

# Santa Cruz County Board of Supervisors Proclamation

PROCLAIMING MAY 2025 AS  
CALFRESH AWARENESS MONTH IN THE COUNTY OF SANTA CRUZ

WHEREAS, CalFresh, federally known as the Supplemental Nutrition Assistance Program (SNAP), champions the health and well-being of low-income individuals and families across Santa Cruz County by helping to mitigate food insecurity via the issuance of monthly electronic benefits that can be used to buy nutritious foods at many markets and food stores; and

WHEREAS, Santa Cruz County is home to 262,406 people, where the Human Services Department administered CalFresh benefits, supports and related services to 41,765 community members experiencing food insecurity last fiscal year, which totals one fifth of all Santa Cruz County residents and included 13,782 children and approximately 4,600 seniors ages 65 and older; and

WHEREAS, In March 2025, the average monthly benefit amount for CalFresh recipients was \$293, with \$6,537,620 in CalFresh funds spent in local food retail stores, underscoring not only the importance of CalFresh food assistance to the ability of eligible recipients in need to access nutritious food, but also of the immense impact CalFresh has on the local food retail economy; and

WHEREAS, the Human Services Department works with valuable state and community partners to expand the reach of CalFresh for community members most in need, to educate residents and remove the barriers that discourage eligible households from accessing CalFresh nutritional benefits, and is providing essential support to help state-wide efforts to prevent fraud; and

WHEREAS, not only are current CalFresh benefits recipients impacted by existing economic hardships, but they face further potential barriers to mitigating food insecurity should current Congressional SNAP spending and eligibility policy proposals be approved later this year by the federal government, which could result in the loss of benefits to approximately 6,500 recipients, a potential benefit amount reduction of \$100 per month per household, and a likely \$2,205,378 decrease on SNAP redemption per month in local food retail stores; and

WHEREAS, with this proclamation, the County of Santa Cruz reiterates its opposition to federal funding cuts to safety net programs as adopted by Board of Supervisors resolution on May 6, 2025, and in particular the importance of continued federal funding of SNAP, and recognizes the important role CalFresh plays in ending food insecurity and improving the health and well-being of low-income individuals and families across Santa Cruz County.

NOW, THEREFORE, I, Felipe Hernandez, Chair of the Santa Cruz County Board of Supervisors, hereby proclaim the month of May 2025 as CalFresh Awareness Month in the County of Santa Cruz, and urge all community members to join the Human Services Department's efforts to raise awareness of the importance of CalFresh in ending hunger.



  
Chairperson, Board of Supervisors

May 12, 2025

Date