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FOR IMMEDIATE RELEASE

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**SAN LUIS OBISPO SATURDAY FARMERS MARKET TO LAUNCH CALFRESH  
PROGRAM 3-4-23**

**The Saturday morning farmers market will join 9 other markets across the county in  
accepting CalFresh/EBT as payment**

**Starting March 4th**, San Luis Obispo customers will have a new place to shop with their CalFresh (known nationally as SNAP) and P-EBT benefits: the SLO Saturday Farmers Market. The CalFresh/EBT booth will be open 8:00am-10:30am every Saturday in the World Market parking lot at 325 Madonna Road. The market hosts about 50 vendors and 35 sell foods eligible for purchase with CalFresh/EBT.

*"We are excited to be offering EBT at our Saturday morning San Luis Obispo Farmers' Market. This will make our locally grown fresh fruits and vegetables available to even more people of our community," said general manager, Esther Rigoni.*

CalFresh customers can bring their EBT (electronic benefits transfer) card to the EBT booth and purchase tokens to spend on CalFresh eligible foods like fruits and vegetables, bread, meat, and many other cold foods for home consumption. The CalFresh program helps low-income individuals and households put food on the table and SNAP is the nation's largest and most effective tool to fight hunger.

(Picture of SLO County FMA CalFresh/EBT Tokens)



The CalFresh at Farmers' Markets program has grown in popularity in recent years. Since 2017, over 1400 CalFresh customers have spent more than \$345,000 at San Luis Obispo County farmers markets.

This generates significant local economic activity. It is estimated that every CalFresh dollar spent at local farmers markets generates \$1.50 to \$1.79 in economic activity. That amounts to \$517,500 - \$617,550 in local economic activity. Accepting CalFresh as a form of payment is a benefit to everyone from the farmers to the families that get to enjoy healthy, local food.

SLO Saturdays joins the SLO Downtown market as the two markets in the city of San Luis Obispo that accept CalFresh/EBT. In addition to CalFresh/EBT, many markets in the region also offer the nutrition incentive program, Market Match. Market Match will double the first \$10-\$15 that CalFresh shoppers redeem – providing even more support for local farms and more fruits and vegetables to low-income families. **SLO Saturdays will not offer Market Match this year** due to a lack of funding, but we are hopeful that they will get Market Match in the future.

“We want to make sure that people in the county with limited and low-incomes have access to fresh, healthy, high-quality and culturally appropriate foods. It is great that the SLO Saturday market will begin accepting CalFresh. It is a great service to the community and can have real economic impact for the farmers and vendors.” – Shannon Klisch, Chair of the SLO County Food System Coalition CalFresh at Farmers Market work group

The following farmers markets across SLO and northern SB counties also accept CalFresh/EBT:

Monday: Baywood on Santa Maria Ave from 2-4:30pm  
Tuesday: Paso Robles 11<sup>th</sup> & Spring St 9:30am – 12pm  
Wednesday: Arroyo Grande Smart & Final Parking Lot 8:30am -10:00am  
Wednesday: Atascadero Sunken Gardens from 3-6 pm  
Thursday: Morro Bay Spencer’s Market Parking Lot from 2-4:30pm  
Thursday: SLO Downtown on Higuera St 6:00pm -9:00pm  
Friday: Cambria 1000 Main St 2:30pm-5:30pm  
Saturday: Templeton on 6th St at the Templeton park from 9am-12:30pm  
Saturday: Paso Robles 11<sup>th</sup> & Spring St 9:00am-1:00pm  
Saturday: SLO in the World Market Parking lot 8:00 – 10:45am  
Sunday: Lompoc on Route 1 and Constellation Road, Vandenberg Village from 10am-2pm

Visit <https://ecologycenter.org/fmfinder/> to find a market near you that accepts CalFresh, WIC, and offers nutrition incentives.

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