



COUNTY OF YOLO

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FOR IMMEDIATE RELEASE

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Over \$900,000 Distributed in Healthy Food Access and Incentives to Yolo County CalFresh Households

(Woodland, CA) – Yolo County’s Health and Human Services Agency (HHS) is pleased to announce the successful completion of its third round of the Yolo Bonus Bucks (YBB) program, which has distributed over \$900,000 in healthy food access and incentives to Yolo County residents in need.

Launched in July 2022 and set to conclude in November 2024, the YBB program has been available to all CalFresh-enrolled households in Yolo County, offering an immediate 50% discount on fruits and vegetables at participating retailers. The program is designed to test innovative, promising, and scalable strategies which are intended to increase the purchase and consumption of fruits and vegetables among low-income households. In doing so, the program not only enhances food access but also promotes healthier eating habits among residents of Yolo County.

Numerous studies have established a link between income levels and obesity, resulting in poorer health outcomes for low-income households. The Yolo Bonus Bucks program specifically targeted barriers to nutrition and healthy eating education, while also addressing consumers' ability to afford healthier options. This initiative was made possible through a grant from the United States Department of Agriculture (USDA), as well as available public health funds, local American Rescue Plan funds, and both financial and non-financial contributions from private entities.

“The Yolo Bonus Bucks program has been integral in combatting rising food prices in recent years for the Yolo County residents who are most likely to struggle with food insecurity,” emphasized HHS Public Health Branch Director Brian Vaughn. “In doing so, this program has helped low-income households buy and consume more fruits and vegetables, which we know contribute to better health outcomes.”

During the YBB program, HHS established the following findings:

- 71% of program participants reported being food insecure.
- The largest age group of participants was 18-24, comprising 26%, indicating high usage among students.
- 57% of respondents reported that the program helped inform them of the health benefits of eating fruits and vegetables.
- 67% of respondents indicated that the program helped them purchase more fruits and vegetables.
- 65% of respondents stated that the program helped them consume more fruits and vegetables.

The Yolo County Health and Human Services Agency's CalFresh program provides monthly food benefits to low-income individuals and families in Yolo County. CalFresh benefits are issued on an Electronic Benefits Transfer (EBT) card, which functions similarly to a debit card and can be used at any retailer that accepts CalFresh.

For more information about Yolo County's CalFresh program, please contact (855) 278-1594.

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