SNAP Produce Incentives

Families bring home more healthy food

Farmers make more money

More dollars stay in local economy, strengthening communities
Spreading the Model

Active Double Up program as of Jan 2018
Fair Food Network supporting healthy food incentive efforts
Families eat more healthy food.

- Eat more produce
- Eat a greater variety of produce
- Buy less junk food
- Reducing hunger
- Reaching those who need it most
Grocers’ businesses thrive.

Incentives work in all kinds of retail outlets.

- Boost produce sales
- Expand produce offerings
- Stimulate extra wholesale deliveries
- Help grocers better serve their customers
- Distinguish stores in the marketplace
Farmers get a financial boost.

Maintaining link to local agriculture is possible and expands benefits.

- Increase farmers market sales by more than the amount of SNAP and Double Up spent
- Beginning farmers experience the greatest economic impact
- More land into production, more crops, new equipment
- Help farmers scale production through increased demand
INCENTIVES ARE BENEFITTING MORE PEOPLE IN MORE PLACES BECAUSE OF THE FOOD INSECURITY NUTRITION INCENTIVE PROGRAM.