



**American
Heart
Association.**

American Heart Association Applauds Funding for Milwaukee Market Match

Newly signed resolution supports Milwaukee families, farmers, and the local economy

Milwaukee, Wis., June 8, 2022 — Today, County Executive David Crowley signed File 22-597, allocating American Rescue Plan Act (ARPA) funding to the Milwaukee Market Match program.

Operating previously as a well-utilized pilot effort, the Milwaukee Market Match program provides matching dollars to individuals and families participating in FoodShare to purchase additional fruits and vegetables at participating farmers markets. For example, if a family spends twenty dollars in FoodShare at the farmers market, they are given an additional twenty dollars Market Match to spend at the market. The Match dollars are capped at twenty dollars per day per participant.

“Eating nutritious food is so important to overall health, and this program will help families struggling financially to access healthy foods, all while supporting local farmers and Milwaukee’s economy”, said Mary Starr, American Heart Association Milwaukee Board Chair and Franklin resident. “We want to thank County Executive Crowley, the County Board, and the ARPA Task Force for supporting the Milwaukee Market Match program.”

Programs like Milwaukee Market Match exist throughout the United States and are referred to nationally as Nutrition Incentive Programs. Program design varies from community to community, but they all help connect persons with limited financial resources to healthy foods, while also supporting farmers and boosting the local economy. Past pilot programs in Milwaukee have seen widespread utilization.

“Too many families in Milwaukee County struggle with affording fresh produce and healthy foods,” said County Executive David Crowley. “With the passage and signing of this legislation, the County is demonstrating that government can play a role in helping residents provide healthier options to feed their families. The Milwaukee Market Match food program is a step-forward in our journey to bridge the gap in health disparities and achieve race and health equity in Milwaukee County.”

With funding from the County, Milwaukee Market Match will be available at farmers markets throughout the county in 2022, 2023 and 2024. Implementation is expected to begin midseason this summer, and more information can be found at:

<https://milwaukee.extension.wisc.edu/foodwise/milwaukeefarmersmarketcoalition/>.

Over twenty organizations have supported this initiative, including the American Heart Association, Bay View Community Center, Children’s WI, Feeding America Eastern WI, Greenfield Farmers Market, Havenwoods Neighborhood Partnership, Hunger Task Force, Journey House, Metcalfe Park Community Bridges, Milwaukee Area Health Education Center, Milwaukee Food Council, Near West Side Partners, Northwest Side Community Development Corp, Progressive Community Health Center, Riverwest

Farmers Market, Shorewood Farmers Market, Sixteenth Street Community Health Center, Tosa Farmers Market, United Methodist Children's Services of WI, UniteWI, Upstart Kitchen, and UW Extension-FoodWise Program.

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About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

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