

How to Earn and Use ¡Más Fresco! More Fresh Rebate Dollars

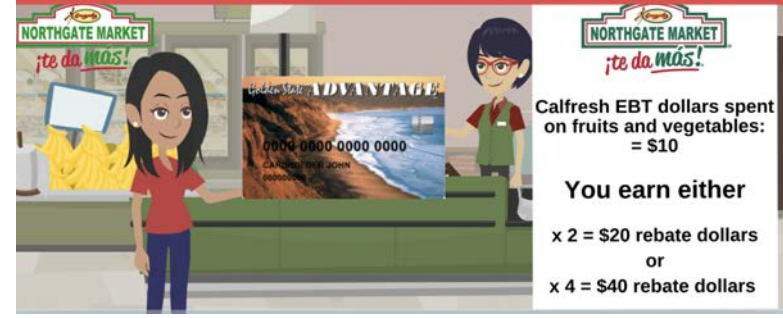
1 How to Earn & Use ¡Más Fresco! More Fresh Dollars
Step 1. Shop for Fresh Fruits and Vegetables at a participating Northgate Gonzalez Market.



2 **STEP 2:** At checkout, present your Mi Familia card to the cashier **BEFORE** you pay. If you do not have your Mi Familia card, you can use the phone number you provided at enrollment.



3 **STEP 3:** Pay for your fresh fruits and vegetables with your CalFresh benefits on your EBT card. Depending on which study group you were randomized to, you will earn either \$2 rebate dollars or \$4 rebate dollars for every \$1 of CalFresh EBT Benefits spent on fruits and vegetables. You can earn a maximum of \$100 per month of rebate dollars.



4 **STEP 4.** To use your rebate dollars, when you return to the store, have the cashier scan the MI Familia card again **BEFORE** you pay. The cost of your fruits and vegetables will be reduced by the amount of ¡Más Fresco! More Rebate Dollars you earned before!



5 Your receipt will show you how many rebate dollars you earned in this purchase, how many you used, and how many you have left. If your fresh fruits and vegetables cost more than the amount of rebate dollars stored on your Mi Familia card, you will need to pay the difference.



6 **REMEMBER:**

- The first time you use your Mi Familia card, your opening balance will be zero dollars (\$0).
- ¡Más Fresco! can only match fruit and vegetable purchases made with your CalFresh EBT card. All other forms of tender- cash, card, check, etc- are not eligible for ¡Más Fresco! rebates.
- You can earn up to \$100 rebate dollars per month!

Key Considerations:

Mi Familia cards are being used by other customers and staff at Northgate as part of Northgate's customer loyalty program. Only ¡Más Fresco! More Fresh program participants can earn and redeem ¡Más Fresco! More Fresh dollars as part of the ¡Más Fresco! More Fresh program.