

Social Media Toolkit

SB 907 (Pan) Local Equitable Access to Food (LEAF)



Calling ALL Partners:

SB 907 (Pan) Local Equitable Access to Food (LEAF) is a win-win for California: this bill will not only support our small and mid-sized farmers; it will help low-income families access fresh, nutritious food at their local farmers markets. For more background on SB 907, visit:

www.nextgenpolicy.org/priorities/senate-bill-907/

Right now, we are starting to build a coalition of organizations and groups so that together, we can successfully advocate for SB 907 to become law.

[Fill out this form to add your organization.](#)

Summary of SB 907:

- SB 907 (Pan) improves access to healthy foods for all California families, regardless of income, as well as increases the number of farmers' markets throughout California.
- Makes it easier for certified farmers' markets in California to provide electronic benefits transfer (EBT) services to support families in need of food assistance.
- Increases CalFresh access at farmers' markets which helps small and mid-sized farmers.
- Allows more low-income households to access locally grown, affordable, fresh and healthy food.

Background SB 907:

CalFresh — or the Supplemental Nutrition Assistance Program (SNAP) — is a very successful anti-poverty program that benefits communities of color, immigrants, seniors, college students, and other food insecure Californians. CalFresh participants receive an EBT (electronic benefits transfer) card to access their food benefits, and recent data shows that CalFresh households are increasingly shopping at farmers' markets. However, many farmers' markets do not have the administrative capacity to overcome the hurdles required to successfully and efficiently provide EBT at their markets. Providing easier access to EBT not only benefits small and mid-sized farmers; it also allows more low-income households to access locally grown, affordable, fresh and healthy food in their own community.

Toolkit Focus:

Increase the number of organizations to sign on to SB 907 as coalition members

Use this link when promoting SB 907 Coalition Sign On Google Form:

<https://go.nextgenpolicy.org/KWKX>

Coalition Leads:

Author of SB 907 - Senator Pan

- Twitter: @DrPanMD
- Facebook: @RichardPanMD

Co-Sponsor of SB 907 - NextGen California (NGCA)

- Twitter: @nextgen_policy
- Facebook: @NextGenPolicyCA

Co-Sponsor of SB 907 - Alchemist

- Twitter: @AlchemistCDC
- Facebook: @AlchemistCDC

SB 907 Website:

Hosted by NGCA

<https://www.nextgenpolicy.org/priorities/senate-bill-907/>

Primary Hashtags:

- #LEAF
- #SB907
- #SignOntoSB907
- #JointheMovement

Social Media Calls To Action:

- Promote the coalition sign on Google Form for SB 907 Coalition amongst your partners
 - Use this Link: <https://go.nextgenpolicy.org/KWKX>
- Promote the SB 907 Webpage
 - Use this Link: <https://go.nextgenpolicy.org/Cnts>

Proposed Twitter Language:

- Farmers' markets provide affordable, healthy, fresh, and nutritious foods and should be accessible to all Californians regardless of income status. If you agree, join our #SB907 (@DrPanMD) coalition to combat food insecurity: <https://go.nextgenpolicy.org/KWKX>
- We've partnered w/ @DrPanMD, @nextgen_policy & @AlchemistCDC to expand EBT access to all certified CA farmers' markets. All Californians deserve #LEAF: Local Equitable Access to Food! That's why we signed on as a proud sponsor of #SB907. Join us! <https://go.nextgenpolicy.org/KWKX>
- #SB907 (@DrPanMD) is all about EQUITY! When we expand EBT access at certified CA farmers' markets we can provide Local Equitable Access to Food (#LEAF) to families who need it most AND support small to mid-sized farmers. #JointheMovement Today:

Proposed Facebook Language:

- There are many barriers to providing CalFresh at farmers' markets in California, including high administrative costs, and additionally staffing needs – farmers' markets already operate on such thin margins. Because of this, many farmers' markets in California do not go through the process of offering EBT access to the families who need it most, stripping away vital, equitable access to healthy nutritious food. Join our SB 907 (@RichardPanMD) coalition today to help our CA families and farmers thrive! <https://go.nextgenpolicy.org/KWKX>
- Our SB 907 (@RichardPanMD) LEAF (Local Equitable Access to Food) Coalition is fighting to improve access to healthy foods for all California families, regardless of income, as well as increase the number of CA certified farmers' markets offering EBT in underserved communities throughout our state. Join our LEAF coalition today to help our CA families and farmers thrive! <https://go.nextgenpolicy.org/KWKX>
- We've partnered with @RichardPanMD, @NextgenPolicy_CA & @AlchemistCDC to expand EBT access to all certified CA farmers' markets. All Californians deserve #LEAF: Local Equitable Access to Food! That's why we signed on as a proud sponsor of #SB907. Please join us! <https://go.nextgenpolicy.org/KWKX>

Click each graphic for easy download:



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JOIN THE MOVEMENT

SB907
(Pan)
LEAF

Local Equitable Access to Food

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SB907 **LEAF**
Local Equitable Access to Food

The number of CalFresh households shopping
at farmers' markets in California grew by

75%

between 2013 and 2020. This is a win-win for
both low-income shoppers and our farmers.

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SIGN ON TO

SB907
(Pan)
LEAF

Local Equitable Access to Food

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JOIN THE MOVEMENT

Farmers' markets play a
critical role in supporting
farmers of color, including
our immigrant and
undocumented populations.

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Local Equitable Access to Food

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SB907 **LEAF**
Local Equitable Access to Food

**Expands EBT access at California
certified farmers' markets**

For small and mid-sized farmers,
selling their products at farmers'
markets presents a vital
opportunity to increase income,
making it possible for them to
increase their bottom line.

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