



Anderson Partnership for
Healthy Children/South
County HEAC

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Mercy Medical
Center

Redding Rancheria

Redding School District

Shasta College

Shasta County Office of
Education

Shasta County Regional
Transportation Planning
Agency

Shasta Family
YMCA

Shasta Head Start

Simpson University

The McConnell
Foundation

Turtle Bay Exploration
Park

University of California
Cooperative Extension

Viva Downtown

Whiskeytown National
Recreation Area

FOR IMMEDIATE RELEASE

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Healthy Shasta Promotes EBT at Redding Farmers' Market

Healthy Shasta is giving away \$10 to Food Stamp customers who shop at Redding's Farmers' Market. On Saturday, May 8, Electronic Benefit Transfer (EBT) customers who spend \$5 at the Redding Saturday Farmers' Market will receive an additional \$10 of "Healthy Shasta Market Money" that can be used to buy fresh fruits, vegetables, vegetable plants, nuts, eggs and olive oil. The Redding Saturday Farmers' Market runs from 7:30 a.m. to noon and is located at City Hall West Parking Lot, 777 Cypress Ave., Redding.

"Families who qualify for Food Stamps often live in neighborhoods that have limited access to fresh fruits and vegetables," says Melinda Shaffer, Shasta County Public Health nutritionist. "Those communities also have a high rate of chronic health conditions related to inadequate nutrition. Making EBT available at the Redding Saturday Farmers' Market is a win-win. Families have access to healthy, nutritious, inexpensive food and local farmers sell more produce."

In the past, Shasta County residents using Food Stamps were unable to shop at farmers' markets, because markets lacked the electronic debit machine used to process the sale. In December, Shasta Growers Association (SGA) purchased an EBT machine with a grant from the USDA. "It's so easy and fun," says Diana McConnel, operations coordinator for SGA. "Families can swipe their card, receive an extra \$10 from Healthy Shasta and choose from a wide selection of delicious local food. They can also purchase the plants themselves and grow their own vegetables."

EBT is only available at the Redding Saturday Farmers' Market. EBT is the specialized debit technology used for Food Stamp purchases. More than 20,500 Shasta County residents receive Food Stamp benefits, accounting for almost \$3 million a month of federal dollars flowing into Shasta County.

If you think you might qualify for the federal Food Stamp program, please visit www.shastahhsa.net or call 225-5767. To learn more about the Shasta Growers Association and local Farmers' Markets, go to www.healthyshasta.org.

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