

Economic Impact of Feeding Florida's Nutrition Incentive Project

October 2020 - August 2022

Described as a "triple win," nutrition incentive projects:

- Support consumers with limited income in purchasing and consuming more fruits and vegetables
- Improve the food security and health of SNAP participants
- Enhance the economic resilience of communities, farmers, and retailers across the United States

The total economic impact of Fresh Access Bucks Retail's nutrition incentive project includes the increased household purchases of fruits and vegetables (total amount of incentives redeemed) and the re-spending of those incentive dollars in the economy by individuals and businesses along the supply chain.



\$98,995,354

Total Economic Impact

Incentives Redeemed



\$70,710,967

At Brick and Mortar Sites

Economic Impact



\$98,995,354

At Brick and Mortar Sites



Brick and Mortar Sites include supermarkets, grocery stores, co-ops, dollar stores, corner stores/bodegas, and convenience stores.

An **economic multiplier** is used to calculate economic impact. It describes the total increase in output within an economy due to a \$1 increase in spending. The estimates used for this calculator are based on 2021 agricultural and food sector data, and represent economic activity at that time.

The **economic impact** represents the amount of money generated in Florida from Fresh Access Bucks Retail's nutrition incentive project sales. This was calculated with a 1.4 economic multiplier for brick and mortar and utilizes a self-reported amount of incentives redeemed at each site type.

To learn more about the methodologies of this calculator, please visit: www.nutritionincentivehub.org/resources/economic-impact-calculator



The Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) is supported by Gus Schumacher Nutrition Incentive Program grant no. 2019-70030-30415/project accession no. 1020863 from the USDA National Institute of Food and Agriculture.