



**Assumptions:**

- If SNAP participants have access, and receive incentives, for purchasing fruits and vegetables, they will be more inclined to use their benefits to purchase fruits and vegetables at Farmers Markets, Farm Stands, Mobile Markets, and CSAs.
- Through the support of an expanded and improved network of Regional Partners, there will be an increase in SNAP and incentive redemptions at the points of sale.
- Improved technologies will increase access for clients and ease participation for retailers.

**External Factors:**

- Clients have options of where to purchase fruits and vegetables, with access to points of sale dependent upon transportation, convenience and awareness.
- Limited resources and competing priorities could impact the level of participation of Regional Partners.
- Enhanced technology may increase complexity of processing SNAP and incentives.