

Appendix A

Scope of Services Sourcing Event ID 0000008392

1. Description of Services

A. Staffing

Although desired, but not mandatory, providing adequate staffing and infrastructure (excluding an EBT point of sale machine which is already on-site) to provide on-site services each Saturday to farmers' market customers, from 7AM – 2PM, who would like to use any of the supplemental purchasing programs: EBT, MarketMatch, EatSF vouchers, WIC FMNP and the Seniors FMNP.

On-site responsibilities (likely to be 1 – 2 staff persons) include, but are not limited to:

- Obtain tokens, unique to AFM, for the various food assistance programs (EBT, MarketMatch, EATSF)
- Provide tokens to customers in exchange for EBT payment or EATSF vouchers
- Provide receipts to farmers for token redemption
- Provide reimbursement checks to vendors based on receipts
- Return EatSF vouchers to UCSF for payment
- Deposit WIC FMNP and Seniors FMNP coupons
- Manage token inventory (ordering tokens, handing out tokens, reconciliation)
- Establish and maintain appropriate cash handling procedures
- Establish and maintain appropriate internal fiscal controls
- Maintaining and securing program equipment and supplies (can be at the Market's office on-site)
- Services should be offered in English, and Spanish and/or Chinese
 - All written materials must be available in English, Spanish and Chinese, at a minimum.

Proposer may currently not have employees for such services. Discussions with City regarding the use of independent contractors can be made upon selection.

B. Administration, Accounting, Reconciliation

The Proposer will be responsible for all administrative, accounting, and reconciliation of the Food Assistance Programs available at the Market, including, but not limited to:

- Opening designated and separate Alemany Farmers' Market bank account and ledger for the EBT State Funds and the City's program

funds to be deposited to and for disbursement of said funds as reimbursement of the tokens redeemed by the farmers

- All amounts deposited into the Account will be used for the food assistance programs, less administrative charges, if any, and subject to the terms and conditions of the City's and Proposer's contract
- Assume financial, fiduciary and legal responsibility for the deposited funds and reimbursement checks and supportive accounting
- Contract with Ecology Center (at no cost) to facilitate the continued availability of the Market Match program at the Market and compliance with its requirements
- Accounting, reporting and reconciliation of each food assistance program, funds, tokens, receipts and reimbursements
- Proposer will maintain all financial records relating to the Project according to generally accepted accounting principles, retain records as long as required by law, and make records available to auditors as required by law
- Proposer will reflect the activities of the Project, to the extent required, on their state and federal government tax returns and financial reports. All disbursements from an Account shall be treated as payments made to or on behalf of the City to accomplish the purposes of the Project. The City will provide the Fiscal Sponsor with proper documentation to accomplish this, including furnishing the Fiscal Sponsor with the City's Federal Employer Identification Number.

C. Reporting

- Weekly accounting to Real Estate Division, City's Finance/Accounting
 - Bank deposits
 - Checks distributed, name, value
 - Checks cashed, name, value
 - Tokens distributed, type, number, value
 - Tokens redeemed, type, number, value
- Monthly reports to Ecology Center
 - Number of transactions (EBT, Market Match, etc.)
 - Dollar amounts
 - Tokens handed out and redeemed (identified by color and number)
 - Total number of CalFresh transactions (weekly)
 - Dollar amount of each program distributed (weekly)
 - Dollar amount of each program redeemed (weekly)
- Yearly Accounting Report and Reconciliation

D. Other Services.

Attend monthly meetings for status reports, reviews, issues, consultations, with City Staff, and community groups, as well as for other meetings on an as needed basis.

PLEASE FURTHER NOTE that the City does NOT reimburse for any travel costs incurred in the regular course of a City transaction, including but not limited to, mileage, parking, airfare, taxi, Lyft, Uber or rental car expenses, nor does the City regard travel time to or from such meetings as noted above, to be billable.

E. Food Assistance Programs Policies and Procedures Information

REAL ESTATE DIVISION ALEMANY FARMERS' MARKET FOOD ASSISTANCE PROGRAMS OFFICE PROCEDURES

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The Real Estate Division's (RED) Alemany Farmers' Market regularly has over 5,000 visitors and over 100 farmers' stalls at the Market. The Market receives cash (coins, bills of U.S. Currency) and checks (personal, cashier's, and money orders) in person. Some of the cash and checks is related to several food assistance programs available at the Market. RED desires to continue to provide these programs.

POLICY

It is RED's policy that all cash and checks received by RED shall be forwarded to Accounting or deposited with the Treasurer or a City bank account no later than the next business day after its receipt. Cash and checks receipt transactions should be recorded in the City's financial system on or about the same time the money is deposited. With pre-approval from AOSD Fund Accountants, exceptions to this timeframe may be granted, but cash and check receipts must be recorded in the financial system no later than fifteen (15) calendar days after receipt of funds.

PROCEDURE

The custodian of every cash fund is responsible for the integrity of the cash fund. Employees should understand their accountability for all monies (cash and checks) which are the property of the City and County of San Francisco. These policies and procedures are for the protection not only of the City and County of San Francisco monies, but also those employees charged with cash handling. Below are the procedures for receiving cash and checks at the Alemany Farmer's Market for food assistance programs.

I. PROGRAMS

A. ELECTRONIC BENEFITS TRANSFER (EBT)

The Electronic Benefits Transfer (EBT) system is used in California for the delivery, redemption, and reconciliation of issued public assistance benefits, such as CalFresh, CalWorks, and other food and cash aid benefits.

- Alemany Farmers' Market serves approximately 350 – 400 EBT participants each week.
- Alemany Farmers' Market EBT tokens are plastic, gold, with lettering "San Francisco Alemany Farmers' Market" and worth one dollar (\$1.00) each.



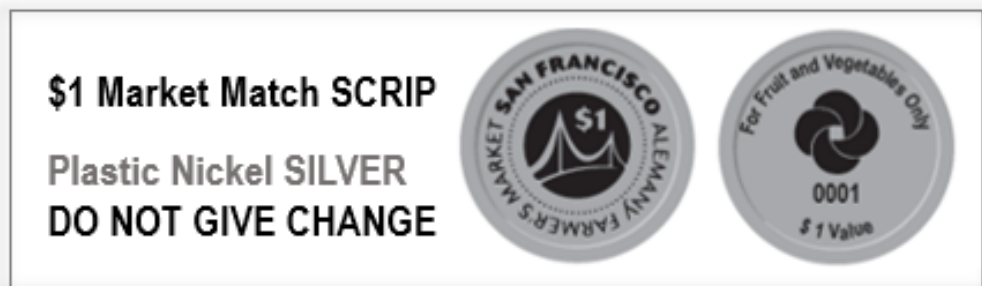
- These tokens can only be used at the Alemany Farmers' Market.
- Farmers may redeem the tokens at the Alemany Farmers' Market and receive a check.
- EBT tokens have been purchased from
"Resource Supply LLC"
1355 Fairfax Ave
San Francisco, CA 94124
415-519-5569
greg@resourcesupplysf.com

PLEASE NOTE WE HAVE TO FIND A NEW VENDOR

B. MARKET MATCH PROGRAM (MM)

Market Match is California's healthy food incentive program, which matches customers' federal nutrition assistance benefits. Alemany Farmers' Market matches up to \$10 (per day) EBT at the Market. For example, upon swiping the EBT card, for \$5.00, customers receive \$5.00 worth of MM tokens to spend on any CalFresh eligible food items at the Market.

- Market Match tokens are plastic, silver, with lettering stating "Alemany Farmers' Market" on them and worth \$1.00 each.



These tokens can only be used at the Alemany Farmers' Market.

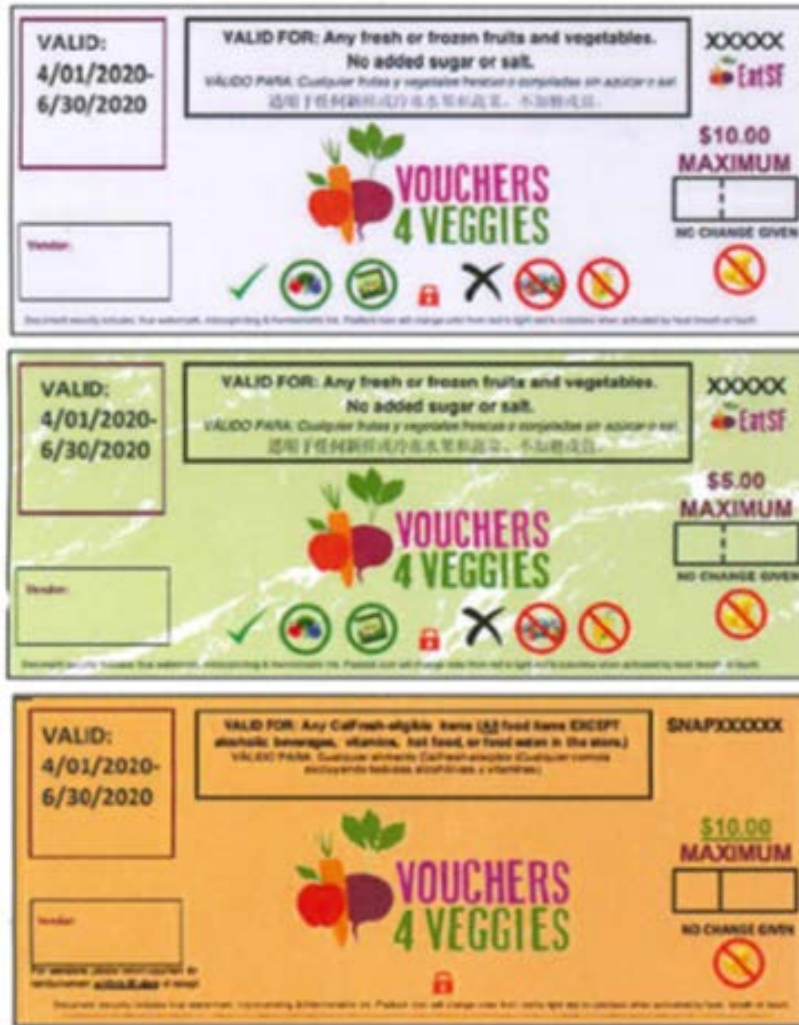
- Farmers may redeem the tokens at the Alemany Farmers' Office and receive a check.
- Market Match tokens have been purchased from
Wooden Nickle
Texas

PLEASE NOTE WE HAVE TO FIND A NEW VENDOR

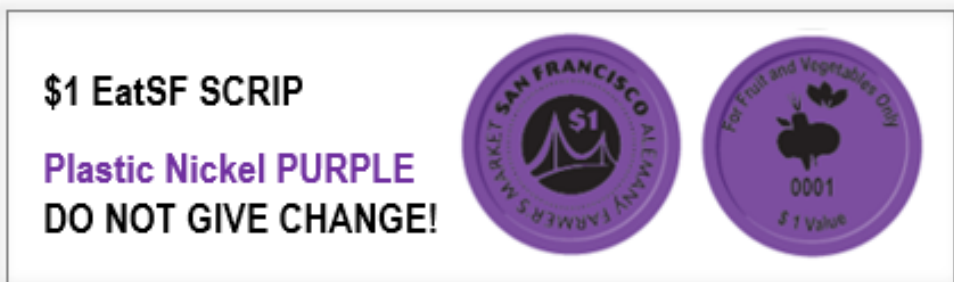
C. EATSF

The EatSF voucher program participants receive monthly vouchers. They are able to come to Alemany Farmers' Market, exchange vouchers for tokens, to buy fresh fruits and vegetables.

- Vouchers have up to \$10.00 value and are valid for two months.



- Tokens are purple, with lettering stating “Alemany Farmers’ Market” on them and worth \$1.00 each. Exchanged for purple and green vouchers.



- Tokens are Orange, with lettering stating “Alemany Farmers’ Market” on them and worth \$1.00 each. Exchanged for orange vouchers.

\$1 EatSF SCRIP

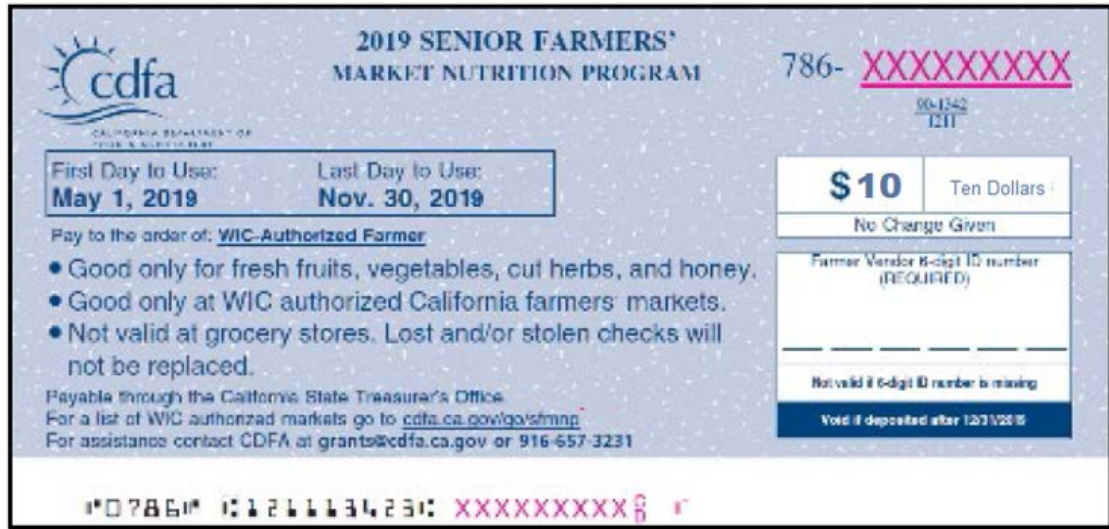
Plastic Nickel ORANGE
DO NOT GIVE CHANGE!



D. WIC and SENIOR FARMERS' MARKET NUTRITION PROGRAM (FMNP)

Customers may use WIC and Senior FMNP checks directly with the twenty-five WIC Authorized Farmers at the Market.

State of California WIC Farmers' Market Nutrition Program		750- XXXXXXXX	90-1342 1211
First Day to Use: May 1, 2019	Last Day to Use: Nov. 30, 2019	\$ 10 Ten Dollars	No Change Given
Pay to the order of: <u>WIC Authorized Farmer</u>		Farmer Vendor 6-digit ID number (REQUIRED) NON NEGOTIABLE <u>SAMPLE</u>	
Good only for fresh fruits, vegetables, and cut herbs. Good only at WIC authorized California farmers' markets. Not valid at grocery stores. Lost and/or stolen checks will not be replaced. Payable through the California State Treasurer's Office. For a list of WIC authorized markets, contact your WIC Local Agency.		Not valid if 6-digit ID number is missing Void if deposited after 12/15/2019	
⑈0750⑈ ⑆21113423⑆ 7777777777 ⑈			



- WIC vouchers (checks) are valid from May 1st until November 30th of the current year.
- Farmers are required to post signs “WIC and Senior Farmers Market Checks Welcome”.
- Farmers may redeem the WIC and FMNP checks at the Alemany Farmers’ Market Office.
- Checks can be \$10.00
- WIC and FMNP checks redeemed by farmers are forwarded to Accounting each Monday

II. INVENTORY AND STORAGE

A. EQUIPMENT

- Two POS Card Readers
 - One is programmed to save card information, data, for each EBT purchase
 - One is programmed to track distribution of Market Match tokens.
- EBT POS Terminal VX680 (wireless)
FNS #0016629
Helpline: 1 (866) 328-4212
- Computer (for Market Match) on top of counter

- Friday, EBT Terminal – Charge Battery
- Saturday, EBT POS Terminal Sign-on
(Key in 3-digit ID and 4-digit password)
- Saturday, EBT Market Match Tracking Database
Login into PC on counter and
open card reader database (filename: EBT Track Database Ver 2)

B. TOKENS

1. Ordering

Both EBT and Market Match tokens were ordered from two different vendors by A Better Course. Unfortunately, both vendors are located in states the City does not do business with currently. RED will be looking for new vendors and if warranted conducting and Request for Proposals.

Market was given the EatSF tokens and has never had to purchase anymore. The Market still has about 2,377 EatSF tokens stored in the safe at Alemany.

2. Storage

- a. Tokens arrive at 25 Van Ness.
- b. Tokens are immediately counted by the Market Manager to ensure we have the correct number ordered (if they cannot be counted upon arrival, jump to step “c”).
- c. Tokens are stored in the locked Storage Closet just outside of Room 400, in two locked filing cabinets.
- d. The Director’s Assistant has the key to the cabinets locked in a drawer in their desk.
 - The Deputy Managing Director has an extra cabinet key locked in a drawer in their desk.
- e. On site Alemany staff supervisor will request tokens from Market Manager via email, copying Director’s Assistant, stating number and type needed for the next day, if any.
- f. Market Manager checks out cabinet key from Director’s Assistant with copy of email.

- g. Market Manager will count out number of each type of token requested noting same on the spreadsheet for the cabinet/drawer (date of withdrawal, number of tokens, type and who removed them).
- h. Director's Assistant double checks number of tokens removed on copy of spreadsheet with Director's Assistant and initials the withdrawal.
- i. Market Manager responds to token email request (to Market Supervisor) and confirming soon delivery of same (copy Director's Assistant).
- j. Upon arrival at the Alemany Farmers' Market, Market Supervisor counts the tokens and confirms in email back to Director's Assistant and Market Manager receipt of the number of tokens and type.
- k. Tokens are placed into trays (500 per tray) and serial numbers are logged into spreadsheets. Tokens are placed into the safe at the Alemany Farmers' Market Office. Combination is known only to Market Supervisor, Market Manager and Deputy Managing Director.

III. TRANSACTIONS

A. EBT and MARKET MATCH

- 1. Customer enters Alemany Farmers' Market office.
- 2. RED asks customer how much EBT the customer desires to purchase.
- 3. RED processes the EBT purchase transaction into EBT POS Terminal:
 - Select EBT – F4,
 - Select FOOD STAMPS – F2,
 - Select PURCHASE – F2
 - Type in the purchase amount, then press ENTER,
 - Swipe the customer's EBT card
 - Have the customer type in their PIN and then press ENTER.
- 4. Two (2) Transaction Receipts
 - The terminal will automatically print a Customer Receipt (at the bottom of the receipt it will have CUSTOMER RECEIPT)

- The terminal will give you the option of printing a MERCHANT RECEIPT. Enter YES (This is kept by RED for day's reconciliation.)
- MM tokens are automatic with EBT
- Customers can receive up to \$10.00 of MM per Market day
((\$5.00 of EBT means \$5.00 Market Match))

5. Market Match

- MM tokens are automatic with EBT
- Customers are capped at \$10.00 of MM per Market day
((\$5.00 of EBT means \$5.00 of Market Match tokens))
- RED slides customer's EBT card through card reader (Market Match data) which is connected to a computer/monitor (on the counter).
- An "alert," "**Repeat Customer**" will pop-up on the computer screen to notify staff that this is not the customer's first purchase of the day. At that time, the customer will be informed that they can purchase more EBT tokens but can only receive up to \$10.00 per day of Market Match tokens.

6. At the end of the day, RED prints out an EBT POS "Terminal Report" listing the total dollar amount of EBT tokens purchased and total number of transactions.

7. EBT POS Terminal Report and Merchant Receipts are forwarded to Accounting on Monday.

B. EatSF

1. Staff accepts EatSF vouchers from participants (\$5.00, \$10.00).
2. Staff gives customer same amount in tokens (\$1.00 each).
3. Staff counts total vouchers received each week and notes same.
4. Staff holds vouchers received each week, if any, in a lock file cabinet in the Manager's Office.
5. At the end of each month, vouchers are sent to UCSF (EATSF Voucher Program, University of California San Francisco, PO Box 410330, San Francisco, CA 94141-9800) with an invoice and Voucher Deposit Slip for reimbursement.

When the invoice and vouchers are mailed, a copy is emailed to Michael Pon, Michael.Pon@ucsf.edu. The invoice is processed from

the email received to speed up payment.

6. Payments from UCSF are sent to 25 Van Ness and the check is forwarded to Accounting for deposit. A scanned copy of the check is emailed to the Market Manager and Market Supervisor.

The image shows two documents side-by-side. The left document is an invoice from UCSF, dated 8/9/2021, for the UCSF Voucher Program. It lists 12 vouchers, each for \$10.00, totaling \$120.00. The right document is a 'VOUCHER DEPOSIT SLIP' from EatSF, dated 8/9/2021, for the store 'Alemany Farmers Market'. It lists the number of vouchers mailed: 46 green (\$5), 12 purple (\$10), 12 orange (\$5), and 5 orange (\$10), totaling \$480.00. The signature 'Shirley Chang' is visible at the bottom.

PLEASE NOTE: Tokens were originally purchased by A Better Course. Staff has never had to purchase any.

C. WIC and Senior FMNP (Farmers' Market Nutritional Program)

- Staff directs customers to farmers with signs posted *"WIC and Senior Farmers Market Checks Welcome"*.
- WIC checks come in \$10.00 amounts; Senior FMNP in \$10.00 amounts.
- Farmers then redeem the WIC checks in the Alemany Farmers' Market office.

IV. REIMBURSEMENT TO FARMERS

A. Reimbursement for Tokens, WIC and FMNP Checks

1. Farmers bring the tokens and/or WIC Checks to the counter in the Alemany Farmers' Market Office.
2. Staff counts the tokens and checks in the presence of the farmer.
3. Staff ensures the tokens are stamped *"Alemany Farmers' Market"*.

4. Staff ensures the WIC Checks are not expired. Last day farmers can accept WIC checks is November 30th of the current year.
5. Staff ensures farmer's 6-digit ID # is either written or stamped on the front of each check.
6. Staff takes a photo of the original receipt, tokens and/or WIC, FMNP checks.
7. The farmer receives a receipt, with a breakdown of amounts received for EBT, Market Match, EatSF tokens and/or WIC and FMNP checks.

B. Reimbursement Checks to Farmers

Redeem checks to farmers are issued from an AFM's Bank of America checking account and must be entered in CashPro before distribution. Each Monday after the Saturday farmers' market, staff drafts checks and acknowledgement receipts for each farmer who turned in tokens/WIC checks.

1. Staff completes the EBT Check Redemption Report
 - Enter the farmer's name
 - Check number
 - Check amount
 - Includes breakdown of tokens (type and amount) and/or FMNP checks redeemed to that farmer
 - Print
2. Login into Cashpro with User ID and Password
 - Submit check information, go to inquiry, print two copies and logout.
 - Put one copy into Accounting Packet
 - File second copy with EBT Check Redemption Report
3. After checks are submitted in Cashpro, email the EBT Check Redemption Report to: Accounting and cc: Wayne Giang and Philip Anih.
4. Check distribution: Farmers are reimbursed for tokens and/or WIC checks from prior week (or Farmers receive reimbursement the week after signing an EBT Check Redemption Report).
 - Farmers must sign both the EBT Check Redemption Report and receipt to acknowledge acceptance of the check.

- Staff copies the signed report, attaches receipts (yellow carbon-copy) and puts them into Accounting packet.
- The original executed EBT Check Redemption Report is filed with receipts (pink carbon-copy) at the Alemany Farmers' Market Office.

V. RECONCILIATION (End of Day)

1. EBT POS Terminal Report is printed and photocopied along with the Merchant Receipts.
2. EBT Merchants Receipts are gathered and attached to EBT POS Terminal Report to be placed into accounting packet.
 - File photocopy.
3. Print EBT Tracking Database (second card reader).
4. Compare totals purchases and total amounts sold between EBT Terminal Report and EBT Tracking Database Report.
 - Sign-off EBT POS Terminal and put it (the actual machine) in the safe.
 - Exit EBT Daily Tracking Database and turn off computer.
5. Complete the EBT Weekly Tracking Log (token inventory):
 - Count EBT tokens, Market Match tokens and EatSF tokens
 - Place all tokens in the safe
 - Update log
 - Email log to Market Manager, Director's Assistant, and Accounting

VI. DEPOSITS

- The EBT POS records transactions directly with the EBT office database in real time.
- The EBT Office credits the Alemany Farmers' Market checking account (B of A account on record) through a wire transfer the next day (or Monday in our case).
- WIC checks received by Market staff are forwarded to Accounting (via Sheriff's Deputies), along with checks and cash for stall payments from farmers and vendors, each Monday and deposited into the AFM deposit/checking account.
- Market Match report showing number of tokens given out each week is forwarded to Accounting each Monday.
- A monthly report (formerly going to A Better Course for reimbursement payments) will now go weekly to Accounting for monthly disbursement of funds to continue to accept Market Match tokens.

CONTACT INFORMATION

Calfresh EBT

California Department of Social Services, Sacramento, California
For all matters related to EBT ... Edna Simbi at edna.simbi@dss.ca.gov Or
CDSSEBT@dss.ca.gov
Farmers Markets and Direct Farmers Matthew Stephens
(Matthew.Stephens@dss.ca.gov)
For replacement devices Mark Nelson directly at
Mark.Nelson@fisglobal.com
ebtoperations@osi.ca.gov
For FNS inquiries: 312-353-6609

Market Match Program (MM)

EBT Daily Tracking Database ... for Assistance: Wayne Giang

WIC PROGRAM

San Francisco Department of Public Health
Priti Rane MS, RD, IBCLC 415-575-5716
Director of Nutrition Services
NEOP and WIC Program
Maternal Child and Adolescent Health

Vouchers 4 Veggies - EatSF Program

UCSF Center for Vulnerable Populations at Zuckerberg San Francisco General
Hospital and Trauma Center
San Francisco, CA 9411
Michael Pon, Analyst..... Email: michael.pon@ucsf.edu
Ronli Levi Email: Ronli.levi@ucsf.edu
Kelsey Long, MPH Phone: 628-206-5521, Email:
Kelsey.Long@ucsf.edu
Project Policy Analyst, Food Policy, Health, and Hunger Research Program
Division of General Internal Medicine

Accounting Department – Accounting Packet sent every Monday

City & County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 357
San Francisco, CA 94102

Marialuz Paltao-Morales	marialuz.paltao-morales@sfgov.org
Alice Un	alice.un@sfgov.org
Kenneth Li	Kenneth.Li1@sfgov.org
Malcolm Chee	malcolm.chee@sfgov.org

Memorandum of Understanding

1. Purpose of document

This Memorandum of Understanding (“MOU”) sets out understandings regarding branding and other aspects of the Market Match program (“Program”) established by the California Market Match Consortium (“CMMC”), a project of the Ecology Center (“EC”). CMMC members are located throughout California and include both operators of certified farmers’ markets (CFMs), other direct-marketing outlets, and community organizations that work with recipients of nutrition benefits. This MOU is designed to facilitate program consistency through branding and communication about the Program through use of a common trademark and messaging platform, as well as through information and resource sharing.

The parties to this MOU are the member of the consortium identified on the signature page (“Member”) and Ecology Center, in its capacity as a CMMC member and Market Match program manager (“Program Manager”) of the Program.

2. Program

Market Match is designed to offer incentives to federal nutrition benefit recipients to **purchase fruits and vegetables**, with no additives, at California farmers’ markets, and in some cases, other direct-marketing outlets, like farm stands and community supported agriculture (CSA) programs. Members promote the use of nutrition benefits at the farmers’ market in their communities and provide an incentive to increase buying power for participants in those programs. CMMC members are required to incentivize CalFresh (SNAP) benefit spending at the market and, in addition, may choose other federal nutrition benefit programs to accept and incentivize, such as WIC and Senior FMNP, through their local Market Match program based on their community needs, with the underlying goal of increasing access to healthy foods for benefit recipients.

3. Branding and communication

3.1 Marks and permitted use

Member may use the Market Match name, taglines, logo, and pre-approved Market Match materials set out in **Exhibit A** (together, “Marks”) for the sole purpose of operating the Program. Member’s use may include, for example, display on: (a) signage or banners at a market or nutrition benefit sign-up site; (b) websites, press releases, brochures, or other educational or outreach materials; (c) Market Match scrip or similar materials; and (d) grant applications, reports and other fundraising materials. Member may provide signage displaying the Marks to appropriate market vendors and permit them to use the Marks at the market in accordance with this MOU.

3.2 Communication

In order to facilitate consistency in Program experience, branding, and messaging across the state, Member will use the Marks and strive to communicate about the Program in accordance with the style guide and instructions provided by Program Manager. The current program requirements and style guide is attached to this MOU as **Exhibit A**.

3.3 Access and materials

Program Manager will provide Member access to the MarketMatch.org, back-end private website, including Market Match How-To Guide and Toolkit, reporting portal, and electronic versions of the Marks for use by Member in accordance with this MOU. Member will be responsible for procuring and paying for any printing costs associated with materials displaying the Marks. If resources are available, Program Manager may provide at-market signage for Member.

3.4

Non-permitted uses

In order to help maintain the integrity of the Marks, Member may not use the Marks: (a) on materials that promote a market itself or other program or relate to issues unrelated to the Program or its purpose; (b) on merchandise, such as t-shirts and hats, that promote a market or organization; or (c) for any purpose not related to the Program

3.5 Approval of proposed uses of the Marks

For brand protection and consistency reasons, Member will provide to Program Manager, for Program Manager's review, samples of all proposed uses of the Marks. Program Manager may object to any such sample by providing notice within seven days of receipt of the sample. Member will refine the use reflected in the sample in line with Program Manager's comments. Member will not use the Marks without first obtaining such sample review and approval, and all of Member's uses of the Marks must conform to approved samples. If Program Manager determines that any actual use by Member does not conform with an approved sample or is otherwise not approved by Program Manager, Member will on Program Manager's request, stop the use entirely or take such corrective actions as may be specified by Program Manager.

3.6 Other agreements regarding use of the Marks

For brand protection and consistency reasons, Member will: (a) only use the Marks in the forms provided to or otherwise specified to Member by Program Manager; (b) place on any item bearing the Marks such trademark or service mark notice as Program Manager may request; (c) not combine the Marks with any other trademark, word, symbol, letter, design or mark; (d) not use the Marks as part of its organizational or service name or Internet domain or style; (e) not use the Marks in such a way as to give the impression that the Marks are its property; (f) not use any Marks in connection with any activity that may impair the goodwill associated with the Market Match Program, the CMMC, or in a context that is inconsistent with Ecology Center's values and mission; or (g) not, during or after the term of this MOU, challenge or infringe the Marks or any related registrations. Program Manager may from time to time refine or remove or substitute individual marks included in the Marks because of changes in Market Match strategy, branding evolution, or otherwise.

3.7 Administration of the Marks

As an outcome of its role, and to facilitate brand development, the EC is and will be considered the sole owner of the Marks. For clarity, and to protect the Marks, Member's rights to use the Marks under Section 3 will be considered non-exclusive, non-transferable, non-sublicensable, revocable, royalty-free licenses by EC to Member solely for the purposes set out in Section 3. Member acknowledges that it has no interest in the Marks other than the rights granted under this Agreement and that EC will remain the sole and exclusive owner of the Marks. Member acknowledges that EC may assign and transfer ownership of the Marks, and its rights and obligations under this MOU, to Program Manager or other person as may be appropriate in line with the evolution of the Program. Neither EC nor Program Manager is obligated to file any application for registration of any of the Marks, secure any rights in any of the Marks, maintain any trademark registration for the Marks, or pursue infringement or other cl

4. Operations

4.1 Contact person

Member will appoint one individual to act as principal contact person and to coordinate activities in connection with Program operations and communications, and will identify that person to the Program Manager.

4.2 Technical support

Program Manager will provide limited technical support to Member relating to Program operations, such as sharing with Member MarketMatch.org back-end website, How-to Guide and Toolkit, best practices, tools and resources developed by CMMC participants and the Ecology Center, and consulting, as feasible on such matters as (a) establishing, implementing, and promoting a working program; (b) redemption tools and techniques; (c) vendor education; (d) marketing and promotional materials; (e) designing and ordering scrip; and (f) development of appropriate collateral, outreach materials, and collective marketing, all as Program Manager determines appropriate.

4.3 Program data and reporting; confidentiality

In the spirit of collaboration and information sharing, Member will complete evaluation instruments as provided by Program Manager, and will collect and provide data to Program Manager about Program operations and results by the 7th of each month following the month for which Member is reporting. Current evaluation tools and reporting tools are attached to this MOU as **Exhibit B**. Such data may include, for example, data about Program design, functioning and usage; market customer data; distribution and vendor redemption data; transaction data; and other matters as reasonably requested by Program Manager. Program Manager will take appropriate measures to maintain the confidentiality of such information, it being understood that Program Manager may use such data in analyzing Program results, and in reporting, on a no-name basis, to other CMMC members, funders, and others about Program results. Program Manager will not disclose Program results information identifiable to Member without first obtaining Member's consent.

4.4 Program operations

The purpose of the Program is promotion and purchase of fruits and vegetables at farmers' markets by recipients of the Supplemental Nutrition Incentive

Program (SNAP), also known as CalFresh, and other federal nutrition benefits. Member may not permit Market Match scrip to be used for prepared food items or for items that are not fruits and vegetables, provide cash or credit for Market Match scrip (except to reimburse a farmers' market farmer for acceptance of Market Match scrip in accordance with program rules), or permit vendors to charge a higher price to users of Market Match scrip or allow the exchange of fruits and vegetables purchased with Market Match scrip for cash or other items. Member's use of the Marks is conditioned upon operation by Member of the Program in accordance with this MOU, including Program requirements as set out in **Exhibit A**.

4.5 Compliance

Member will each carry out the Program in a diligent and professional manner and in accordance with applicable law, and with qualified and properly trained personnel. Member will not in operating the Program discriminate against any customer or vendor based on race, ethnicity, religion, sexual orientation, marital status, nationality, age, politics, disability (physical or mental, including HIV and AIDS), veteran status, or gender.

4.6 Public communications

Program Manager may identify Member as a CMMC participant, including using its name, logo, and website address, in their respective Program, internal, and external communications such as websites, outreach materials, and Program guidelines and toolkits. Member and Program Manager will comply with requirements regarding press releases and other public communications as may be contained in funding or other agreements relating to the Program.

4.7 Public policy positions

For clarity, CMMC, as a consortium, does not and will not lobby in its name. Member, in its capacity as a CMMC participant, will not lobby or otherwise take public policy positions in the name of CMMC or any other participant. Member agrees and acknowledges that it will comply with any requirements in other Program-related agreements relating to lobbying and political activities, and that any lobbying or advocacy activities undertaken by Member in its own name will not be imputed to Program Manager or any other CMMC participant.

4.8 Participation in CMMC meetings

Member will participate in at least 50% of the bi-monthly calls (approximately two) among CMMC members. Member is invited to participate in and will bear the travel and other expenses of its attendance at the annual face-to-face meeting of CMMC members.

5. Term and Termination

5.1 Expiration

This MOU will have a one-year term and will terminate on December 31 of each year, unless terminated under any of the other provisions of this Section 5. If Member wishes to renew this MOU, Member will so advise Program Manager no later than 60

days before the expiration of the then-current term. Member must be in compliance with this MOU at the time Member makes its request and again at the time of commencement of the renewal term, and Program Manager must approve the renewal. Program Manager will notify Member, no later than 30 days before the expiration of the current term, whether or not the MOU will be renewed, it being understood that Program Manager may make that decision in its sole discretion. If the Agreement is not renewed, it will terminate at the end of the current term.

Failure by Member to timely deliver a notice of renewal will be treated as a final decision not to renew.

5.2 Member choice

Subject to any other agreements with Ecology Center to which it may be a party, Member may on its own terminate this MOU by providing written notice of that decision to the other. Such a termination will be effective 30 days after delivery of the notice by Member to Program Manager.

5.3 Noncompliance

Program Manager may immediately terminate this MOU by giving written notice to Member if

(a) Member dissolves, liquidates, or ceases to engage in its operations; or (b) Member breaches any of its obligations under this MOU (including, without limitation, those relating to use of the Marks), and fails to cure the breach within 15 days after receipt of notice of such breach from Program Manager, all as determined by Program Manager in its sole discretion.

5.4 Consequences of termination

Upon the expiration or termination of this Agreement, Member will promptly cease all use of the Marks, and Member and Program Manager will cooperate in transition activities and will use reasonable efforts to minimize interruption and any adverse impacts of the termination. Member will at Program Manager's request send to Program Manager, or destroy, any items bearing the Marks. Sections 6, 6.1, 6.2, 6.3, and 7 will survive the expiration or termination of this Agreement.

5.5 Additional protections

In order to protect the Marks, and notwithstanding any other provision of this MOU, Program Manager will have all the rights and remedies which it may have, at law or in equity, with respect to the breach or termination of this MOU, the enforcement of all rights relating to the establishment, maintenance, or protection of the Marks, and the award of damages or equitable relief in connection with breach of this MOU by Member. Member acknowledges that Section 5.3 will not be considered an exclusive remedy or in any way limit Program Manager from enforcing other rights or remedies, including injunctive relief.

6. Relationship

6.1 Relationship

Member and Program Manager agree that neither this MOU nor participation in CMMC creates an association, joint venture, partnership, or any other entity among them or any CMMC members, nor does it create any liability for one member based on the acts of another member. No member will have any right, power, or authority to enter into any agreement for or on behalf of any other member or to incur any obligation or liability or otherwise bind any other member.

6.2 Responsibility for own actions

Member will have sole responsibility for the planning, management, and implementation of its own activities relating to the Program including, without limitation, establishing and maintaining systems, hiring and managing employees, developing outreach materials, and paying expenses, whether or not Member receives technical support from Program Manager. It is understood that Member may be party to other contracts with CMMC participants. Such contracts will remain independent of this MOU.

6.3 Organizational developments

Member will notify Program Manager promptly of: (a) any changes in its management team or key personnel responsible for carrying out its activities relating to the Program; (b) any loss of its tax-exempt status; (c) any material adverse changes in the amount or source of financial support that it has secured to fund the Program; or (d) any other development that has or could have a material adverse effect on its financial condition or otherwise materially affect its ability to carry out the Program.

6.4 Indemnification

Member will defend, indemnify and hold Program Manager and other CMMC members, and their respective directors, officers, funders, and employees (together, “indemnified parties”) harmless against all third party claims, liabilities, losses, damages, and expenses, including reasonable attorney’s fees and expenses, resulting from Member’s operation of the Program, Member’s activities under or breach of this MOU, or Member’s operations and

activities generally. Member will have no obligation to indemnify any indemnified party to the extent the liability is caused by such indemnified party’s gross negligence or willful misconduct.

7. General Provisions

7.1 Entire agreement; amendment

This MOU represents the final, complete and exclusive statement of Program Manager and Member and supersedes all existing agreements and prior or contemporaneous communications among them, whether oral or written, relating to branding and communications aspects of the Program. If there are any inconsistencies between other Program branding documents and this MOU, this MOU will control. This MOU may be amended only as stated in a written document signed by Program Manager and Member that states that it is an amendment to this MOU. Member may not assign its rights or delegate its duties under this MOU to anyone else without the prior written consent of Program Manager.

7.2 Severability and waiver

If any provision in this Agreement is held invalid or unenforceable, the other provisions will remain enforceable, and the invalid or unenforceable provision will be considered modified so that it is valid and enforceable to the maximum extent permitted by law. Any waiver under this MOU must be in writing and signed by the party granting the waiver. Waiver of any breach or provision of this MOU will not be considered a waiver of any later breach or of the right to enforce any provision of this MOU.

7.3 No third party beneficiaries

Except as specifically provided in Section 6.4, this MOU is for the exclusive benefit of the parties and not for the benefit of any third party including, without limitation, any client or funder of Member, or any customer or visitor to a market operated by Member.

7.4 Counterparts

This MOU may be executed in one or more counterparts, each of which will be deemed an original and all of which will be taken together and deemed to be one instrument.

Transmission by fax or PDF of executed counterparts constitutes effective delivery.

* * * * *

Program Manager and Member signed this MOU as of _____ (date).

Name of Member Organization: _____

Signed by: _____

Name: _____

Title: _____

Ecology Center

[Redacted signature block]

Attachments:

1. Exhibit A: Market Match Style Guide
2. Exhibit B: Market Match Monthly Report Template



Memorandum Of Understanding (MOU)

Exhibit A

1. California Market Match Program Requirements

- a. Any farmers' market or other direct marketing site, will provide the Market Match incentive at the dollar-for-dollar incentive level, with a Member-set maximum based on budget and program goals.
- b. Market Match incentives are **only eligible for fruits and vegetables** and will be tracked with **separate scrip** to ensure integrity of program and proper tracking.
- c. Scrip will include the following elements and must be pre-approved by Program Manager prior to production and distribution:
 - i. Name or Logo of Market or Association
 - ii. Market Match Logo
 - iii. \$1 denominations only
 - iv. Says "No Change Given"
 - v. Lists the Market Match eligible products e.g. "good for fruits & vegetables only"
- d. The Member is required to utilize the provided CMMC Monthly Reporting Template (See Exhibit B) and submit requested data on a monthly basis after the month of operations. The metrics include:
 - i. Operating days per month
 - ii. Average/estimated average number of fruits/vegetable vendors per market day in the month.
 - iii. Number of transactions in the month with new customers to Market Match (at this site).
 - iv. Number of transactions in the month with repeat customers/ those that have used Market Match at this site before. If not able to distinguish between new and returning customers, this metric could be the total number of CalFresh transactions from your EBT terminal.
 - v. Total number of CalFresh transactions (from EBT terminal receipts) in the month.
 - vi. Dollar amount of CalFresh sold/ EBT scrip distributed in the month.
 - vii. Dollar amount of Market Match scrip distributed in the month.
 - viii. Dollar amount of CalFresh scrip redeemed from vendors in the month.
 - ix. Dollar amount of Market Match scrip redeemed from vendors in the month.

last update: May 2022



market match

INTRODUCTION

A logo performs a key function in branding a program. In order for it to be successful, it must be used correctly, consistently and visibly. This Style & Messaging Guide provides the information you need to gain the full benefit of the Market Match logo for Program standing and recognition in your community and throughout the state. The benefits that will follow from this effort include increased name-recognition, improved fundraising, and greater credibility.

Programs generally use a logo as a minimum signature that is easy to read and recognizable. As a signature, it should be applied to a wide range of materials in order to identify those materials as coming from the same source. Branding the Market Match program through proper and consistent application of the logo and recommended fonts and styles will send the message to the public that it really is one unified statewide program. The logotype is the Program's most prominent visual representation of our brand identity. Consistent and accurate logotype usage helps to build recognition of the Market Match brand.

- Always follow the usage guide
- Always use one of the approved logotypes
- Always use one of the approved logotype sizes
- Always reproduce from approved digital file
- Always maintain consistent white space as defined by the control area
- Always ask Ecology Center staff if you are not sure.

It is important to consult this Style & Messaging Guide when preparing any internal or external printed or electronic material and apply the logo as directed. When preparing brochures, fact sheets, signs or other printed matter, follow the templates and employ the fonts recommended by this Style & Messaging Guide.

If you have any questions about which version to use or how to use it, please don't hesitate to contact the Ecology Center.

LOGOTYPE ELECTRONIC FILES

Files are available at www.marketmatch.org/mmlogin under Promotions, Outreach, and Education

PRIMARY MARKET MATCH LOGOS:		
Standard Full-Color logos with Typography [Horizontal & Vertical logos]		

OTHER ACCEPTABLE VERSIONS OF THE MARKET MATCH LOGO:		
Black and White Logo [MM B/W horizontal & vertical logos with typography]		
Grey-Scale Logo [MM Grey horizontal & vertical logos with typography]		
White Logo [MM White horizontal & vertical logos with typography]		
Logo with Tagline: [MM black, grey, color, white with Tagline]		
		
		
		
		
Logo Without Typography [MM black, grey, color, white without type]		
		
		
		

LOGOTYPE USAGE GUIDE

SPACE

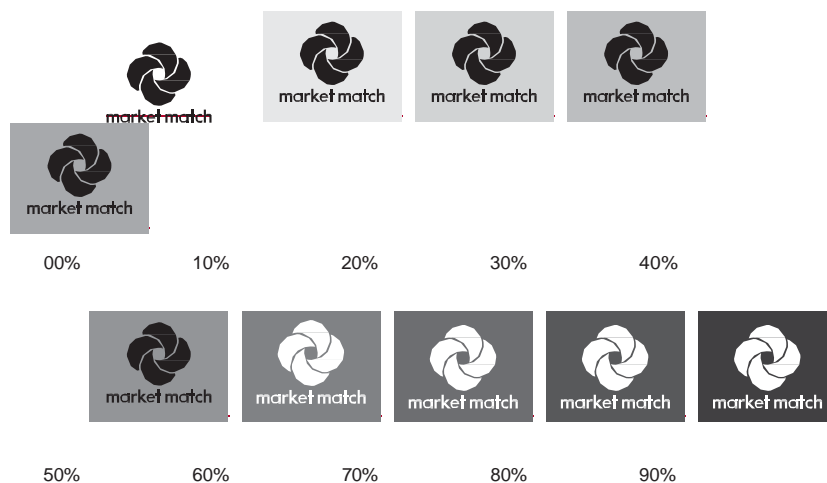
White space surrounding the logotype should always be equal to, or higher than “x”—the height of lowercase letters of the name; does not include ascenders or descenders.



CONTRAST

Always try and place the MM logo on a white background. In the case when that is not possible:

- Use the full color or black logotype for background up to 50% intensity
- Use the white logotype for background above 50% black intensity



MINIMAL SIZE

Logo with typography should not be used smaller than ¾ inch



Logo without typography should not be used smaller than ½ inch



LOGOTYPE MISUSE

TYPOGRAPHY

Do not change, alter or move the typography of the MM logotype



DRAWING

Do not change, alter, flip, redraw, or colorize the MM logotype



SHADOW

Do not add shadow to the logotype [examples]

CAPITALIZE

Do not capitalize the market match name in the Logotype





MARKET MATCH

Program Identity Style & Messaging Guide

Version 1.0 | May 2015 | 510-548-1005 | marketmatch@ecologycenter.org

BACKGROUNDS

Don't place the logotype on a busy background, or a dark background

Don't place the logotype on a busy background, or a dark background



LOGOTYPE COLORS

When designing with the Market Match logotype, utilize black, white, and the two additional complimentary MM colors:

MM LOGOTYPE COLORS



MM Green
 PMS 3995
 C0 M3 Y100 K64
 #7A712E



MM Yellow
 PMS 131
 C0 M32 Y100 K9
 #E6A623

COMPLIMENTARY MM COLORS



MM Light Green
 PMS 5803C C5
 M0 Y20 K20
 #C5C6A7



MM Light Yellow
 PMS 142
 C0 M21 Y80 K5
 #F5BD47



MM Red
 PMS 1807
 C0 M100 Y96 K28
 #B42025



MM Orange
 PMS 7414
 C0 M46 Y100 K11
 #DE8C26

LOGOTYPE FONTS

The statewide Marketmatch materials primarily utilize the Avenir font family. Whenever possible, your Market Match materials should use the following fonts:

Titles – Avenir Heavy

Double Your Food Dollars, Get More Fruits & Vegetables

Main body – Avenir Book

Double Your Food Dollars, Get More Fruits & Vegetables

MARKET MATCH MESSAGING

Whenever possible, your Market Match messaging should align with statewide Market Match language.

Regardless of the outreach strategy, you should first identify your target audiences. Some Market Match audiences include customers, market operators, farmers, funders, decision makers/politicians, and the general public.

Single Essential Message

The single essential message is the one idea we want our audience to take away from our materials. It is not the entire message, but a starting point that gives the creative execution focus and power.

Market Match is a valuable program that matches my federal nutrition benefits at participating farmers markets, where I can buy locally grown fruits and vegetables for myself and my family.

Supporting Messages

- *Market Match is easy to take advantage of, using my current CalFresh (and in select cases WIC, SSI or SSDI benefits).*
- *Market Match helps me buy affordable, farm-fresh, locally-grown foods that taste better and are healthier for my family.*
- *Using Market Match supports local farmers while benefiting my community*

Calls to Action for Different Audiences

- **Customers:** Use Market Match. Take advantage of this wonderful benefit for you and your family.
- **Market Operators & Farmers:** Participate in Market Match to benefit your market and the people in your community.
- **Funders:** Support Market Match with your funding dollars so it can continue to grow and improve the health and lives of more farmers and low-income shoppers in our region and state.
- **Partners, Media & Public:** Spread the word! Champion the ways Market Match is making a difference for families and farmers in our community and for the local economy.
- **Policy Makers:** Support Market Match and programs like it in your policy decisions; it's good for families, farmers,

Example Market Match Messaging

Please refer to the following print-ready materials for Market Match messaging:

Customers

MM Outreach Brochure
 MM Outreach Flyer
 MM Info Booth Sign

Farmers

MM Farmer Fact Sheet

Funders & Decision-Makers

MM Case Statement
 MM One-Pager

Market Match Funding Tagline

When appropriate, Market Match materials should utilize the following funding tagline: Market Match is a program of the Ecology Center and is made possible through

Thank you for using the Market Match Style & Messaging Guide. Remember, all Market Match materials should be approved by the Ecology Center before distribution. If you have any questions, we are here to help!



Double Your Food Dollars

Get More Fruits & Vegetables

Fresh Food Made Affordable



**Here's how to get twice as much
healthy food for you and your family:**

- 1 Look for the Market Match sign at the market's information booth
- 2 Use your CalFresh and have your benefits doubled*
- 3 Buy more fresh, locally-grown fruits and vegetables



**aquí entenderá cómo conseguir el doble de
alimentos saludables para usted y su familia:**

- 1 Busque el nombre "Market Match" en el puesto de información del mercado
- 2 Utilice su CalFresh y duplique sus beneficios*
- 3 Compre más frutas y verduras frescas, cultivadas localmente



* CalFresh is matched dollar-for-dollar, up to a maximum per family, per market day. Los beneficios CalFresh se duplican dólar por dólar, hasta un máximo, por familia, por día de mercado.



Double Your Food Dollars

Get More Fruits & Vegetables

Fresh Food Made Affordable



Here's how to get twice as much healthy food for you and your family:

- 1 Look for the Market Match sign at the market's information booth
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market match

gladly
accepted

a. se acepta
con gusto

Visit the market information
booth with questions.

***Visite el puesto de información
del mercado con preguntas.***

INSERT LOGO OR
ASSOCIATION/MARKET
NAME HERE

FARMERS' MARKET SCRIP/TOKEN GUIDE (Updated MM/YYYY)

Below is a list of all market scrip [tokens/vouchers] currently in circulation at the [INSERT ASSOC./MARKET NAME] Farmers' Market(s). Keep this list in your cash box as a guide. If a customer approaches you with a coupon, token, or any type of currency that you don't recognize, please refer them to the market manager at the information booth.

\$1 CalFresh EBT Scrip Wooden Nickel BLACK

DO NOT GIVE CHANGE!



CalFresh EBT (the program formerly known as food stamps) **Good for all food products at the Farmers' Markets with the exception of hot foods and any items for immediate consumption.**

\$1 Market Match Scrip Wooden Nickel GREEN

DO NOT GIVE CHANGE!



MarketMatch (matching CalFresh EBT, and sometimes WIC benefits) **Good for fruits, vegetables, fresh-cut herbs, and edible plant starts ONLY.**

\$2 & \$4 WIC and Senior FMNP Checks

DO NOT GIVE CHANGE!




These can be spent directly with any farmer selling eligible products. **Eligible products include fruits, vegetables, fresh-cut herbs, and edible plant starts ONLY.**



A GUIDE FOR FARMERS & VENDORS

market  match

a program of  ecology center



Market Match is a statewide program that's offered at over 230 farm-direct sites, including farmers' markets like this one.

Market Match attracts new customers by doubling their buying power when they spend their CalFresh EBT benefits (formerly known as food stamps) at participating farmers' markets. California's CalFresh program distributed \$7.8 million in benefits in 2013. **It is the goal of the Market Match program to have more of that federal funding reinvested in small- and mid-sized California family farms like yours.**

How does Market Match work at this market?

When a customer wishes to spend their CalFresh EBT benefits, they swipe their card with a wireless point-of-sale (POS) device at the information booth and receive EBT scrip. At that time, the "Market Match" is distributed to the customer by the Market Manager in the form of a unique token or voucher good only for fruits and vegetables. For example, a customer receives \$10 of CalFresh EBT scrip and they receive another \$10 in Market Match, good only for fruits and vegetables.

How does Market Match benefit my farm?

Market Match is a powerful incentive proven to bring new customers to the farmers' market. The Market Match program has increased food stamp spending within various markets from 300-700%. **Participating farmers report that they have new customers (69%), sell more fruits and vegetables (80%), and make more money (66%) as a result of the program.**

The Market Manager will reimburse you for all Market Match and EBT scrip (token/voucher) while collecting stall fees. Whenever possible, please redeem Market Match scrip (token/voucher) with the market manager on the day it is received.

Which of my products are eligible for Market Match?

Market Match is good for fruits and vegetables only (including edible plant starts.)

How is this program funded?

Market Match has been funded by a diverse group of private and public funders. Historically, the California Department of Food & Agriculture (CDFA) Specialty Crop Block Grant program has funded Market Match. More recently, \$100 million was appropriated in the 2014 Federal Farm Bill to build on existing healthy food SNAP incentive programs, like Market Match. We feel confident that the program will continue to be funded into the future.

Your continued participation and cooperation helps to ensure the longevity and vitality of the farmers' market and helps us to better serve the communities in which we operate. Thank you!

As a result of the Market Match program more consumers have become aware of the farmers' market as a source of fresh foods, as a place to know your farmers, as a place to teach youngsters about the wonderful flavors of freshly harvested produce.

Trini Campbell, Riverdog Farm Owner

For more information on this market's Market Match program, talk to the market manager or visit:

[insert market website here]

For more information on the statewide program, please visit **MarketMatch.org** or contact us at **marketmatch@ecologycenter.org**, 510-548-1005.



MARKET MATCH MAKES FARMERS' MARKETS MORE AFFORDABLE.

Market Match doubles your CalFresh and WIC nutrition benefits at participating farmers' markets, allowing your family to purchase more fruits and vegetables.

MARKET MATCH HACE LOS MERCADOS AGRÍCOLAS MAS ECONÓMICOS.

Market Match duplica su CalFresh y sus beneficios de nutrición WIC en los mercados agrícolas participantes, permite a su familia comprar más frutas y verduras.



GO TO FMfinder.org
TO FIND PARTICIPATING
**FARMERS'
MARKETS**
**NEAR
YOU**

Diríjase a FMfinder.org
para encontrar mercados
agrícolas participantes
cerca de usted



Market Match is a project of the Ecology Center.
This project funded in part by First 5.

*Market Match es un proyecto del Ecology Center.
Este proyecto está financiado en parte por First 5.*



**DOUBLE YOUR FOOD
DOLLARS**

**GET MORE
FRUITS &
VEGETABLES**

Fresh Food Made

**DUPLIQUE SU PRESUPUESTO PARA ALIMENTOS
OBTenga MÁS FRUTAS Y VERDURAS**

Alimentos frescos y económicos



Here's how to get twice

Aquí entenderá cómo

Participating Markets

MERCADOS PARTICIPANTES

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*CalFresh and WIC Fruit & Vegetables Check benefits are matched dollar-for-dollar, up to \$10, per family, per market day. WIC FMNP is matched dollar-for-dollar, one-time, up to \$20. Ask at your market about Market Match for customers receiving SSI and SSDI benefits

for you and your family:

- 1 Go to one of the farmers' markets listed here or find a participating market at FMFinder.org
- 2 Look for the Market Match sign at the market's information booth
- 3 Use your CalFresh or WIC, and have your benefits doubled*
- 4 Buy more fresh, locally-grown fruits and vegetables

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Vaya a uno de los mercados agrícolas de nuestra lista o encuentre un mercado que particip> en FMFinder.org

Busque el nombre "Market Match"

en el «ÖiÄœ de información del
mercado

Utilice su CalFresh o
WIC y`Ö«µÖiÄÖÃ
beneficios*

Compre más frutas y verduras
frescas, cultivadas localmente



market match

*Los beneficios en cheque de Frutas y Verduras de WIC y CalFresh se
`Ö«µV>` dólar por dólar, hasta \$10, por familia, por día de mercado.
WIC FMNP se`Ö«µV> dólar por dólar, por una sola vez, de hasta \$20.
Pregunte en su mercado acerca de Match Market para los clientes
que

or go to FMFinder.org to get more details.

ADAMS/VERMONT
1432 W. Adams
Los Angeles, CA 90007 Wednesdays
2:00pm - 6:00pm

ALTADENA
3 100 W. Palm St. Altadena, CA 91001 Wednesdays
3:00pm - 7:00pm

EAST HOLLYWOOD
5448 Hollywood Blvd. Los Angeles, CA 90027 Thursdays
3:30pm - 7:30pm

4 MONTEREY PARK
318 S. Ramona Ave. Monterey Park, CA 91754 Fridays
4:00pm - 8:00pm

EAST LOS ANGELES
4801 E. 3rd St.
Los Angeles, CA 90022 Saturdays
9:00am - 2:00pm

LA CIENEGA
1801 S. La Cienega Blvd. Los Angeles, CA 90035 Thursdays
2:00pm - 7:00pm

CENTRAL AVENUE
4301 Central Ave.
Los Angeles, CA 90011 Thursdays
10:00am - 3:00pm

SANTA MONICA PICO
2200 Virginia Ave.
Santa Monica, CA 90404 Saturdays
8:00am - 1:00pm

MAR VISTA
12200 Venice Blvd.
Los Angeles, CA 90066 Sundays
9:00am - 2:00pm

HUNTINGTON PARK
3401 E. Florence
Ave. Huntington
Park, CA 90255
Wednesdays
9:30am - 1:30pm

GARDENA
13000 S. Van Ness
Ave. Gardena, CA
90249 Saturdays
8:00am - 1:00pm

THE GREENER GOOD NORTH
609 E.
Artesia Blvd.
Long Beach,
CA 90805
Wednesdays
3:00pm - 7:00pm

THE GREENER GOOD WEST
2125 Santa
Fe Ave. Long
Beach, CA
90810
Saturdays
9:00am - 2:00pm

LONG BEACH DOWNTOWN
(Near) 300
Pacific Ave.
Long Beach,
CA 90802
Fridays
10:00am - 4:00pm

COMPTON BLUE LINE
275
Willowbrook
Ave. (Blue
Line Station)
Compton, CA
90220
Thursdays
10:00am - 2:00pm

VALINDA
747 Rimgrove Dr.
Valinda,
CA
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Thursda
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10:00am
- 3:00pm

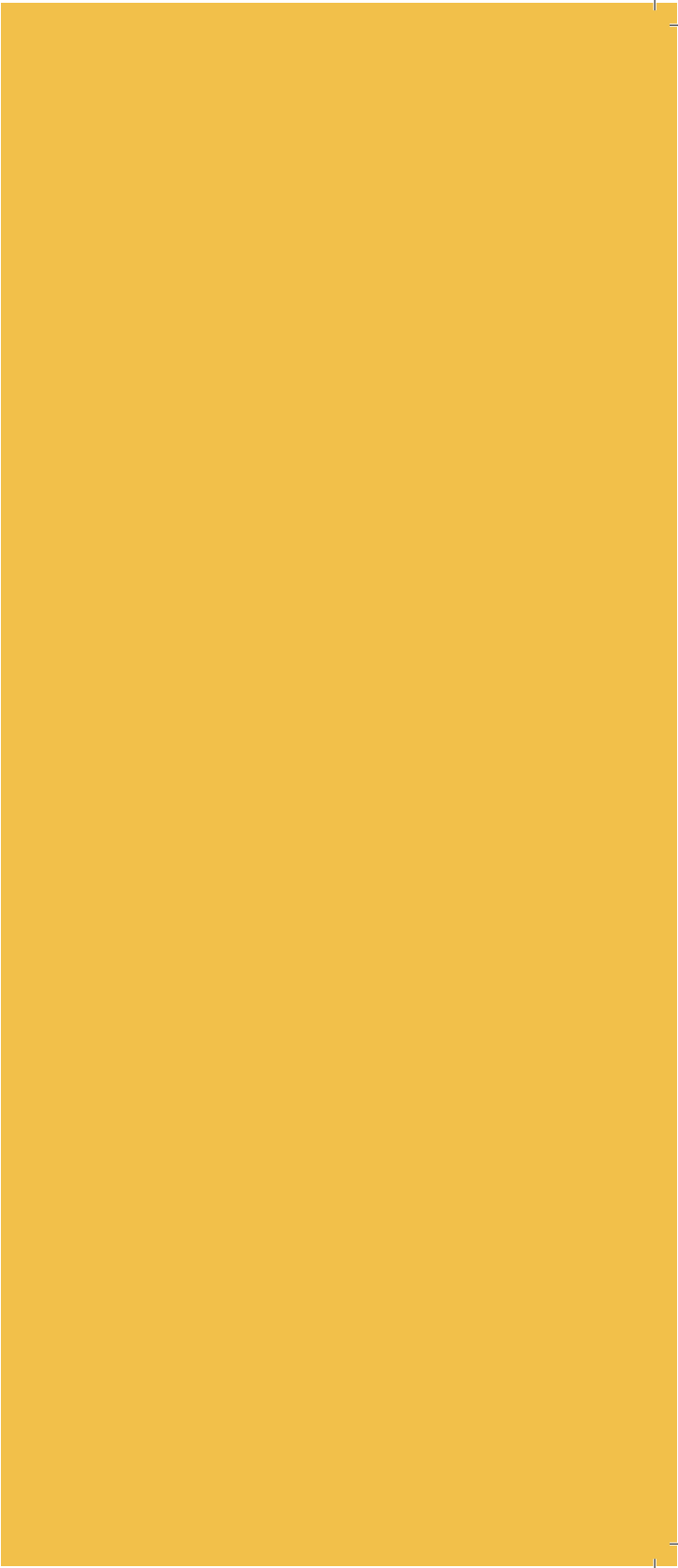
VERMONT VILLAGE CDU

7901 S. Vermont Ave.
Los Angeles, CA 90044
Fridays
10:00am - 2:00pm

WATTS HEALTHY
1335 E. 103rd St.
Los Angeles, CA 90002
Saturdays
10:00am - 2:00pm

reciben los beneficios del SSI y SSDI o
busque en FMFinder.org para obtener más
detalles.

Go to marketmatch.org to learn more.





Duplique su
presupuesto para alimentos

Obtenga más frutas y verduras

Alimentos frescos y económicos

aquí entenderá cómo conseguir el doble de alimentos saludables para usted y su familia:

- 1** Vaya a uno de los mercados agrícolas de nuestra lista o encuentre un mercado que participe en FMFinder.org
- 2** Busque el nombre “Market Match” en el puesto de información del mercado
- 3** Utilice su CalFresh o WIC y duplique sus beneficios*
- 4** Compre más frutas y verduras frescas, cultivadas localmente



market match

marketmatch.org

Diríjase a **FmFinDer.org**
para encontrar a

**mercados
agricolas
participantes
cercanOs a usted**



Market Match es un proyecto del Ecology Center.
Este proyecto esta fi en parte por First 5.



Local market partners:



* Los beneficios en cheque de Frutas y Verduras de WIC y CalFresh se duplican dólar por dólar, hasta \$10, por familia, por día de mercado. WIC FMNP se duplica dólar por dólar, por una sola vez, de hasta \$20. Pregunte en su mercado acerca de Match Market para los clientes que reciben los beneficios del SSI y SSDI o busque en FMFinder.org para obtener más detalles.



Double Your Food Dollars

Get More Fruits & Vegetables

Fresh Food Made Affordable



Here's how to get twice as much healthy food for you and your family:

- 1 Find a participating market at FMFinder.org
- 2 Look for the Market Match sign at the market's information booth
- 3 Use your CalFresh or WIC, and have your benefits doubled*
- 4 Buy more fresh, locally-grown fruits and vegetables



market match

MarketMatch.org

Go to FMFinDer.org
to Find participating

**Farmers'
markets
near you**

Market Match is a project of the Ecology Center.
This project funded in part by First 5.

* CalFresh and WIC Fruit & Vegetables Check benefits are matched dollar-for-dollar, up to \$10, per family, per market day. WIC FMNP is matched dollar-for-dollar, one-time, up to \$20. Ask

at your market about Market Match for customers receiving SSI and SSDI benefits or go to FMFinder.org to get more details.



a program of  ecology center



b. Making Farm-Fresh Food Affordable

There has been a remarkable decrease in the cost of food over the last century. Unfortunately, it has come at the expense of our health. Developments in government policy, agricultural technology, and the food processing industry have created highly processed, artificially cheap, unhealthy foods that are often the most affordable and available foods to California's low-income families.

The result is a population that disproportionately suffers from heart disease, diabetes and other diet-related disease at rates far above the national average. The national epidemic of diet-related disease not only impacts California's low-income families; everyone in our state pays the price of these higher medical costs. The full cost to the state of California including disability payments, loss of work, and early death is estimated at \$24 billion per year. We simply cannot afford the health costs of cheap food.

Market Match: A Healthy Incentive

Market Match was founded in 2009 by Roots of Change to help California's low-income communities receiving SNAP, (formerly known as food stamps) and other federal nutrition benefits, gain access to healthy food and support small and mid-sized farmers. Since 2012, the program has been led by the Ecology Center, bringing 25 years

of experience operating farmers' markets, over ten years assisting markets establish SNAP (known as CalFresh in California) EBT access, and providing leadership for the newly formed California Alliance of Farmers' Markets.

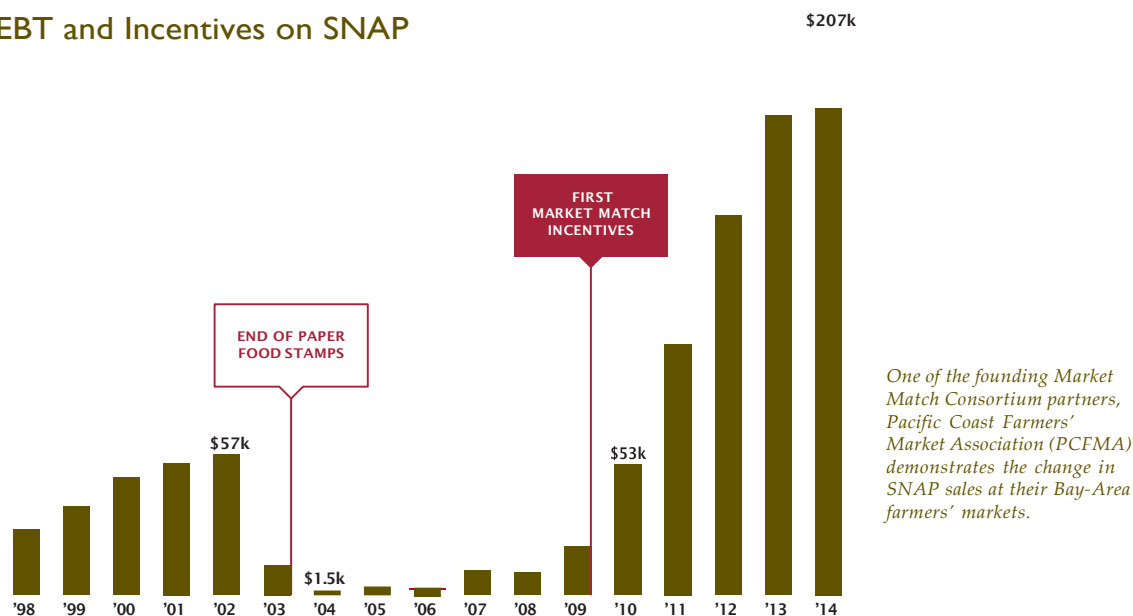
Market Match builds upon California's growing farmers' markets EBT shopping infrastructure: when a SNAP shopper uses his/her EBT card at a market offering Market Match, those SNAP funds are matched, dollar-for-dollar up to, on average, \$10. Those additional funds are the *Market Match*. This incentive is given to the shopper in the form of unique Market Match scrip that can only be spent on fruits and vegetables.

Market Match is a proven incentive program that helps those on SNAP, WIC and other assistance programs access the healthiest locally-grown food possible. Market Match is a powerful incentive to low-income shoppers helping them to join the millions of Californians seeking a better diet and healthier lifestyle.

Farmers' markets are for everyone, not just the elite locavore—but everyone! Market Match is important because it allows those with [CalFresh] EBT to double their money and give twice as much back to the farmers.

*Dana, market manager
at the Newark Farmers' Market*

Impacts of EBT and Incentives on SNAP Sales



Market Match has proven to be extremely effective as an incentive for sustaining healthier eating. In the national 2013 SNAP Healthy Food Incentives Cluster Evaluation, 93% of customers reported that the incentive was what drew them to the market to spend their SNAP benefit. Since its inception in 2009, Market Match has inspired 133,000 low-income shoppers to purchase 11 million servings of fresh fruits and vegetables with their food assistance dollars and Market Match incentives.

Demand Exceeds Current Funding

Market Match is currently serving 230 farmers' markets and other farm-direct outlets throughout the state. But with millions of people receiving SNAP benefit and other nutritional assistance benefit, the demand far exceeds the current Market Match funding and participating markets. As more people become aware of this remarkable program, the base of incentive and operation dollars will need to grow to serve these customers. Additionally, Market Match consistently receives new requests from farm-direct outlets that it is unable to onboard due to funding limitations.

Increasing the Bounty: The Opportunity for Support

The USDA, through its Food Insecurity Nutrition Incentive (FINI) Program, will match \$100 million in fiscal years 2015-19. The program matches state and private sources dollar-for-dollar. We are encouraging the State of California to provide funding that will draw down additional federal matching dollars. Supporting Market Match now, however, is crucial. Every dollar invested today drives economic activity, improves the health of low-income communities, and saves California money. Building a public-private partnership can leverage this innovative program into an impactful statewide driver, and national model, for health and economic development.

Market Match is a proven statewide program with 30 strong regional partners. We are ready to significantly increase our scope, and reach more Californians who need it the most. \$1 million in non-federal funding could result in \$10 million in SNAP spending on fresh fruits and vegetables, or a healthy 20,000,000 servings. And that's a healthy choice we can all get behind.

We are excited to provide leadership and direction for Market Match, creating a triple win—for low-income families, for farmers and for the community at large. Our goal is to build a robust public-private partnership to fund and promote Market Match, building towards serving customers and farmers in every region of the state.

Martin Bourque, Ecology Center's Executive Director



For more information on the Ecology Center, please visit ecologycenter.org
For more information on Market Match, including the Consortium Partners, visit: MarketMatch.org
or contactusatmarketmatch@ecologycenter.org 510-548-1005

Exhibit B: Monthly Report

Please enter list of sites on SITES tab	Operations	Operations	Dollar Amount (\$) RE			
Market or Site Name	Total days open this month. If did not operate, write DNO	Number of Fruit and Vegetable Vendors on a single day	Total CalFresh Distributed (\$)	Total CalFresh Redeemed (\$)	Total GusNIP Market Match Distributed (\$)	IF APPLICABLE Total Other Funded Market Match Distributed (\$)
Market Name						
0						
0						
0						
0						
MONTHLY TOTALS			\$0.00	\$0.00	\$0.00	\$0.00

Partner Name Feb-22							
REQUIRED			Total Count CalFresh ONLY REQUIRED				
IF APPLICABLE Source of Other Funded Market Match	Total Market Match (all funding) Distributed (\$)	Total Market Match Incentives Redeemed (\$)	Total Market Match NEW Customers	Total Market Match REPEAT Customers	Total Market Match CalFresh Customers	Average GusNIP Market Match Distributed Per Customer (\$)	Total CalFresh Transactions
	\$0.00				0	\$0.00	
	\$0.00				0	\$0.00	
	\$0.00				0	\$0.00	
	\$0.00				0	\$0.00	
	\$0.00				0	\$0.00	
\$0.00	\$0.00	\$0.00	0	0	0	\$0.00	0

Optional: Notes on promotions, closures, etc.