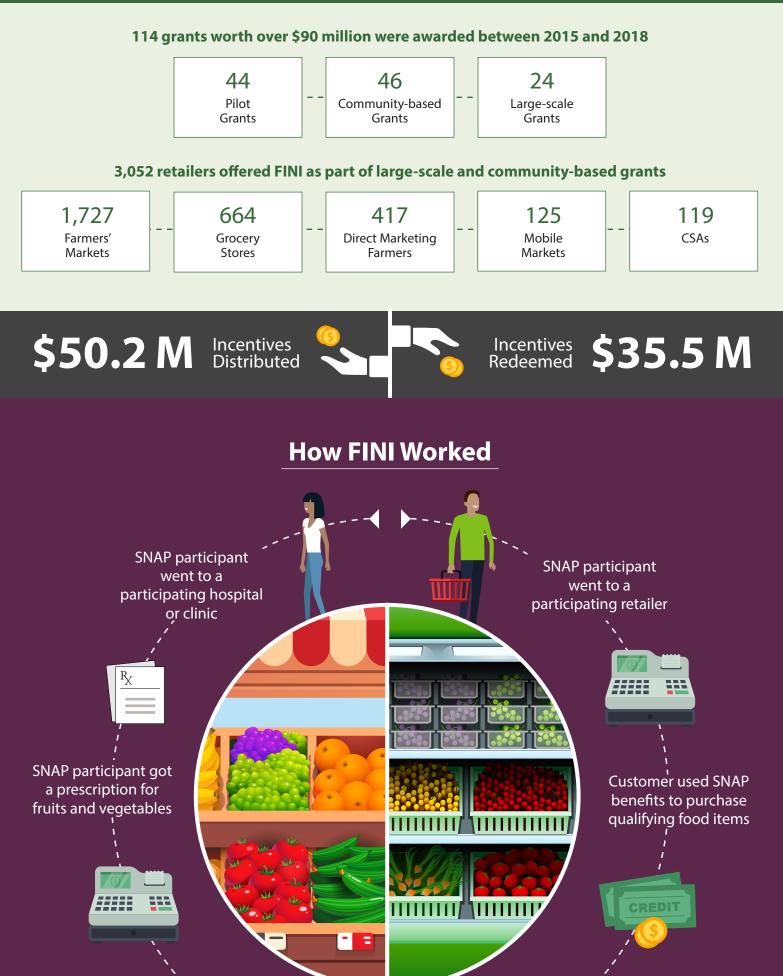
**Evaluation of the Food Insecurity Nutrition Incentives Grant Program** 

The FINI grant program was created in 2015 to increase the purchase of fresh fruits and vegetables by Supplemental Nutrition Assistance Program (SNAP) participants.



Retailer provided an instant discount for produce \_\_\_\_\_purchases

Retailer provided an instant discount or funds for future produce purchases

"We have increased our sales and also benefited our community. We purchase more from our local suppliers and sell more produce to our customers." - FINI Retailer > Increase fruits

## **FINI Benefits**

Participant Gains

> Stretch food budget

> Try new fruits and

vegetables

> Access healthier

foods

Grantee Gains

- Improve food access
  Increase purchase of fruits and vegetables by SNAP participants
- > Support local farmers

"It's really a treat to have them because... I did not think I could afford it...then I look in my wallet and there are the Double Bucks. It's a real incentive."

– SNAP Participant



SNAP participants reported an increase in average monthly spending on fruits and vegetables

+\$9.37\* +\$3.83 +\$15.32\* +**\$9.90** PER MONTH PER MONTH PER MONTH PER MONTH Participant lived Participant lived Participant lived Participant lived near a FINI near a near a FINI near a grocery store and **FINI** market market and FINI grocery store shopped there at shopped there at least once in the least once in the year prior to year prior to project inception project inception

\* Statistically significant (p<0.05). NOTE: Participants were surveyed prior to project inception and 6 months after inception.

# Strategies for Success



### Gaining Retailer Buy-In

- > Stagger rollout at retailers to test technology and incentive distribution/redemption procedures.
- > Create data systems to facilitate data reporting.
- > Offer ongoing retailer trainings and provide simple handouts depicting program details.

"Honestly, I think the staggered system worked better for us. Trying to implement it all at once at a number of locations might have been a little overwhelming."

– FINI Grantee

<u>[A]</u> wrap-around

1 1 51 5

> Share success stories with retailers.



#### Marketing and Outreach

- > Conduct needs assessment and use findings to tailor the program.
- > Use multiple strategies to create program awareness and understanding.
- Collaborate with other grantees and community organizations.
- > Provide program materials to SNAP participants at various venues and through mail.



#### Simplifying Program Structure

- > Offer incentive amounts that are easy to understand.
- > Simplify types of products eligible to earn and redeem incentives.
- > Set expiration dates for incentive use.

promo strategy is helpful and important too, because it reinforces the message." – FINI Grantee

> "I'm really proud of the way that the program has stabilized, and I think we did a really good job last year of making sure we were listening to the partners, we were listening to the retailers, and we were listening to the participants... I think we've got a system that really is replicable now."

> > – FINI Grantee

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