

SNAP Nutrition Incentives (GusNIP)

A proven public-private partnership for healthier eating & food system resilience

For millions of Americans, healthy food is too often out of reach. Fortunately, nutrition incentives are changing that.

Nutrition incentives, including SNAP incentives and produce prescriptions, increase fruit and vegetable purchases and consumption among low-income Americans improving nutrition security and contributing to local economies.

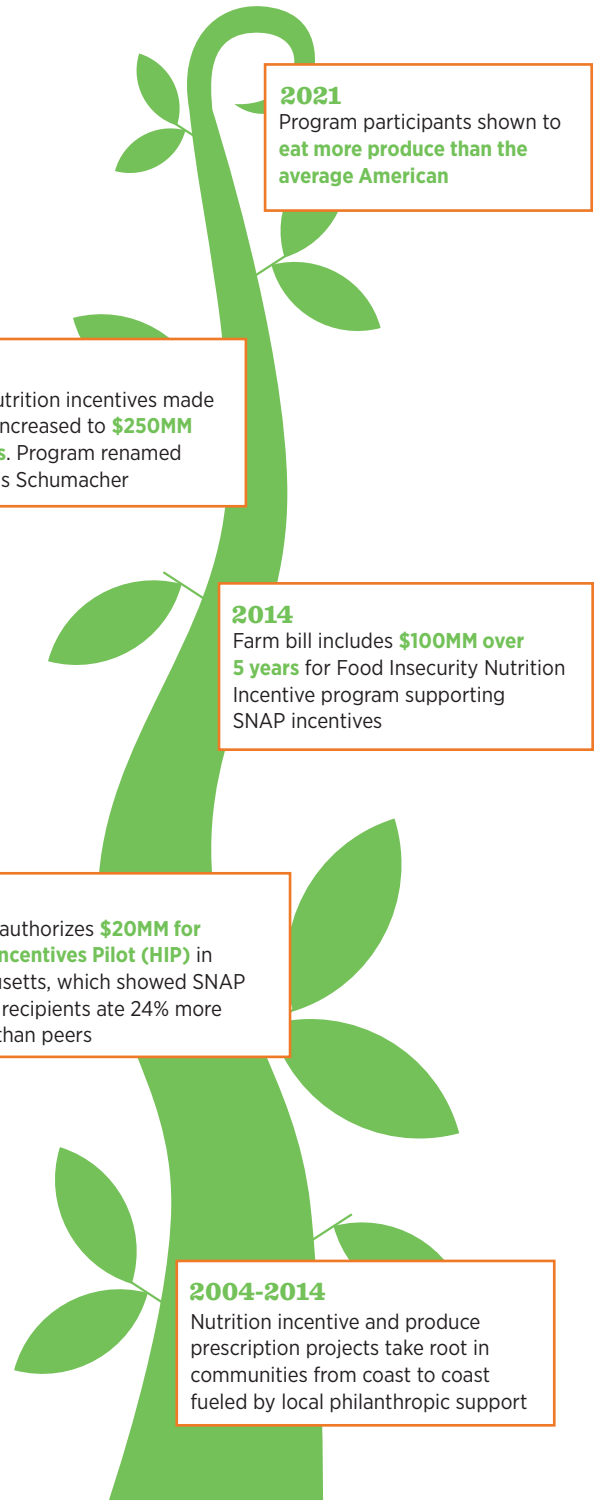
The Gus Schumacher Nutrition Incentive Program (GusNIP formerly FINI) was established in the 2014 farm bill with strong bipartisan backing and a broad coalition of support from agriculture, anti-hunger, public health, retail advocacy and other stakeholders.

The total reach of FINI/GusNIP from 2015-2021:

- 48 States
- \$193 Million
- 200+ projects & thousands of sites including farmers markets, farm stands, grocery stores large and small, and healthcare clinics.

And a growing body of research shows that they work.

- Participants eat more fruits & vegetables than the average American, growing consumption over time.¹
- In 2021 alone, incentive spending at local food retailers generated an economic impact of approximately \$41MM – a 24% increase from 2020.¹
- Research indicates statewide expansion of SNAP incentive programs could yield \$3 of economic impact for every incentive dollar spent.²



2021
Program participants shown to eat more produce than the average American

2018
Funding for nutrition incentives made permanent & increased to **\$250MM over five years**. Program renamed in honor of Gus Schumacher

2014
Farm bill includes **\$100MM over 5 years** for Food Insecurity Nutrition Incentive program supporting SNAP incentives

2008
Farm bill authorizes **\$20MM for Healthy Incentives Pilot (HIP)** in Massachusetts, which showed SNAP incentive recipients ate 24% more produce than peers

2004-2014
Nutrition incentive and produce prescription projects take root in communities from coast to coast fueled by local philanthropic support



Fair Food Network is a national nonprofit on a mission to grow community health and wealth through food. In 2009, it piloted a model for nutrition incentives in Detroit. Today, Double Up Food Bucks is a statewide effort in Michigan at 250+ sites powered by federal, state, and philanthropic support. Double Up is also a national model for SNAP incentives in dozens of states. Fair Food Network also leads technical assistance and innovation for the Nutrition Incentive Hub supporting the growing community of nutrition incentive and produce prescription projects.

FairFoodNetwork.org | DoubleUpFoodBucks.org

SNAP Nutrition Incentives (GusNIP)

Nutrition Incentives A Triple-Win



Families Have Healthy Food

- Increases access to & purchasing power for fruits and vegetables
- Demonstrated change in eating habits



Farmers Get A Financial Boost

- Expands direct & wholesale markets
- Increases farmer sales & revenue
- Provides a gateway for beginning farmers



Communities Thrive

- Keeps food dollars local
- Supports local grocery retailers
- Fosters rural-urban connections & food system resilience

How It Works

See how one model is generating wins from farm to fork.



1. Shoppers visit a participating farmers market or grocery store



2. SNAP dollars spent on fruits & vegetables are matched dollar for dollar with Double Up Food Bucks



3. Shoppers use earned Double Up Food Bucks to bring home more fruits and vegetables



4. Participating sites prioritize locally grown produce ensuring Double Up is also a win for local farmers

Looking Ahead: 2023 Farm Bill Considerations

Ensure **ADEQUATE FUNDING** to support *equitable access* while meeting *growing demand*

REDUCE 1:1 MATCH which is *excluding* some communities from accessing funding and *impeding scale* including expansion in grocery stores

ADVANCE EQUITY by *expanding SNAP recipient access* to benefits across all geographies

Append **PROGRAM DESIGN** to improve implementation and *advance program reach & impact*

At-A-Glance: GusNIP & 2018 Farm Bill

- Competitive grant program administered by NIFA (National Institute for Food & Agriculture)
- \$1 to \$1 non-federal match requirement
- Eligible entities include government agencies and nonprofits
- Projects must:
 - Increase produce purchases through an incentive at point of purchase
 - Have State SNAP agency support
 - Participate in independent evaluation
- NEW**
 - Produce Prescription competitive grants for projects that provide “prescriptions” encouraging produce consumption.
 - NEW Establishes Nutrition Incentive Program Training, Technical Assistance, Evaluation & Information Center (NTAE Nutrition Incentive Hub) to provide training, technical assistance, reporting, and evaluation support to GusNIP grantees and applicants.

In 2019 and 2020, USDA NIFA funded 52 GusNIP projects with awards ranging from \$40,000 over one year to \$12.5 million over four years.