

Fruit and Vegetable Incentives

The National Grocers Association (NGA) represents 21,000 independent community grocers and wholesalers across the United States. Independent community grocers account for 33 percent of all grocery sales, exceeding \$250 billion, and more than 1 million American jobs.

What are nutrition incentives?

Nutrition incentives provide extra food dollars to help low-income shoppers put healthy fruits and vegetables on the table. Empowering SNAP participants to eat healthily now will help cut down on far more costly medical bills later. Research has shown that incentives increase purchases of fruits and vegetables. Retailers support this program because it increases customer loyalty and

How do they work?

SNAP incentives and produce prescriptions are two primary approaches authorized by the Farm Bill under the Gus Schumacher Nutrition Incentives Program (GusNIP).

- SNAP incentives provide matching dollars for SNAP benefits spent on fruits and vegetables.
- Produce Prescriptions are issued by healthcare providers to patients whose health conditions could be improved by eating more fruits and vegetables.

NGA's Vision for the Future of GusNIP

Statewide Expansion

- To ensure more dollars go to project participants, only allowing one non-profit or local government to apply per state.
- They should enter into a cooperative agreement between USDA Food and Nutrition Service, USDA National Institute of Food and Agriculture, and SNAP State Agencies or a non-profit/local government partnership to scale incentives statewide.
- Within 5 years of entering into the cooperative agreement, the responsible organization should have implemented efficiencies that reduce administrative costs to less than 20%.
- Create EBT technology to streamline program acceptance at grocery stores.

Produce Prescriptions

- We recommend maintaining PRx funding at 10% of GusNIP as an important research and infrastructure component of the program but begin the process of moving this program to HHS.

At the HEART of the community.

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Nutrition Incentive Bills Supported by NGA

Opt for Health with SNAP (OH SNAP) Act / Close the Fruit and Vegetable Gap Act

- The OH SNAP Act scales up the mandatory funding for GusNIP to \$3.5 billion over the 5 years and eliminates the local cost share requirement.

GusNIP Expansion Act

- The GusNIP Expansion Act increases the federal match to 80%, creates new USDA cooperative agreements to scale incentives programs statewide, and prioritizes grants for fruits and vegetables incentives projects that work in a variety of retail settings such as independent retailers.

GusNIP Improvement Act

- The GusNIP Improvement Act increases funding to \$1.5 billion, increases the federal match to 90%, creates new tier-level to scale incentives programs statewide, allows retailer services and wages to be used as a match, and prioritizes grants incentives projects that work in a variety of retail settings such as independent retailers.

Supporting All Healthy Options When Purchasing Produce (SHOPP) Act

- The SHOPP Act modifies GusNIP to include frozen produce.

The benefits go far beyond SNAP participants.

Increased adoption of nutrition incentives by independent grocers have not only been proven to increase consumption of fruits and vegetables, they help boost local economies.

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