





Situation

Activities

Outputs

Outcomes

- Limited access to fruits and vegetables among SNAP households
- Limited points of sale to process SNAP benefits
- Low SNAP redemption at points of sale
- Minimal access to locally grown and culturally appropriate fruits and vegetables
- Limited retailer outreach capacity in connecting to SNAP households
- Technology constraints for processing SNAP and incentives
- Limited retailer support in processing SNAP and incentives

 Knowledge and experience from prior incentive program

Inputs

- Technical expertise in nutrition, agricultural direct marketing, and EBT systems
- Regional cross-sector coalition: agriculture, public health, and food access
- Collaborative efforts between DTA and partner agencies
- Paid, in-kind and volunteer staff support from state agencies and broad network of community partners

- Implement benefit redemption technology
- Provide outreach, education, training, and support to SNAP clients and retailers
- Promote culturally appropriate foods
- Expand access to locally grown fruits and vegetables for SNAP households
- Increase support to agricultural points of sale in processing SNAP and incentives

- Dollar-for-dollar incentive for purchase of fruits and vegetables
- Innovative methods and strategies for increasing access to fruits and vegetables
- Innovative and improved benefit redemption systems
- Direct-to-consumer sales marketing
- Access to culturally appropriate fruits and vegetables
- Regional support network for SNAP clients and retailers

Knowledge

Action

Conditions

- How to access SNAP to purchase locally grown fruits and vegetables
- How to increase SNAP redemptions at points of sale
- Preferred method of benefit redemption for clients and retailers

- Use SNAP benefits and incentives for purchasing locally grown fruits and vegetables
- Increase purchase of locally grown fruits and vegetables
- Increase economic activity

- Increased SNAP customers and SNAP and incentive redemptions at points of sale
- Increased access to fruits and vegetables
- Enhanced benefits redemption systems
- Vibrant agricultural economy
- Improved support network for SNAP clients and retailers

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.