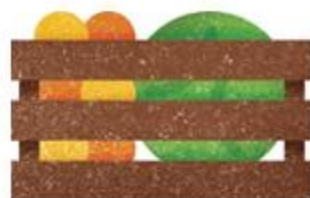




SNAP Produce Incentives



Families bring home more healthy food



Farmers make more money



More dollars stay in local economy, **strengthening communities**



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.



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