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DIRECTOR

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## County of San Diego

HEALTH AND HUMAN SERVICES AGENCY  
NORTH COASTAL & NORTH INLAND REGIONS

NORTH COASTAL/INLAND ADMINISTRATION  
600 East Valley Parkway  
Escondido, CA 92025-3008  
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March 16, 2011

Dear Food Access Allies and Farmers' Market Managers,

On behalf of the Health and Human Services Agency (HHSA), I am pleased to invite you to a free no obligation workshop to learn about how to become a CalFresh Electronic Benefit Transfer (EBT) eligible Farmers' Market. In collaboration with The Ecology Center Farmers' Market EBT Project, we would like to provide you with an overview of the EBT application process, including how to obtain a free Point of Sale device and EBT market scrip, share experiences from Market Managers who have already implemented EBT, and facilitate promotion of your Farmer's Market to the community. EBT access at your Farmers' Market could mean:

- Additional customers and additional producers
- Additional farmer take-home revenue
- Potential press attention
- Opportunity to forge community partnerships
- Changing perceptions around farmers' markets being expensive or for those with disposable income
- Stimulating local economies

The County's Health Strategy Agenda: Building Better Health and Live Well San Diego highlights our Agency's commitment to improving health outcomes for children, families and seniors including access and promotion of locally grown fresh fruits and vegetables for the purpose of improving nutrition. As a respected Farmer's Market Manager in your community, we value your commitment to providing nutritious produce throughout San Diego County and appreciate the vital role your market could play in improving health outcomes for the community.

### **CalFresh EBT Workshop, Monday April 4, 2011, 9am – 11am**

8965 Balboa Ave. Conference Room A/B  
San Diego, CA 92123

To RSVP, please contact Deanna Zotalis-Ferreira by phone at (619) 518-4442 or by email at [Deanna.Zotalis@sdcounty.ca.gov](mailto:Deanna.Zotalis@sdcounty.ca.gov).

Sincerely,

BARBARA JIMÉNEZ  
Deputy Director