			✓

Print Materials

Brochures

The trifold brochures contain information in English, Spanish, and Vietnamese about how to use benefits at the farmers market. These brochures can be distributed directly to your partners and eligible recipients at implementing agency offices and local sites, CalFresh enrollment locations and other public aid offices, food banks, food pantries, soup kitchens, schools, childcare centers, libraries, public housing, senior citizen housing, public transportation stations, and the information booth at the farmers market. They can also be included in CalFresh enrollment packets.



Posters

The full-color posters reinforce campaign messages and direct farmers market shoppers on where to access benefits in English, Spanish, and Vietnamese. These are meant to be displayed at the farmers markets in various locations. They can also be displayed in your lobby and at other community sites.

Flyers

The one-page flyers contain information in English, Spanish, and Vietnamese about how to use benefits at the farmers market. The flyers can be customized for each county to include the participating farmers market locations, dates, and times where CalFresh recipients can use their benefits, as well as information about scheduled educational activities. Like the brochures, flyers can be distributed directly to your partners and eligible recipients at implementing agency offices and local sites,



Postcards

Postcards, available in English, Spanish and Vietnamese, can be used as a direct mailing to clients or as a handout to be distributed directly to partners and clients at community sites and events, agency offices, food banks, food pantries, soup kitchens, schools, childcare centers, libraries, public housing communities, senior citizen housing sites, nutrition education classes and other outreach sites where people are likely to grab easy, take-home resources.



SOCIAL MEDIA

Social media is a great way to share tips and to promote healthy living. Social networking sites such as Instagram, Facebook, X and TikTok can be ways your clients can access healthy recipes, exercise tips and short healthy cooking videos. Depending on individual agency platform requirements and availability, the social media tools below can be used for promotion of the campaign.

The sample media posts can be customized to meet your agency and community needs, and to highlight specific markets in your area by including the day, time, and location of local markets.

Be sure to include a call to action (e.g., “click for more information,” “go here to find answers,” “contact,” etc.) in each post to engage your audience with next steps.

PLATFORM	TIPS
Instagram	<ul style="list-style-type: none">• Share photos, reels (videos), and stories• Utilize hashtags, tags, and story shares to expand reach• Reach teens and young adults• Instagram Guide
Facebook	<ul style="list-style-type: none">• Share photos, reels (videos), stories, and links• Utilize hashtags and tags to expand reach• Reach older adults• Facebook Guide
X	<ul style="list-style-type: none">• Share photos, videos, links, and polls• Utilize hashtags, tags, and reposts to expand reach• Reach young adults• X Guide
TikTok	<ul style="list-style-type: none">• Share short videos• Utilize hashtags, duets (interactive reposts), and stitches (reaction videos) to expand reach• Reach teens and young adults• TikTok Guide

Sample Social Media Posts

- Fresh, local, and budget-friendly? Yes, please! Visit us at **[add market/date/time]** and fill your shopping bag with delicious seasonal produce that's good for you AND your wallet. Find a farmers market near you at fmfinder.org.
- Nutritious, delicious food is closer than you think! Locate your local farmers market at fmfinder.org.
- Stretch your food dollars and eat fresh! Use your WIC or Senior Farmers Market Nutrition Program benefits at participating markets to get farm-fresh fruits and veggies. Find a market near you at fmfinder.org.
- Feeling stuck in a dinner rut? Stop by your local farmers market for inspiration and seasonal ingredients that'll spice up your meals. Check out fmfinder.org to find a market near you!
- Taste the season, one bite at a time. From juicy fruits in the summer to crisp greens in the fall, seasonal produce is always available. Explore what's in season at your local farmers market. Start your search at fmfinder.org.
- Eat well, spend smart! Use your CalFresh benefits at participating farmers markets and get bonus dollars with Market Match. Find your neighborhood market at fmfinder.org.
- Every trip to the farmers market is a win for your health and your community! Shopping local supports farmers and brings fresh, wholesome food to your table. Find a market near you at fmfinder.org **[or insert local website]**.
- Make a day of it! Explore your local farmers market – meet farmers, try something new, and stretch your CalFresh benefits even further with Market Match. Start planning your market visit at fmfinder.org.



ENGAGING PARTNERS

Working together with public health agencies and organizations to share resources and combine expertise can help your recipients eat healthy and be active. You can invite other organizations to help promote CalFresh benefits that can be used at local farmers markets and support community activities.

CalFresh Healthy Living partner agencies that you might consider contacting include:

- Local Public Health Departments
- University of California Cooperative Extensions
- Catholic Charities of California
- Leah's Pantry
- Area Agencies on Aging

FARMERS MARKET ACTIVITIES

Conduct activities at the farmers market that promote the use of CalFresh benefits to get the best deals on fresh fruits and vegetables, while engaging recipients in nutrition education and the value of choosing locally grown fruits and vegetables.

Below is a list of suggested activities to engage recipients in safe and educational ways throughout the market. You are not limited to these options. Connect with the market manager for each of your local farmers market sites to coordinate these and any other activities you and your partners create.



Ideas for Engaging Recipients

- **Information Table:** Set up an information table equipped with nutrition pamphlets, tips for how to store and use fresh fruits and vegetables, handouts on how to use benefits, and hand sanitizer to promote safety.
- **Individual Nutrition Education:** Offer short, one-on-one nutrition education sessions to recipients who visit the information table.
- **Take Home Incentives:** Provide recipients with take-home incentives such as recipe cards and include tips on cost-effective meal planning.

Q&A and Conclusion: Conclude the tour by inviting recipients to ask any questions they may have about the farmers market. This interactive session allows for further clarification and ensures recipients feel well-informed and prepared to navigate the market confidently.

CALFRESH HEALTHY LIVING NAVIGATORS

The CalFresh Healthy Living Navigator model was adopted to address known barriers to shopping among CalFresh-eligible Californians at farmers markets, including lack of knowledge and comfort with using food assistance benefits.

CalFresh Healthy Living Navigators provide support to recipients by distributing materials, promoting accepted Food and Nutrition Service (FNS) benefits, providing information on how to use FNS benefits, explaining Market Match, and providing interactive nutrition and health education activities on-site at the market. Navigators also collaborate with market managers and vendors to create a welcoming market environment and support recipients in maximizing their food dollars at markets.

The role of the CalFresh Healthy Living Navigator can be shared among various individuals, fostering community involvement. Farmers market and partner organization staff, public health department employees,



community health workers, promotoras and volunteers all have unique skills to contribute. We encourage sharing responsibility among different stakeholders to ease the workload and to create a collaborative approach, ensuring effective support for the market.

Roles and Responsibilities of CalFresh Healthy Living Navigators

- Implement the campaign guide to promote the initiative and resources
- Host informational booth and market activities
- Check in weekly with market managers
- Collect data

Best Practices at the Farmers Market

Consider these best practices for CalFresh Healthy Living Navigators at farmers markets. Use them throughout the year as you plan your farmers market season.

- **Engage Supporting Partner Agencies:** Collaborate with partner agencies like WIC and establish connections early in the year, well before the farmers market season begins. This allows ample time for planning and community engagement efforts.
- **Pre-Season Promotion:** Share farmers market promotional materials with the community prior to the start of the season. Promote the market in high-traffic areas such as stores, laundromats, restaurants, and other local businesses.

Offer incentives like recipe cards and reusable tote bags to attract recipients to your table at the farmers market.

- **Communicate with Market Managers:** Maintain regular communication with the market manager to coordinate nutrition education activities at the market. Develop a timeline for nutrition education initiatives and align them with the market's schedule.
- **Familiarize Yourself with the Market:** Take the time to get acquainted with the farmers and vendors at the market. Plan to set up your booth near the CalFresh EBT, WIC, or market manager table for increased visibility and accessibility.
- **Bilingual and Bicultural Staff:** Include staff members who are bilingual and bicultural to effectively engage diverse demographics within the community and ensure language accessibility.
- **Weather Considerations:** Be mindful of weather conditions and plan accordingly. Make necessary arrangements to accommodate different weather scenarios to ensure a smooth and comfortable experience for both staff and recipients.



BASIC HEALTH AND SAFETY REMINDERS

- Stay home if you have any symptoms of illness (fever, cough, shortness of breath).
- Make sure ample hand sanitizer is available for you and your customers.
- Disinfect commonly touched surfaces as needed.
- Allow recipients to pre-order, if possible.
- Use no-touch payment solutions – cash buckets, card, Venmo, Apple Pay, etc.

The Navigator program runs for six weeks in conjunction with the Farmers Market Initiative. For more information on implementing the CalFresh Healthy Living Navigator program, please contact CFHLsupport@dss.ca.gov.

Acknowledgements

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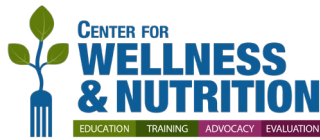
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Visit www.CalFreshHealthyLiving.org for healthy tips.

