

AB 1321 (Ting) & Budget Proposal Synopsis

Builds on the broad base of support for the “Supporting Nutrition through Access to Produce Act” authored by Assembly Member Ting in 2014

- AB 2385 (Ting) passed through Assembly Agriculture with unanimous support, but was held in suspense in Assembly Appropriations despite over 60 letters of support and no registered opposition
- It would have broadened the impact of California’s Market Match programs with the aid of federal dollars. At 150 (of about 800) certified farmers’ markets, Market Match has demonstrated a six-fold return on investment in sales by doubling the purchasing power of EBT benefits (e.g. CalFresh, WIC, Senior Farmers’ Market Nutrition program and SSI/SSP beneficiaries), beginning in 2009

AB 1321 would create a statewide consumer incentive program for purchasing healthy fruits and vegetables, benefitting low-income families and California’s economy

- In 2015, AB 1321 will focus on codifying a consumer incentive program within the Department of Food & Agriculture, and builds on the success of Market Match programs at farmers’ markets.
- AB 1321 will also pilot expansion of incentives into the retail setting (e.g. neighborhood markets, corner stores), in addition to farmers’ markets, reaching far more low-income Californians
- We are also seeking to appropriate \$5 million per year from the state General Fund to support the creation of this statewide program, supported by USDA matching grants
- Using a comprehensive approach that includes farmers’ markets, produce stands and individually-owned retail will ensure that this state investment will benefit low-income communities up and down the state, saving the state money in health care costs and improving worker productivity by increasing access to healthy food. The direct economic benefits will also support local small business owners, and small- and mid-sized California farmers, who struggle with keeping price points competitive for healthy food

AB 1321 would make California eligible to submit a statewide application for USDA grants, which will already have allocated \$31 million in matching funds before the end of the 2015 legislative session

- The 2014 Farm Bill enacted \$100 million in matching dollars available over the next five years for incentive programs that increase SNAP recipients’ purchasing of healthy fruits, nuts and vegetables
- The application for FFY 2014 and 2015 of this funding will be completed before 2015, but there is still an opportunity for the state to capitalize on the remaining \$69 million in federal matching monies

The co-sponsors for this legislation include Ecology Center, Latino Coalition for a Healthy California, Public Health Institute, and Roots of Change (sponsor of AB 2385). Lead partners on the budget proposal also include Hunger Action Los Angeles and the San Diego Hunger Coalition.

Supporters of AB 2385 (Ting)

- Adams/Vermont & Gardena CFMS
- Agriculture and Land-based Training Association (ALBA), Salinas
- Alchemist Community Development Corporation
- California Alliance with Family Farmers
- California Alliance of Farmers' Markets
- California Food Policy Advocates
- California Hunger Action Coalition
- California Partnership
- California State Grange
- Center for Food Safety, San Francisco
- Charles Drew University of Medicine and Science
- City of Compton - Blue Line Farmers Market
- City of Santa Monica - Pico Farmers' Market
- City Slicker Farms, Oakland
- Coastside Farmers' Markets
- Community Health Councils, Inc., Los Angeles
- Contra Costa Certified Farmers' Markets
- Craig McNamara, CA State Board of Food and Agriculture
- Crescent City Farmers' Market
- CUESA, San Francisco
- Ecology Center, Berkeley
- Farm Fresh to You and Capay Organic
- Farm to Pantry
- Food Chain Workers Alliance, Los Angeles
- Full Belly Farm
- Harbor Area Farmers Markets
- Heart of the City Farmers' Market, San Francisco
- Homeless Healthcare Los Angeles
- Heart of the City Farmers' Market, San Francisco
- Hunger Action Los Angeles
- Innerscity Struggle
- Jess Peterson, individual
- Kern County Network for Children
- Locally Delicious, Humboldt County
- Los Angeles Community Action Network
- Mar Vista Farmers' Market
- Marin Food Policy Council
- McGrath Farm
- Oakland Food Policy Council
- Orange County Food Access Coalition
- People's Grocery
- Phat Beets Produce
- Point Reyes Farmers' Market
- Public Health Institute
- Richard E. Rominger, farmer
- Roman Catholic Diocese of Fresno
- Roots of Change (Sponsor)
- San Diego Markets
- Santa Barbara Food Alliance
- Social Justice Learning Institute
- Sprouts of Promise, Monterey Park
- St. Anthony Foundation, San Francisco
- St. Paul's Episcopal Church, Bakersfield
- Thai Community Development Center, Los Angeles
- The Farmers Guild
- The Greener Good Farmers' Markets, Long Beach
- The Hens Roost
- United Way of Kern County
- Valley Farmers' Market Association
- VELA, Inc.
- Visalia Farmers Market
- Women Organizing Resources, Knowledge, and Services (WORKS)