



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.

114 grants worth over \$90 million were awarded between 2015 and 2018

44

Pilot
Grants

46

Community-based
Grants

24

Large-scale
Grants

3,052 retailers offered FINI as part of large-scale and community-based grants

1,727

Farmers'
Markets

664

Grocery
Stores

417

Direct Marketing
Farmers

125

Mobile
Markets

119

CSAs

\$50.2 M

Incentives
Distributed



Incentives
Redeemed

\$35.5 M

How FINI Worked



"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

FINI Benefits

Grantee Gains

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

Participant Gains

- > Access healthier foods
- > Stretch food budget
- > Try new fruits and vegetables

"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

Farmers Markets

Grocery Stores

92%

Increased produce sales

66%

100%

Increased profits

46%

96%

Willing to participate in program again

90%

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

+\$3.83

PER MONTH
Participant lived
near a
FINI market

+\$15.32*

PER MONTH
Participant lived
near a FINI
market and
shopped there at
least once in the
year prior to
project inception

+\$9.37*

PER MONTH
Participant lived
near a
FINI grocery store

+\$9.90*

PER MONTH
Participant lived
near a FINI
grocery store and
shopped there at
least once in the
year prior to
project inception

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

Strategies for Success

1

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.
- > Share success stories with retailers.

2

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.

3

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.

"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

"[A] wrap-around 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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References:

Vericker, T., Dixit-Joshi, S., Taylor, J., et al. (May 2019). *The Evaluation of Food Insecurity Nutrition Incentives (FINI) Interim Report* (for the U.S. Department of Agriculture, Food and Nutrition Service). Rockville, MD: Westat. Available at: <https://www.fns.usda.gov/snap/evaluation-food-insecurity-nutrition-incentives-interim-report>.

Vericker, T., Dixit-Joshi, S., Giesen, L., et al. (November 2021). *Evaluation of the Implementation of Food Insecurity Nutrition Incentives (FINI): Final Report* (for the U.S. Department of Agriculture, Food and Nutrition Service). Rockville, MD: Westat. Available at: <https://www.fns.usda.gov/snap/evaluation-implementation-food-insecurity-nutrition-incentives-fni-final-report>.

