

RESOLUTION NO. 26-37

RESOLUTION ENCOURAGING THE STATE OF CALIFORNIA TO CONTINUE STATE FUNDING FOR THE MARKET MATCH PROGRAM SUPPORTING CALFRESH INCENTIVES AT FARMERS' MARKETS ACROSS CALIFORNIA

WHEREAS, the Market Match program is California's largest nutrition incentive initiative, providing matching funds for shoppers using CalFresh (California's Supplemental Nutrition Assistance Program) so that they can purchase additional fresh fruits and vegetables at farmers' markets and farm-direct sites; and

WHEREAS, the Market Match Program doubles CalFresh purchasing power, matching up to Fifteen Dollars (\$15.00) per visit depending on the market, allowing families to stretch limited food budgets while increasing access to fresh fruits and vegetables; and

WHEREAS, the Market Match Program operates at more than two hundred seventy (270) farmers' markets and farm-direct sites statewide and is administered by community organizations and farmers' market operators working in partnership with the California Department of Food and Agriculture through the California Nutrition Incentive Program; and

WHEREAS, research on nutrition incentive programs demonstrates that matching benefits for fruits and vegetables increases produce purchases among CalFresh and Supplemental Nutrition Assistance Program participants and supports healthier food choices for low-income households; and

WHEREAS, farmers' markets in Humboldt County, including, without limitation, markets operated by the North Coast Growers Association in Arcata, Eureka, Fortuna, McKinleyville, Garberville, Shelter Cove, Miranda and other North Coast communities, participate in the Market Match Program and similar nutrition incentive programs that help thousands of residents purchase fresh, locally grown produce each year; and

WHEREAS, the North Coast Growers Association administers Market Match Program incentives across its nine (9) certified farmers' markets and through the direct-to-consumer Harvest Box Program, serving 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; and

WHEREAS, Humboldt County faces significant and persistent food access challenges rooted in its rural geography, limited transportation infrastructure and high rates of food insecurity, making nutrition incentive programs such as the Market Match Program especially vital for residents in communities with few or distant grocery options; and

WHEREAS, Humboldt County residents experience food insecurity at rates that exceed state and national averages, and programs such as the Market Match Program help stretch CalFresh benefits further at a time when grocery costs remain high and rural food access continues to be constrained; and

WHEREAS, the Market Match Program also strengthens the North Coast's agricultural economy by supporting direct sales for small and mid-size farms, keeping food dollars circulating in local communities, and promoting consumption of locally and regionally grown produce in a region where agriculture is a cornerstone of the rural economy; and

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT, STATE OF CALIFORNIA
Certified Copy of Portion of Proceedings for the Meeting of May 12, 2026


WHEREAS, at a time when many Californians, particularly rural Californians, continue to experience food insecurity and high food costs, nutrition incentive programs such as the Market Match Program are critical tools for improving food access and supporting both consumers and farmers; and

WHEREAS, the Governor's January 2026 proposed state budget did not include new funding for the California Nutrition Incentive Program that supports the Market Match Program, creating uncertainty about the program's continuation once current funds are exhausted.

NOW, THEREFORE, THE HUMBOLDT COUNTY BOARD OF SUPERVISORS HEREBY RESOLVES AS FOLLOWS:

1. The Humboldt County Board of Supervisors encourages Governor Gavin Newsom and the California State Legislature to continue and expand state funding for the Market Match Program and related nutrition incentive initiatives that double CalFresh benefits for fruits and vegetables.
2. The Humboldt County Board of Supervisors recognizes the Market Match Program as a critical tool to improve food security, support local farmers and strengthen farmers' markets serving communities across California, including, without limitation, residents of Humboldt County and the broader North Coast region.

Dated: May 12, 2026



Natalie Arroyo, Vice Chair
Humboldt County Board of Supervisors

Adopted on motion by Supervisor Bushnell, Seconded by Supervisor Arroyo, and the following vote:

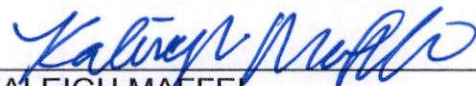
AYES: Supervisors: -- Arroyo, Bohn, Bushnell, Madrone, and Wilson
NAYES: Supervisors: -- None
ABSENT: Supervisors: -- None
ABSTAIN: Supervisors: -- None

STATE OF CALIFORNIA

County of Humboldt

I, TRACY DAMICO, Clerk of the Board of Supervisors, County of Humboldt, State of California, do hereby certify the foregoing to be a full, true, and correct copy of the original made in the above-entitled matter by said Board of Supervisors at a meeting held in Eureka, California as the same now appears of record in my Office.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Seal of said Board of Supervisors.



KALEIGH MAFFEI
Deputy Clerk of the Board of Supervisors of the
County of Humboldt, State of California