



COUNTY OF HUMBOLDT

For the meeting of: 5/12/2026

File #: 26-453

To: Board of Supervisors

From: Supervisor Mike Wilson

Agenda Section: Consent

Vote Requirement: Majority

SUBJECT:

Resolution Encouraging the State of California to Continue State Funding for the Market Match Program Supporting CalFresh Incentives at Farmers' Markets Across California

RECOMMENDATION(S):

That the Board of Supervisors:

1. Adopt the attached resolution encouraging the State of California to continue state funding for the Market Match Program supporting CalFresh incentives at farmers' markets across California; and
2. Direct the Clerk of the Board of Supervisors to send a copy of this resolution to the Governor of California and to County of Humboldt's State and Assembly Representatives.

STRATEGIC PLAN:

The recommended actions support the following areas of the Board of Supervisors' Strategic Plan:

Area of Focus: A Diverse, Equitable & Robust Economy

Strategic Plan Category: 2001 - Promote strong economic resiliency and growth

DISCUSSION:

The Market Match Program is California's largest nutrition incentive initiative, matching CalFresh (Supplemental Nutrition Assistance Program) benefits dollar-for-dollar - up to Fifteen Dollars (\$15.00) per visit - for the purchase of fresh fruits and vegetables at farmers' markets and farm-direct sites statewide. The Market Match Program operates at more than two hundred seventy (270) locations across California and is administered through community organizations and farmers' market operators in partnership with the California Department of Food and Agriculture via the California Nutrition Incentive Program. In Humboldt County, the North Coast Growers Association administers Market Match Program incentives across its nine (9) certified farmers' markets in Arcata, Eureka, Fortuna, McKinleyville, Garberville, Shelter Cove, Miranda and other North Coast communities, as well as through its direct-to-consumer Harvest Box Program. These markets serve as a critical link between CalFresh recipients and regional small and beginning farmers, including, without limitation, producers from Tribal communities and other historically underserved agricultural producers.

Humboldt County residents experience food insecurity at rates exceeding state and national averages, and Humboldt County's rural geography and limited transportation infrastructure make nutrition incentive programs like the Market Match Program especially

vital for residents with few or distant grocery options. The Market Match Program also strengthens the local agricultural economy by supporting direct farm sales and keeping food dollars circulating in the community. However, the Governor's January 2026 proposed state budget did not include new funding for the California Nutrition Incentive Program, creating uncertainty about the continuation of the Market Match Program once current funds are exhausted. By adopting this resolution, the Humboldt County Board of Supervisors ("Board") encourages Governor Newsom and the California Legislature to continue and expand state funding for the Market Match Program, and directs the Clerk of the Board to transmit the resolution to the Governor and the County of Humboldt's legislative delegation.

SOURCE OF FUNDING:

California Nutrition Incentive Program

FINANCIAL IMPACT:

There are no direct costs associated with adoption of the attached resolution encouraging the State of California to continue state funding for the Market Match Program. However, the request to fund and expand the Market Match Program would provide residents with additional match funding that could be used during their visits.

STAFFING IMPACT:

Adoption of the attached resolution encouraging the State of California to continue state funding for the Market Match Program will not impact current staffing levels.

OTHER AGENCY INVOLVEMENT:

California Department of Food and Agriculture

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board discretion.

ATTACHMENTS:

1. Resolution Encouraging the State of California to Continue State Funding for the Market Match Program Supporting CalFresh Incentives at Farmers' Markets Across California

PREVIOUS ACTION/REFERRAL:

Meeting of: None

File No.: None