



COUNTY OF YOLO

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Yolo Bonus Bucks Launches November 1

(County teams up with local retailers and farmer to give CalFresh recipients 50% off fruits and vegetables through USDA grant pilot project)

(Woodland, CA) – On November 1, the Yolo County Health & Human Services Agency, in partnership with several local retailers and a local farmer, will launch the Yolo County Bonus Bucks Pilot Program – Yolo Bonus Bucks – to increase fruit and vegetable consumption among CalFresh clients.

Yolo County applied for and was awarded a \$100,000 United States Department of Agriculture grant to implement a financial incentive pilot program to encourage the purchase of fruits and vegetables by CalFresh clients. Yolo County was one of only two counties awarded the pilot project funding.

Through this pilot program, CalFresh clients will receive a 50% discount on fresh, frozen, dried and canned fruit and vegetable items that do not contain added sugar, salt, fat or oil. Yolo County CalFresh households will receive a Yolo Bonus Bucks Discount Card in the mail with program instructions. Partner retailers will scan the discount card at the point of sale and automatically apply the discount when the client purchases the items with their EBT (electronic benefit transfer) card.

Yolo Bonus Bucks Discount Cards can be used at the following participating retail locations:

- Food4Less: 451 Pioneer Avenue, Woodland
- La Superior: 34 W. Court Street, Woodland
- Raley's: 1601 W. Capitol Avenue, West Sacramento
- Walmart: 755 Riverpoint Court, West Sacramento

The Yolo Bonus Bucks Pilot Program also includes a rural initiative to increase availability and consumption of fruits and vegetables among CalFresh clients in Knights Landing. Partnering with the Center for Land-based Learning and Hearty Fork Farm, farmer Jay Cuff will set up a Mobile Farm Stand at Sci-Tech Academy in Knights Landing twice a month, offering a variety of produce. The stand is open to the public from 3:00 p.m. to 6:00 p.m. on November 12 and 19 and December 10 and 17, and will accept EBT and Yolo Bonus Bucks cards.

The long term goal of the Yolo Bonus Bucks Pilot Program is to show positive outcomes related to increased consumption of fruits and vegetables among CalFresh clients and seek additional funding to expand the program. The Bonus Bucks program will end on December 31, or when grant funding runs out. For additional information, visit www.yolocounty.org/bonusbucks.

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