

California Fruit and Veggie EBT Pilot (CF&V) Frequently Asked Questions

What is the California Fruit and Vegetable Pilot EBT Pilot Project?

A healthy incentive program designed to provide supplemental benefits to CalFresh households upon purchase of fruits and vegetables.

Who is able to participate in this program?

Any person or household receiving CalFresh benefits who buys CF&V eligible items using an EBT card at a participating location will receive supplemental benefits equal to the amount they spend on eligible items.

How are incentive benefits earned?

A CalFresh participant purchases CF&V-eligible items (fruits and veggies) using an EBT card at a participating retailer or farmers' market and earns incentive dollars based on how much they spend. For example, if a CalFresh participant spends \$3 on CF&V-eligible items, then they will receive a rebate of \$3 in incentive benefits.

What items are CF&V eligible?

As of August 2023, any fruits or vegetables that meet the following definition are eligible at participating retailers: "any variety of whole or cut fruits and vegetables without added sugars, fats, oils, or salt and that have not been processed with heat, drying, canning, or freezing."

How many incentive benefits can I earn a month?

A CalFresh participant can earn up to a maximum of \$60 per month. This does not mean that each individual person in one household can earn \$60/month but rather than each household can receive \$60/month.

How does redemption of incentive benefits work?

A CalFresh participant can redeem their incentive benefits at any retail location that is authorized to accept EBT. The incentives are also transferrable across county lines. Incentive dollars can be used to purchase any CalFresh eligible item and are not limited to purchasing fruits and vegetables.

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Is there a limit to how much money can be earned in one transaction?

The limit of bonus dollars earned in each transaction will depend on multiple factors:

- 1. How many EBT dollars were spend on eligible items. For example, if a client spends \$10 of EBT in one transaction but only \$5 were eligible fruits and veggies they will only earn a \$5 rebate.
- 2. How many EBT dollars are available to the client. For example, if the transaction total is \$20 dollars of fruits and veggies but the client only has \$10 left on their EBT card so they split the transaction between cash/EBT, they will only receive a \$10 rebate.
- 3. The limit in a transaction will also depend on how close the customer is to reaching the \$60/month maximum benefit. For example, if a customer has already received \$55 in bonus this month and spends \$10 in eligible fruits and veggies they will only receive a \$5 rebate since they will have reached their maximum monthly allowance of \$60/month.

Will CF&V incentive funds be rebated immediately? Can they be spent immediately?

Yes, CF&V incentive funds will be added to customer accounts at the point of purchase. There is no waiting period so those funds will be available to spend immediately as well.

Which counties are participating in the pilot?

Alameda, Los Angeles, Monterey, Mendocino, Napa, Orange, Riverside, Sacramento, San Bernardino, San Diego, Santa Clara. Please note that there is a limited number of participating locations in each county; not all EBT approved locations in each county are participating.

Can incentive benefits be redeemed in a county that is not participating in the pilot?

Yes.

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Which retailers will be participating in the pilot?

Arteaga's Food Center, Santa Fe Foods, Harvest Market, Mother's Nutritional Center and a select number of farmers' markets across the state. Location can be found here.

Can P-EBT be used to participate in CA Fruit and Veggie EBT Pilot (CF&V)?

No, P-EBT funds are not eligible for participation in the CA Fruit and Veggie EBT Pilot.

Will incentive benefits be replaced if stolen electronically via skim or scam?

Yes, Incentive benefits will be eligible for replacement.

How will a CalFresh participant know that this program is available?

The participating retailers' and farmers' markets will have marketing materials and signage posted onsite. Information about the CF&V pilot project will be posted on the CDSS website as well as the EBT Cardholder Portal. Participating counties will also be supporting the dissemination of information about this program.

How will the CF&V pilot project be funded?

The CF&V pilot project will be State-funded and redemptions will be settled using the CA State Bank account.