



**NEVADA COUNTY
HEALTH & HUMAN SERVICES
AGENCY**

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**NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo**

MEETING DATE: April 26, 2016

TO: Board of Supervisors

FROM: **Mike Dent**

SUBJECT: Resolution approving execution of a renewal Contract with Nevada Sierra Regional In-Home Supportive Services Public Authority to operate a Market Match Program at Farmers' Markets in Nevada County in the maximum amount of \$80,811 for the term of May 1, 2016 through February 28, 2017.

RECOMMENDATION: Approve the attached Resolution.

FUNDING: Contract services will be funded by CalFresh (formerly known as the Food Stamps Program) Outreach dollars. Of the contract maximum, \$51,091 is set aside for the cost of program vouchers. There are no county general fund dollars required and contract services were planned in the department budget.

BACKGROUND:
Under this Agreement, the Nevada Sierra Regional In-Home Supportive Services Public Authority will operate a Market Match Program at an estimated four (4) farmers' markets in Nevada County. The program, a pilot program implemented last July 2014, will provide a one-time voucher to CalFresh participants to be redeemed at participating farmers' markets to supplement the participant's consumption of fresh fruits and vegetables and encourage spending of CalFresh benefits on seasonal fresh fruits and vegetables.

The CalFresh program offers qualifying low income individuals financial assistance in purchasing food for themselves and their families. The goal of this project is to increase access to and consumption of fresh fruits and vegetables for residents within their limited budgets. The Contractor's Market Match Supervisor will work to accomplish activities in support of the Market Match Program, selecting an estimated four (4) farmers' markets to participate in the program and will coordinate directly with the market managers to gain access to the markets to implement the Market Match Program.

The Contractor's Supervisor will attend participating farmers' markets regularly to conduct transactions with CalFresh participants who bring a voucher to the market. Vouchers will be exchanged for (30) \$1 tokens to be used by the CalFresh participants to purchase fresh fruits and vegetables from the various market vendors.

The Contractor's Supervisor will staff a table at each participating farmer's market, conducting outreach activities and be available to answer questions from CalFresh participants and the public regarding how to purchase fresh produce at farmers markets with CalFresh benefits using the EBT card. The Supervisor will exchange CalFresh vouchers and EBT match receipts for tokens; distribute 2-1-1 (a Nevada County 24/7 confidential phone service and searchable online database that connects people with community, health and disaster services); distribute CalFresh marketing materials, and reimburse the farmers in check for the tokens they accepted from CalFresh participants.

It is recommended that the Board approve the attached agreement as it will promote the consumption of healthy foods among CalFresh recipients and promote healthy eating habits.

Item Initiated and Approved by: Mike Dent, Department of Social Services Director