Date (PLEASE SUBMIT ASAP)

The Honorable Edmund G. Brown Jr.

Governor, State of California

State Capitol

Sacramento, CA 95814

**RE: California Nutrition Incentives Act Budget Request**

Dear Governor Brown:

ORGANIZATION NAME seeks your support to increase healthy food access and leverage funds to build community collaborations that foster health and resilience. The California Nutrition Incentive Act you signed into law in 2015 does that. Now it needs your support for a modest, one-time, $5 million appropriation. With California providing $5 million, we will be able to receive another $5 million from the USDA Food Insecurity Nutrition Incentive (FINI) funds, which requires non-federal matching money.

ABOUT YOUR ORGANIZATION

Limited resources for purchasing healthy food has a dramatic impact on health and the risk of developing chronic diseases, like Type 2 diabetes. This disproportionately impacts people of color and is a critical factor in health disparities. Aside from the benefits to California’s public health, funding the Market Match Program also supports California’s farming communities and small business owners. Since 2009, California Market Match incentive programs have documented increased sales of fruits, nuts, and vegetables. Now, at over 230 sites, California Market Match has demonstrated a six-fold return on investment in farmers’ markets sales, with demand for incentives continually exceeding the supply.

Funding this Program would further the Office of Farm to Fork’s mission by promoting access to California agricultural products, especially in underserved communities. Supporters of the program have had positive conversations with the California Department of Food and Agriculture (CDFA) throughout the process. The first step was taken by creating the program. More importantly, however, is ensuring that CDFA has the resources needed to fully operate it. Market Match further promotes California’s agricultural richness while increasing access to healthy food in communities with high rates of preventable chronic disease.

ORGANIZATION NAME seeks your support for nutrition incentives. They are a smart use of state funds. This appropriation will leverage tens of millions in federal dollars to make California communities healthier and more resilient.

Sincerely,