

## FOR IMMEDIATE RELEASE

### CONTACT:

Suzi Grady, Programs Director, **Petaluma Bounty**

Phone 707-765-8488; Fax 707-765-8482

[suzi@petalumabounty.org](mailto:suzi@petalumabounty.org) [www.petalumabounty.org](http://www.petalumabounty.org)

## **Just In Time for Fall Harvest -- Farmers' Market L.I.F.E. Increases Matching Incentives By \$20 During September**

**Petaluma, California, August 19, 2015** - Petaluma Bounty announces an increase in the Farmers' Market L.I.F.E. incentive for the month of September. Farmers' Market L.I.F.E. (Local Incentive for Food and Economy) is a Market Match program available in Sonoma and Marin counties that makes locally grown, fresh food more affordable to CalFresh (previously known as food stamp) customers. The program matches customers' CalFresh benefits spent at participating markets, dollar-for-dollar, up to a \$10 or \$20 daily maximum, depending on the market. However, ***in September, all markets will offer a daily maximum of \$20 matching funds.***

Farmers' Market L.I.F.E. incentives make the healthy choice easier for CalFresh consumers, and it benefits local farmers. "September is the perfect time for CalFresh customers to try out the farmers' markets because the harvest is truly bountiful at this time of year. Also, with the beginning of the school year, it's a great time to start healthier habits," explained Suzi Grady, Petaluma Bounty Programs Director. September is National Childhood Obesity Awareness Month and to honor community efforts to reduce obesity locally, participating farmers' markets will be giving away children's books on healthy eating to interested users (while supplies last).

Petaluma Bounty offers Farmers' Market L.I.F.E. at markets in Fairfax, Marinwood, Novato, all of the Petaluma markets (Walnut Park, Tuesday Eastside, and Wednesday Night), Cotati, Rohnert Park, Santa Rosa Vets Hall, Sebastopol, and Healdsburg.

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**If Farmers' Market L.I.F.E. is fully utilized, this initiative will bring \$76,000 to local farmers' markets in 2015 (\$38,000 in CalFresh benefits and \$38,000 in Market Match incentives).** For each \$1 that the USDA awarded, the Farmers' Market L.I.F.E. collaborative secured \$1 in funds or in-kind contributions from supporters such as [Kaiser Permanente](#), [St. Joseph Health](#), [Petaluma Healthcare District](#), Slow Food Russian River, Sunrise Rotary Club Santa Rosa, and other donors that prefer to remain anonymous.

### **About Petaluma Bounty**

Petaluma Bounty, a program of Petaluma People Services Center, is a community-based nonprofit whose mission is: **“Healthy Food For Everyone Through Collaboration, Education and Promoting Self-Reliance.”** *We foster community-based solutions to food waste, food insecurity, food and farming literacy and healthy living. Priorities include improving access to healthy food for low-income families and seniors, providing educational opportunities that increase healthy behaviors and lifestyles, and increasing community engagement, capacity and solutions to food access, food literacy, and food system change.*

For more information, please visit [www.petalumabounty.org](http://www.petalumabounty.org) .

Petaluma Bounty's programs include Bounty Hunters gleaning network, Food is Medicine (PLAY/ Petaluma Loves Active Youth, Bounty Pharmacy, and Produce Prescriptions), Local Affordable Food Incentives (including Farmers' Market L.I.F.E., sliding scale farm stands and Sponsor-A-Box), Food and Farming Literacy, Grow Your Own (supporting individuals and groups to have a garden), and of course, the Bounty Community Farm, an educational urban farm growing sustainably-raised produce and teaching sustainable agriculture to students, interns and the general public. The fruits of our collective efforts include 8 community gardens, over 600,000 pounds of fresh produce diverted into the emergency food system, an urban educational farm, award-winning community-based programming on nutrition and health, farm education and food literacy, gardening, and innovative affordable local food incentives.

Petaluma Bounty's vision is to grow a thriving local food system where consumers make informed decisions, farmers earn a decent living while prioritizing ecological stewardship of the land, and all people- regardless of income - have access to healthy food.

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