

California Fruit & Vegetable EBT Pilot: Double the 'Fresh' in CalFresh

CALL TO ACTION!



Tell Governor Brown that healthy food affordability is a priority! We're calling on him to approve the Legislature's \$9 million investment in **the California Fruit and Vegetable EBT Pilot to increase market access to affordable, California-grown produce.**

These funds will be used to upgrade the CalFresh EBT system to allow for dollar-for-dollar matching CalFresh benefits upon the purchase of California-grown fresh fruits and vegetables. The pilot will be implemented and evaluated in multiple California communities at different types of retailers including grocery stores and farmers' markets.

It only takes a minute to make your voice heard. Once you've taken action, spread the word!

Let the Governor know you support the California Fruit & Vegetable EBT Pilot!

Call Governor Brown

Phone: **(916) 445-2841**

"I'm calling to thank Governor Brown for including the California Fruit and Vegetable EBT Pilot in the 2018-19 State Budget, and to ensure it's in the final budget. This one-time funding would make California fruits and vegetables more affordable and accessible in our communities, by more effectively providing California produce incentives through CalFresh EBT. We must advance our state systems to support food security, health and agriculture. Please support fully funding the California Fruit and Vegetable EBT Pilot."

Sample Email

Send to: leg.unit@gov.ca.gov, cc: Donna.Campbell@gov.ca.gov

Subject: **SUPPORT- CA Fruit & Vegetable EBT Pilot in 18-19 Budget**

[I am/Name of your organization is] writing to support the California Fruit and Vegetable EBT Pilot Project in the state budget. This one-time investment will allow the CalFresh EBT system to integrate supplemental purchase incentives for California-grown produce. The research is clear: when low-income families have more money for fruits and vegetables, they buy and eat more fruits and vegetables! CalFresh can be more effective with a state incentive system that is efficient and accessible at local markets. The California Fruit and Vegetable EBT Pilot fights hunger, improves health, and supports our farmers.



Sample Tweets

We're SO CLOSE to @JerryBrownGov's 18-19 State Budget creating the CA Fruit & Veg EBT Pilot! #DoubleFresh4CalFresh to make healthy CA-grown food affordable! @CAFoodPolicy <https://bit.ly/2LpQWkN>

>4 million people rely on #CalFresh and still struggle to afford fruits & veggies. @JerryBrownGov plz include the CA Fruit & Veggie EBT Pilot project in the state budget! @CAFoodPolicy #DoubleFresh4CalFresh <https://bit.ly/2LpQWkN>