

HEALTHY INCENTIVES PROGRAM

Increasing Access to Healthy Foods

Hundreds of thousands of households in Massachusetts rely on SNAP (Supplemental Nutrition Assistance Program) benefits to feed their families each month, and are limited in their ability to purchase fresh, local, healthy foods.

Thanks to a grant from USDA and collaboration among state agencies, non-profit organizations, and farmers, beginning in April 2017, the Healthy Incentives Program (HIP) will match each SNAP dollar spent on fruits and vegetables at farmers' markets, farm stands, CSAs, and mobile markets statewide.

Over a million dollars more in healthy foods will be available to SNAP families over three years, helping to supplement their family's food purchases, with the money from those purchases going to support local farms.

HOW DOES IT WORK?

SPEND SNAP TO EARN HIP



Customers purchase fruits and vegetables using their SNAP benefits.



Each dollar spent adds another dollar instantly to customers' accounts.



Receipt displays customers' incentive earnings for easy tracking.



Monthly HIP incentives range from \$40-\$80, depending on household size.



Help MA families and farms thrive by investing in HIP

The HIP Coalition is looking for statewide partners (hospitals & health centers, private foundations, non-profits) to provide financial support to the HIP-FINI Trust. This will help leverage federal, state, and private dollars to realize a successful HIP project implementation. Help us reach our goal of \$2.2 million before December 2016 by contacting Frank Martinez Nocito at 617-308-5826 or frank.martineznocito@state.ma.us.

Building on Success: How Do We Know This Works?

Implemented in Hampden County, MA from 2011-2012, the Healthy Incentives Pilot offered 30 cents back for every SNAP \$1 spent on fruits and vegetables. This resulted in a 26% increase in fruit and vegetable consumption by participants.

With the Pilot's success, USDA created the Food Insecurity Nutrition Incentive (FINI) grant program to support projects that incentivize SNAP customers' purchase of fruits & vegetables. We now have USDA's support to expand the incentive pilot into a statewide program.

