



**Mission Statement:**

To co-create a thriving local food system with healthy food for everyone through collaboration, education and promoting self-reliance.

**Vision:**

To grow a thriving local food system where consumers make informed decisions; farmers make a decent living while prioritizing ecological stewardship of the land; and all people - regardless of income - have access to healthy food.

**Program Priorities:**

- Improve access to healthy food for low-income families and seniors while improving the economic viability of local farms;
- Foster positive relationships to food and increase healthy behaviors and lifestyles for all people, especially those facing diet-related diseases;
- Provide opportunities for individuals and groups to have hands-on experiences growing food, addressing malnutrition in our community, and becoming engaged and informed consumers.
- Expand community engagement, collaboration and capacity while facilitating community-based solutions to food waste, food insecurity, and other critical shortfalls of our conventional food system with methods that empower food insecure community members into action and a great sense of agency- turning recipients into participants.

**Farmers' Market L.I.F.E.:**

Also known as a matching program, L.I.F.E. (Local Incentive for Food and Economy) Coins makes locally grown, fresh food more affordable to CalFresh (food stamp) customers because it “matches” their Calfresh benefits, dollar for dollar, up to a \$10 or \$20 maximum, depending on the market.

- *How it relates to our priorities:* This initiative 1) improves utilization rates of existing federal, state and local programs related to SNAP 2) increasing the purchasing power of low-income neighbors, 3) incentivizing the purchase of healthful food as a preventive, cost saving method to addressing diet-related chronic diseases and conditions.
- *Indicators for impact:* EBT Sales, change in number of CalFresh customers, new CalFresh customers, farmer interviews, number and type of outreach efforts, number and type of food education events held and educational materials distributed through market.
- *History:* New in August 2014, Farmers' Market L.I.F.E. started as pilot with initial funding from Sonoma County Health Dept. and Human Services Dept. Petaluma Bounty

partnered with a collaboration of supporters to provide up to \$10 incentives for CalFresh users at Petaluma Farmers' Markets.

- *Continued Funding:* In 2017 the Berkley Ecology Center, who administers the California Market Match Program was awarded a \$3.9 million dollar Food Insecurity Nutrition Incentive (FINI) grant, which will provide funding through the end of 2019 with \$166,040 of incentive funding for Farmers' Market L.I.F.E.
- *Previous Programmatic Goals:* In 2017, Petaluma Bounty will expanded participating farmers' markets to include 2 in Marin County, all Petaluma markets, Cotati, Rohnert Park, Santa Rosa Vets Building, Sebastopol, Santa Rosa Original Certified and Healdsburg markets.
- *Distributed to date:* as of April of 2018, \$161,067 of CalFresh and \$125,968 of Market Match have been distributed through 9,362 transactions.
- *2018 Goals:* To distribute \$68,000 in CalFresh and \$52,000 of Market Match, host 8 Health and Wellness Events and other market tours in collaboration with the Northern California Center for Well-Being.

**Collaborators:**

Petaluma Healthcare District , Agricultural Community Events, Kaiser Permanente, California Farmers' Market Coalition, Market Match, St. Joseph Health, Petaluma Poultry Sonoma County Health and Human Services, and other funders.