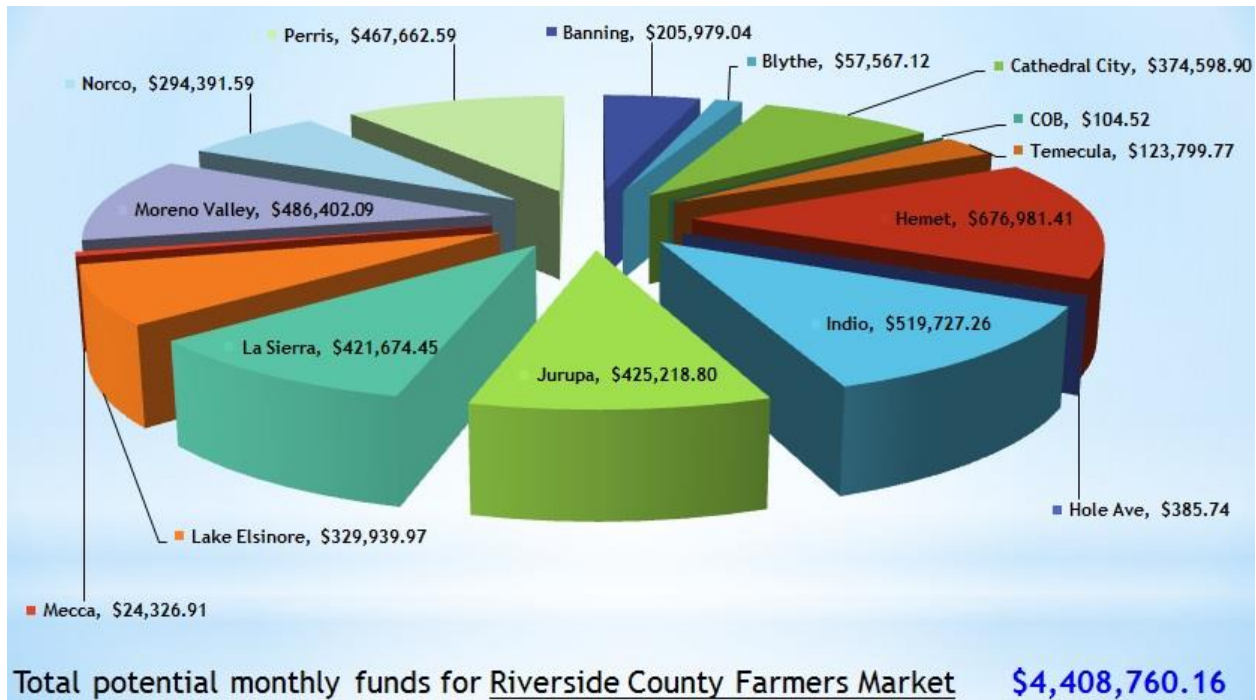


Sign Up for a Free EBT Machine Today!

Riverside County Department of Public Social Services (DPSS) is launching a major campaign to promote use of CalFresh EBTs at Farmers' Markets. According to USDA, an estimated 12% of a typical low income family's grocery bill is for fresh fruits and vegetables. An average of almost \$37 million dollars in CalFresh benefits is awarded in Riverside County each month, providing a potential of over \$4 million dollars that could be spent on local fruits and vegetables. To help independent direct growers, food stands and certified farmers' markets get equipped with EBT machines, Riverside County DPSS is planning for an EBT kick-off event on January 30th, 2017. All certified farmers' market managers and direct growers can sign up to receive a free EBT machine on the day of the event. This new initiative through the California State Department of Social Services offers the free EBT equipment with a month-to-month contract, and no annual service fee or transaction fees. For more information, please contact Aaron Flake at Riverside DPSS Community Outreach Branch, aflake@riversidedpss.org or call 951-358-4186.

Potential CalFresh Dollars Spent on Fruits and Vegetables in Riverside County:



[Submitted by Chutima Ganthavorn, UC Cooperative Extension, Riverside County]