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Ag Outlook 2021

CDFA Secretary Karen Ross



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE



NASDA

- 13 State Departments of Agriculture facilitate the Farmers Market Nutrition Program
- 11 states facilitate the Senior Farmers Market Nutrition Program
- 9 conduct the Farm to School Grant Program
- 4 conduct the National School Lunch Program, School Breakfast Program, Special Milk Program and Fresh Fruit and Vegetable Program
- 29 conduct Farm to School Programs



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Thanks to FNS for waivers granted during COVID

- Thanks to the USDA for providing flexibilities to our school nutrition teams to ensure our children have access to school meals throughout the pandemic.
- To date, our state has implemented more than 70 waivers, and we know how much effort goes into each of those rules to make them a reality.
- As waivers sunset, we look forward to working with USDA toward extending and continuing this important work.



CDFA's partnership with CAFB on Farm to Family

- The Farm to Family program has delivered 170 million pounds of fresh fruits and vegetables and 47 million pounds of shelf-stable foods, equivalent to 260,400,000 million meals
- **Snapshot: December 2020**
 - 94 new farmers participating
 - 279 farmers total
 - 13,767,320 pounds of food delivered
 - Compared to 11,762,398 in December 2019
 - Meal equivalent - 16,520,784



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Farm to School Grant Program

- Support from California's First Partner Jennifer Siebel Newsom
- The 2020-21 State Budget allocated \$1.5m to invest in the California Farm to School Network, and to facilitate a Farm to School Working Group
- \$8.5m one-time allocation to pilot a farm to school incubator grant program
- \$10m proposal to expand the farm to school incubator grant program





California Nutrition Incentive Program

- CNIP provides grants to organizations to distribute nutrition incentives at Certified Farmers' Markets and small businesses
- Benefits low-income shoppers as well as farmers and the local economy
- Incentives are available for shoppers using CalFresh (California's SNAP benefits), WIC and Senior Farmers' Market Nutrition Program benefits
- For every benefit dollar they spend, shoppers receive an additional dollar to be spent on California grown fresh fruits and vegetables
- In 2019, CNIP distributed more than \$4.2 million in incentives and partner program costs
- 250+ sites – primarily Certified Farmers' Markets, and also mobile and neighborhood markets, and co-op grocery stores
- Pandemic: grantees implemented creative solutions such as prefilled boxes of produce



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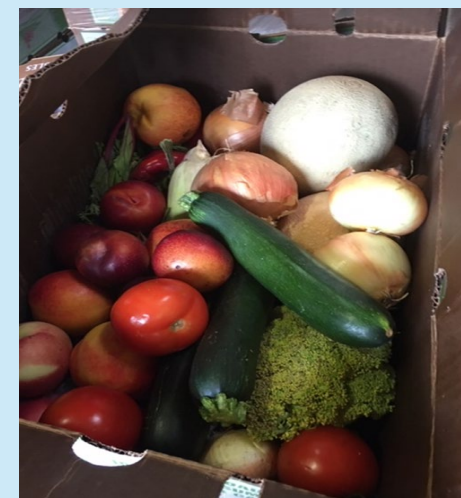
Healthy Stores Refrigeration Grants

- Pilot program funds energy-efficient refrigeration units in corner stores and small businesses in low-income/low-access areas to stock California-grown fresh produce, nuts and minimally processed foods
- \$4.45m awarded to 57 grantees
- Units in ~215 corner stores and 13 trucks in more than 36 counties
- Grants also to cities, counties and nonprofits giving technical assistance
- Refrigerated trucks facilitate mobile markets and distribution solutions



Senior Farmers' Market Nutrition Program

- California's average federal allocation: \$761,000
- COVID-19: CDFA partnered with the California Association of Food Banks to distribute produce boxes to low-income seniors
 - 20,242 produce boxes
 - 506,050 pounds of fresh fruits and vegetables
 - 20,000+ seniors served
 - 7 food banks
 - Approximately 27 farmers participated
 - First time our program has achieved 100 percent redemption of food funds





Great Plates Delivered Program

- April 2020: California launched its first-in-the-nation Great Plates Delivered program, a meal delivery service for our older adults
- Great Plates at-a-glance:
 - 23.6m meals served
 - 38,640 individuals currently being served
 - 7,564 jobs supported
 - 19 counties participating



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