



July 2, 2010

Salinas ag group offers farm-food promo for food-stamp recipients

Salinas-based ALBA wants more food-stamp recipients to shop at farmers markets, and those who spend \$10 or more with their food-stamp cards at the markets will receive \$5 of free tokens to purchase fresh fruits and vegetables.

The FUNDamentally FRESH Campaign, with \$8,500 secured by the Agriculture and Land-Based Training Association, aims to direct public assistance dollars to local farmers and connect more people with local fruits and vegetables.

Donations are welcome. Participating markets include Natividad Medical Center, Hollister, Marina, Watsonville, Soledad, Greenfield, King City, Pacific Grove, Live Oak and Felton.

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