



3 Steps to Earning and Redeeming Your ¡Más Fresco! More Fresh Financial Incentives

1. Present your special Northgate González Market Mi Familia card (with the ¡Más Fresco! More Fresh sticker) to the cashier at the participating Northgate González Market locations that provide ¡Más Fresco! More Fresh Program participants with financial incentives upon the purchase of qualifying fresh fruits and vegetables. Please be sure to present your special Northgate González Market Mi Familia card before the cashier starts to scan your purchase items. If you have forgotten to bring your special Northgate González Market Mi Familia card with you, please let the cashier know that you are a ¡Más Fresco! More Fresh Program participant, and provide them with the telephone number that you provided when you enrolled in the program so that they can provide you with your financial incentives.
2. Pay for the qualifying fresh fruits and vegetables with the CalFresh benefits on your EBT card. Please note that if you pay for the qualifying fresh fruits and vegetables with a check, cash, credit card, or form of payment other than the CalFresh benefits on your EBT card, you will not earn the financial incentives.
3. The financial incentives that you earn upon the purchase of the qualifying fresh fruits and vegetables that you purchase with your CalFresh EBT benefits will be automatically stored in your electronic wallet (e-wallet) that is tied to your special Northgate González Market Mi Familia card. The financial incentives that you earn and that are stored in your e-wallet will be available to you to purchase additional fresh fruits and vegetables upon your next purchase of qualifying fresh fruits and vegetables at a participating Northgate González Market.