

Massachusetts Healthy Incentives Program (HIP)

Fact sheet citations

Since HIP began in April 2017:

SNAP households have purchased more than \$94 million from local farmers in healthy, local foods¹

More than 230,000 households / 391,000 individuals have used HIP.

In recent months:

- 61% of those families included seniors, who need 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.

294 HIP farmers across the Commonwealth sell food at farmers markets, CSAs, farm stands and mobile markets at nearly 600 points of sale.²

¹ <https://www.mass.gov/lists/healthy-incentives-program-fact-sheets>

² <https://dtafinder.com/>

In a study of program operations, HIP participants on average purchased 1.23 daily servings of fruits and vegetables per person. This helps reduce the incidence of dietary related illnesses and public health care costs.³

HIP helps lessen MA's estimated \$2.4 billion in avoidable costs related to food insecurity and hunger in MA by increasing access to healthy foods to vulnerable people.⁴

Each HIP dollar spent results in an additional \$2 in local economic impact, when farmers spend those dollars on local goods and services. So HIP has resulted in an additional \$162 million in local economic impact.⁵

To address disproportionately low usage among African American SNAP clients and SNAP clients with disabilities, in 2022 the program added 100 vendors who expressed a commitment to addressing these inequities.⁶

All data as of 2/1/2026

³ https://publications.jsi.com/JSIInternet/Inc/Common/_download_pub.cfm?id=22529&lid=3

⁴ <https://childrenshealthwatch.org/an-avoidable-2-4-billion-cost-the-estimated-health-related-costs-of-food-insecurity-and-hunger-in-massachusetts/>

⁵ <https://www.spur.org/publications/research/2021-02-04/economic-contributions-expanding-healthy-food-incentives>

⁶ <https://www.mass.gov/info-details/healthy-incentives-program-hip-notice-of-opportunity-noo-criteria>