



## **Southern California Nutrition Incentive Program Frequently Asked Questions**

### **What is the Southern California Nutrition Incentive Program?**

The Southern California Nutrition Incentive Program, also known as the ¡Más Fresco! More Fresh Program is a partnership between the United States Department of Agriculture (USDA), University of California, San Diego Center for Community Health, and Northgate González Market. The primary goal of this program is to evaluate the effect of financial incentives on the purchase and consumption of fruits and vegetables among CalFresh recipients. This program provides financial incentives to CalFresh recipients when they purchase qualifying fresh fruits and vegetables with their Electronic Benefit Transfer (EBT) card. These incentive dollars can then be used to purchase additional qualifying fresh fruits and vegetables, with the goal of increasing their purchasing power and overall consumption of healthy foods.

### **How does this program work?**

CalFresh recipients who enroll in the ¡Más Fresco! More Fresh program will earn \$1 for every \$1 of CalFresh benefits spent on qualifying fresh fruits or vegetables with a maximum financial incentive of \$40 a month. In addition to providing financial incentives, the program includes ongoing fruit and vegetable discount pricing promotions and nutrition education in the form of healthy food shelf-labeling, cooking classes, and store tours. These programs aim to increase program participants' knowledge and self-efficacy around making healthy food choices.

### **How do CalFresh recipients enroll in the program and receive their incentives?**

CalFresh recipients can enroll in the program online at [www.MasFresco.org](http://www.MasFresco.org). Once they enroll, they will receive a Northgate González Market Mi Familia card in the mail. This card will allow them to earn and redeem their financial incentives. CalFresh recipients will need to shop with this card if they want to earn and redeem financial incentives in the ¡Más Fresco! More Fresh program. They will earn \$1 for every \$1 of CalFresh benefits spent on fruits and vegetables with a maximum financial incentive of \$40 a month.

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United States  
Department of  
Agriculture

UC San Diego  
SCHOOL OF MEDICINE

**When do program participants start receiving the financial incentive rebates?**

Once participants are enrolled, they will receive their Northgate González Market Mi Familia card in the mail. They need to have their Mi Familia card with them when they shop in order to earn and redeem financial incentives.

**How do program participants earn the financial incentives?**

Each CalFresh recipient who enrolls in the program will receive a Northgate González Market Mi Familia card, which identifies them as being enrolled in the ¡Más Fresco! More Fresh program. In order to receive their financial incentive, they will need to present their Northgate González Market Mi Familia card to the cashier at participating locations and then pay for the purchase using the CalFresh benefits on their EBT card. Program participants can only earn the financial incentives if they present their Northgate González Market Mi Familia card to the cashier at the checkout register **AND** pay for the qualifying fresh fruits and vegetables with their CalFresh benefits on their EBT card. If they pay for the qualifying fresh fruits and vegetables with a check, cash, credit card, or other form of payment, they will **NOT** earn financial incentives.

**Why is it important that program participants use their Northgate González Market Mi Familia card when they make their purchases?**

Using the Northgate González Market Mi Familia card enables program participants to earn and redeem their financial incentives. It also provides the program with necessary data to determine the impact that financial incentives have on the purchase of fresh fruits and vegetables among program participants. If the program participant does not have their Mi Familia card during a purchase, use the phone number provided at enrollment and the cashier can look up the Mi Familia card number.

**Can Northgate González Market Mi Familia cards be replaced if they are lost?**

Unfortunately, Mi Familia cards cannot be replaced. If the card is lost, please use the phone number provided at enrollment and the cashier can look up the Mi Familia card number.

**Can a program participant still be enrolled in the ¡Más Fresco! More Fresh program if they stop receiving CalFresh benefits after they enroll?**

Unfortunately, once a program participant stops receiving CalFresh benefits, they can no longer earn any ¡Más Fresco! More Fresh incentives. Any unused financial incentive dollars already on the Mi Familia account can still be used until the balance is zero.

**When does the program start and end?**

The ¡Más Fresco! More Fresh program is an ongoing online enrollment program. A CalFresh recipient can enroll at any time at [www.MasFresco.org](http://www.MasFresco.org). Once they enroll, they can participate in the ¡Más Fresco! More Fresh program for the duration of the program.

**What is the maximum amount that program participants can earn each month?**

CalFresh recipients who enroll in the ¡Más Fresco! More Fresh program will earn \$1 for every \$1 of CalFresh benefits spent on qualifying fresh fruits and vegetables. Participants can receive a maximum of \$40 per month of financial incentives.

**How will program participants know they are earning the financial incentive?**

Program participants can see the amount of financial incentive dollars they have earned during each shopping trip by looking at the bottom of their store receipt. The receipt will show how much they earned and how many incentive dollars they have left to buy additional qualifying fresh fruits and vegetables.

**What are the qualifying fresh fruits and vegetables?**

Many fresh fruits and vegetables qualify for the financial incentives including many brands, types, and organic fruits and vegetables. Further details are listed below.

**Fruits and vegetables that qualify for financial incentive rebates**

- Any variety of whole or cut fruits and vegetables
- Bagged fruits and vegetables
- Bagged or packaged salad mixtures
- Garlic, onion, ginger, jalapenos, peppers and chilies

**Fruits and vegetables that do NOT qualify for financial incentive rebates**

- Any food or product from the salad bar or deli, party trays, fruit baskets, or decorative vegetables and fruits, such as chilies, or garlic on a string or printed pumpkins
- Nuts or fruit-nut mixtures
- Bagged salad or vegetable or fruit kits with added ingredients, such as dressing, croutons, cheese, dips or sauces
- Dried vegetables
- Fruits and vegetables with added fats, oils, or sugars
- Fruits and vegetables with artificial, reduced-calorie, or no-calorie sweeteners

**What is the procedure if a program participant returns a qualifying fresh fruit and vegetable that they previously purchased with their financial incentive dollars?**

If a participant in the ¡Más Fresco! More Fresh program wishes to return a fresh fruit or vegetable item that they purchased with their financial incentive dollars, they will be able to exchange the item for a similar item of equal value.

**Can program participants buy foods other than fresh fruits and vegetables with their earned financial incentive dollars?**

A key goal of the ¡Más Fresco! More Fresh program is to help increase the purchase and consumption of fruits and vegetables and improve the health of CalFresh recipients. As such, the financial incentive dollars that program participants earn can only be used for the purchase of qualifying fresh fruits and vegetables.

**Where can program participants shop to earn the financial incentive?**

Program participants can shop at any of the six participating Northgate González Market locations in Southern California, and receive financial incentives when they purchase qualifying fresh fruits and vegetables with their CalFresh benefits on their EBT card. The list of participating Northgate González Markets are as follows:

- Northgate González Market 230 N Harbor Boulevard Santa Ana CA 92703
- Northgate González Market 770 S Harbor Boulevard Santa Ana CA 92704
- Northgate González Market 1410 S 43rd Street San Diego CA 92113
- Northgate González Market 5403 University Avenue San Diego CA 92105
- Northgate González Market 10801 Prairie Avenue Inglewood CA 90303
- Northgate González Market 944 E. Slauson Avenue Los Angeles CA 90011

**If program participants have questions about the program who should they contact?**

For additional information about the ¡Más Fresco! More Fresh program, please contact:

- Phone: 888-282-2711
- Email: [morefresh@ucsd.edu](mailto:morefresh@ucsd.edu)
- Website: [MasFresco.org](http://MasFresco.org)