

MASSACHUSETTS HEALTHY INCENTIVES PROGRAM (HIP)

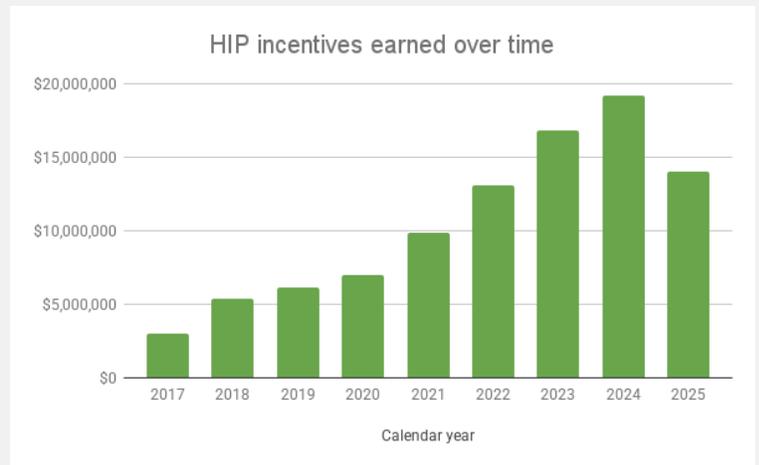
The Healthy Incentives Program means healthy families, sustainable farms, and a strong local economy. Operated by the Massachusetts Department of Transitional Assistance (DTA), the program provides a dollar-for-dollar reimbursement when SNAP users buy fresh, healthy, local food directly from Massachusetts farmers.

SINCE HIP BEGAN IN APRIL 2017:

According to data from DTA, SNAP households have purchased more than \$95 million from local farmers in healthy, local foods. More than 230,000 households / 345,000 individuals have used HIP.

In a recent month:

- 60% of those families include a senior, who needs less medical attention when they eat healthy foods.
- 21% of those families included children, who do better in school when they eat healthy food.
- 36% of those families include a person with a disability.



285

HIP farmers across the Commonwealth sell food at farmers markets, CSAs, farm stands and mobile markets at almost **600 points of sale**.

1.23

daily servings of fruits and vegetables per person purchased on average by HIP customers, reducing the incidence of dietary related illnesses and public health care costs

100

new vendors added in 2022 to address disproportionately low usage among African American SNAP clients and SNAP clients with disabilities

\$179M

additional local economic impact

Each HIP dollar spent results in an additional \$2 in local economic impact, when farmers spend those dollars on local goods and services. HIP also helps decrease MA's estimated \$2.4B in avoidable costs related to food insecurity and hunger by increasing access to healthy foods for vulnerable people

PLEASE SUPPORT:

**\$29.7 MILLION FOR HIP, LINE ITEM 4400-1004,
IN THE FISCAL YEAR 2027 BUDGET**

HIP helps build an economically sustainable food system, helping make healthy food available to more people, and supporting farmers to be able to charge fair prices for what they grow, allowing them to better steward their land, protect natural resources, and contribute to the local economy.