

Fruit and Vegetable Incentives (GusNIP)

A proven public-private partnership for healthier eating & food system resilience

For millions of Americans, healthy food is out of reach. Fortunately, fruit and vegetable incentives are changing that.

Fruit and vegetable incentives, including SNAP incentives and produce prescriptions, increase fruit and vegetable purchases and consumption among low-income Americans improving nutrition security and contributing to local economies.

The Gus Schumacher Nutrition Incentive Program (GusNIP formerly FINI) was established in the 2014 farm bill with strong bipartisan backing and a broad coalition of support from agriculture, anti-hunger, public health, retail advocacy and other stakeholders.

The total reach of FINI/GusNIP from 2015-2021:

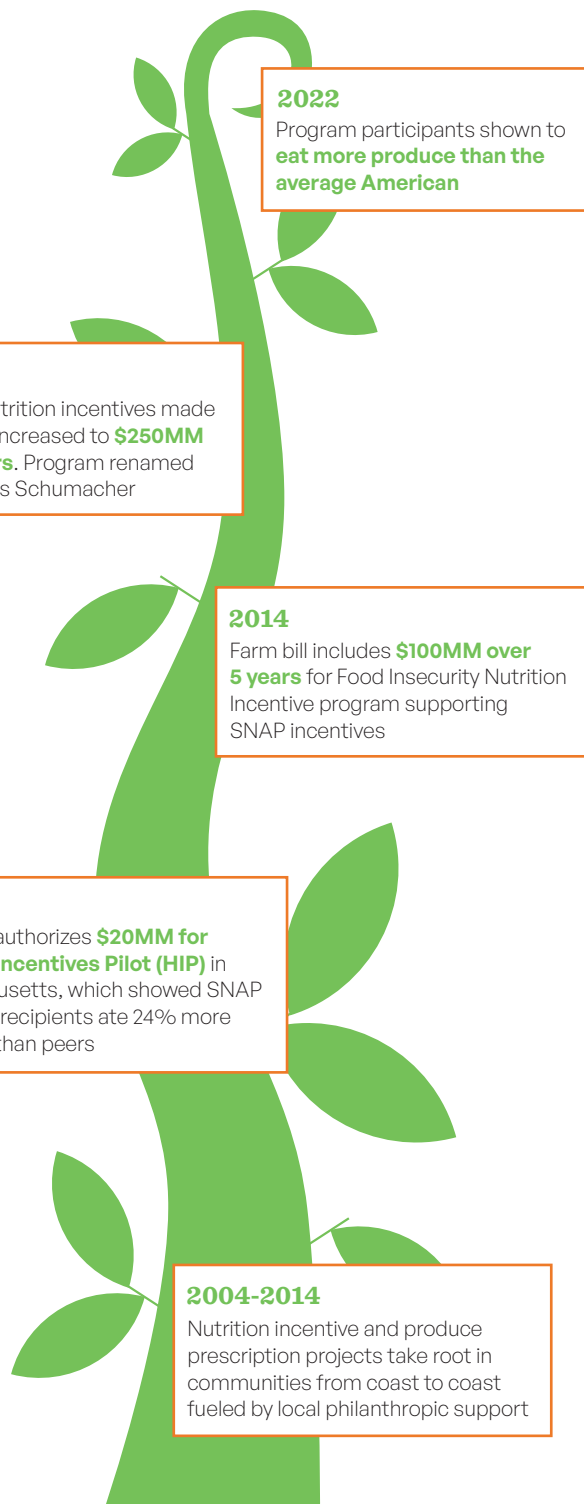
48 states

\$193m

in fresh produce for American families

200+ projects

and thousands of sites, including farmers markets, farm stands, grocery stores large and small, and healthcare clinics.



Fair Food Network is a national nonprofit on a mission to grow community health and wealth through food. In 2009, it piloted a model for nutrition incentives in Detroit. Today, Double Up Food Bucks is a statewide effort in Michigan at 250+ sites powered by federal, state, and philanthropic support. Double Up is also a national model for SNAP incentives in dozens of states. Fair Food Network also leads technical assistance and innovation for the Nutrition Incentive Hub supporting the growing community of nutrition incentive and produce prescription projects.

FairFoodNetwork.org | DoubleUpFoodBucks.org

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Fruit and Vegetable Incentives A Triple-Win



Families Have Healthy Food

- Increases access to & purchasing power for fruits and vegetables
- Demonstrated change in eating habits



Farmers Get A Financial Boost

- Expands direct & wholesale markets
- Increases farmer sales & revenue
- Provides a gateway for beginning farmers



Communities Thrive

- Keeps food dollars local
- Supports local grocery retailers
- Fosters rural-urban connections & food system resilience

How It Works

See how one model is generating wins from farm to fork.



1. Shoppers visit a participating farmers market or grocery store



2. SNAP dollars spent on fruits & vegetables are matched dollar for dollar with Double Up Food Bucks



3. Shoppers use earned Double Up Food Bucks to bring home more fruits and vegetables



4. Participating sites prioritize locally grown produce, ensuring Double Up is also a win for local farmers

Making an Impact



Economic Impact

In 2021 alone, incentive spending at local food retailers generated an economic impact of approximately \$41MM – a 24% increase from 2020.¹



Growing Consumption

Research shows that participants eat more fruits & vegetables than the average American, growing consumption over time.²

At-a-Glance: GusNIP & 2018 Farm Bill

- Competitive grant program administered by National Institute for Food & Agriculture (NIFA)
- \$1 to \$1 non-federal match requirement
- Eligible entities include government agencies and nonprofits
- Projects must:
 - Increase produce purchases through an incentive at point of purchase
 - Have State SNAP agency support
 - Participate in independent evaluation
- Produce Prescription competitive grants for projects that provide “prescriptions” encouraging produce consumption (no match requirement)

NEW

- Establishes Nutrition Incentive Program Training, Technical Assistance, Evaluation & Information Center (NTAE Nutrition Incentive Hub) to provide training, technical assistance, reporting, and evaluation support to GusNIP grantees and applicants

In 2021, USDA NIFA funded 63 GusNIP and GusCRR projects with awards ranging from \$100,000 over one year to \$6.3M over four years.

1. Gus Schumacher Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (GusNIP NTAE). (2021). *Year 2 Impact Findings*. Available at <https://www.nutritionincentivehub.org/media/fjohmr2n/gusnip-ntae-impact-findings-year-2.pdf>

2. Thilmany D, Baumann A, Love E, Jablonski Becca BR. January 2021. *The Economic Contributions of Healthy Food Incentives*. [fairfoodnetwork.org/wp-content/uploads/2021/01/Economic_Contributions_Incentives_2_2_21.pdf](https://www.fairfoodnetwork.org/wp-content/uploads/2021/01/Economic_Contributions_Incentives_2_2_21.pdf)