SNAP Healthy Food Pricing Incentive Programs: State Comparison & Evaluation

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Abstract

This report discusses results from surveys and oral interviews conducted by The Harkin Institute for the purpose of providing state policy recommendations to support Supplemental Nutrition Assistance Program (SNAP) healthy food pricing incentive programs. The survey was sent to organizations that currently lead their state in administering these programs, but which do not receive funding from a state-government entity. The oral interviews were conducted with organizations that also currently lead their state in administering incentive programs and have succeeded in obtaining funding from their state government. The survey results and oral interviews will be used to compare the answers between the two sub-groups and their beliefs on whether healthy food pricing incentive programs have an impact on the economy, increase food security among SNAP participants, impact the health of SNAP participants, and are feasible, scalable, and acceptable among SNAP participants, vendors, and stakeholders. Due to COVID, many programs are struggling to keep their programs running, and therefore response rates were not as high as initially hoped due to different agencies' busy schedules and their disinterest in reporting the data that they have gathered during this time. However, general conclusions can still be drawn from the responses recorded. Based on the respondents' answers, state funded programs reach more communities across the state; have a greater number of vendors, especially farmers markets, available for participants; and can retrieve feedback on a much greater scale from vendors, participants, and stakeholders. However, both state-funded and non-state funded programs recognized partisanship as their greatest barrier in achieving funding from the state.

Glossary of Terms

CSA – Community-supported Agriculture

DUFB – Double Up Food Bucks

EBT – Electronic Benefits Transfer

FINI – Food Insecurity Nutrition Incentive Program

FFN – Fair Food Network

GusNIP – Gus Schumacher Nutrition Incentive Program

HIP – Healthy Incentives Pilot

SNAP – Supplemental Nutrition Assistance Program

THI – The Harkin Institute for Public Policy & Citizen Engagement

USDA – United States Department of Agriculture

WIC – Special Supplemental Nutrition Program for Women, Infants, and Children

Introduction

Our analysis looks at current research regarding SNAP Healthy Food Pricing Incentive Programs (incentive programs). These incentive programs vary from state to state, with the most popular being Double Up Food Bucks, often supported by the anti-hunger nonprofit organization Fair Food Network. These programs are funded through a competitive grant through the United States Department of Agriculture (USDA). As part of the 2014 Farm Bill, the USDA created the Food Insecurity Nutrition Incentive (FINI) grant program, which has since been renamed the Gus Schumacher Nutrition Incentive Program (GusNIP). While these grants go a long way in helping states implement incentive programs, often additional state funding is required or necessary for the programs to continue or reach a larger portion of the SNAP population.

The Harkin Institute (THI) developed and deployed a survey and conducted oral interviews to analyze different state approaches to incentive programs and whether they were able to obtain state funding. The results can help programs in need of funding understand how to obtain an appropriation from the state legislature when requesting funds. The results will also hopefully be able to help all states, regardless of their ability to obtain funding, become more successful in the future, specifically regarding the program's economic impact in the community, the food security of the state, the health outcomes of the participants, and the feasibility, scalability, and acceptability of the program. At the end, THI made recommendations for state policy hoping that states that need funding will use other states' tactics to obtain additional funding from the state government in order to improve or grow their program.

Overview of SNAP Healthy Food Pricing Incentive Programs

The Supplemental Nutrition Assistance Program (SNAP) was initially developed to prevent hunger, enable people to work, and help children to grow and thrive, but SNAP does little to address the consequences of "inadequate dietary intake, suboptimal development and function, increased hospitalizations…and poorer management of chronic diseases".[1] SNAP healthy food pricing incentive programs (incentive programs) grew from a desire to encourage SNAP participants to eat more nutritionally dense foods (e.g., fruits and vegetables). SNAP, unlike the Supplemental Nutrition Program for Women, Infants, and Children (WIC), does not restrict purchases based on nutritional quality. Incentive programs attempt to fill this gap without infringing on individuals' rights to make their own food choices.

The USDA tested the hypothesis that SNAP incentive programs were effective in increasing fruit and vegetable intake found in a 2008 Healthy Incentive Pilot (HIP). The pilot demonstrated that total fruit and vegetable intake increased "by .24 cup-equivalents, or about 26 percent".[2,4] The United States Department of Agriculture (USDA) created the Food Insecurity Nutrition Incentive (FINI) grant program to provide grants to state-based programs working to make healthy food more affordable and accessible for low-income Americans. In 2019, the FINI program was renamed the Gus Schmaucher Nutrition Incentive Program (GusNIP). This grant funding has led to SNAP incentive programs, often called Double Up Food Bucks, where SNAP participants can double the SNAP dollars they use on fruits and vegetables to buy more fruits and vegetables (e.g., for every $1.00 spent on fresh fruits and vegetables, SNAP shoppers get an additional $1.00 to spend on fresh fruit and vegetables).

SNAP Incentive Programs, such as DUFB

Many incentive programs are modeled after, or grew directly from, independent pilot programs in Michigan (Double Up Food Bucks [DUFB]) and Massachusetts (Healthy Incentives Program [HIP]).[3] Because of the rapidly growing body of evidence to support nutrition incentive programs, many cities, states, and regions throughout the U.S. have taken the initiative to implement their own. Even within the DUFB program, which operates in 28 states, each individual program is independently operated at the local level. This has created a patchwork of hundreds of different incentive programs throughout the country, all functioning differently from one another. Forty-nine of the fifty states currently have some form of a healthy food pricing incentive program, with Alaska being the one exception as they only provide a produce prescription program for their state. Many of the states that provide these types of programs, however, do not have a statewide program led by one organization but instead have multiple programs that work regionally within their state to support a specific group of people, whether that be in a city or a county.

Double Up Food Bucks currently operates 30 programs in 29 states including 1,046 grocers and farmers markets. While there are other kinds of SNAP healthy food incentive programs, the Double Up Food Bucks model is the most used and most successful incentive program. Many Double Up Food Bucks programs partner with Fair Food Network (FFN), a nonprofit that pioneers solutions that support farmers, strengthens local economies, and increases access to healthy food. A decade ago, FFN partnered with 5 farmers markets in Detroit, Michigan, to test one of the nation's first healthy food incentive programs. They found that the program was a win-win, as families were able to purchase additional healthy foods and farmers reported an increase in business.

Special Note Regarding Nutrition Programs Not Considered Within This Study

Alaska is the one state that doesn't have a SNAP incentive program, such as DUFB. It does, however, offer a produce prescription program, which allows doctors and other health providers to prescribe individuals "prescriptions" to obtain fruits and vegetables for free with the opportunity to obtain refills if the individual is still in need of access to healthier foods. Produce prescription programs are now able to obtain federal funding through the GusNIP grants, as they were unable to obtain federal funding through the FINI grants. They are often administered by health corporations or through partnerships between health corporations and organizations that do administer healthy food incentive programs. The programs are available at some farmers markets but usually just at grocery stores and supermarkets. There are many other states that offer produce prescription programs but that is not the focus of this study, so we will not be examining them within the survey or the oral interviews.

Benefits of SNAP Incentive Programs

Increased Purchasing Power and Consumption

The defining purpose of nutrition incentive programs is to increase consumption of healthy foods – primarily fruits and vegetables – among SNAP participants. Numerous studies have demonstrated the effectiveness of programs accomplishing this goal.[4,2,5,6] The success of the Double Up Food Bucks program in Michigan has led to its expansion to 28 states since 2005.[2] Incentive programs such as DUFB lower, and sometimes even eliminate, the cost of nutritious foods, like fruits and vegetables making a healthy diet more attainable for individuals with a limited income.

Economic Benefits

Because most incentive programs focus on local business participation and on locally grown produce, they are of great benefit to the local economy. It is estimated that, for every $1 invested in incentive programs, up to $3 is generated in the community.[3] For example, the Massachusetts HIP program is estimated to return $2 to the local economy, while in the state of Hawaii, the DA BUX Double Up program is estimated to generate $2.30 locally.[4]

Overall Satisfaction with Programs

Nutrition incentive programs are a new concept to many. Because there is not currently a universal system of implementation, every program operates differently and with varying levels of impact. Yet, the unifying theme of incentive programs is that, despite the complications inherent to rolling out new programs, the overall perception from participants is positive.

Program Gaps: Where is there room to grow?

Program Reach

Many nutrition incentive programs are limited in their reach, whether they are constrained to a specific geographic location or a certain type of sales venue. Indeed, many SNAP recipients have reported location as a primary barrier to their participation in nutrition incentive programs.[4,5,6,7,8] Additionally, the seasonality of many farmers markets - where many incentive programs are concentrated - makes them a somewhat unreliable source of fresh produce.

Geographic Constraints

Due to the disjointed governance of US incentive programs, many lack the financial and organizational capacity for expansion. An example of this effect can be witnessed in Louisiana, where the state's various incentive programs are primarily funded by private-sector donors and local organizations. Due to this limitation, programs are generally quite small and localized in cities, with rural areas largely unserved. Conversely, the Da Bux Double Up program of Hawaii represents successful efforts to unite incentive programs to achieve a greater impact. Before Da Bux was established in 2019, several independent incentive programs operated in Hawaii. With the program's implementation, incentives expanded into 60 retail locations, increasing access to the program by 272% throughout the state within the first year. Additionally, sales of local produce to SNAP customers increased by 9.4%. Notably, Da Bux receives substantial funding from the State of Hawaii. Geographic expansion of incentive programs is important. Outside of cities, poverty levels are higher, there are fewer opportunities to obtain healthy foods, and diets are less nutritious.[9]

Sales Venue Constraints

More than two-thirds of SNAP benefits are spent in grocery stores and supermarkets.[10] While offering incentives exclusively in farmers markets provides a significant boost to the local farming sector, it greatly limits program participation. In Michigan, the first state to implement Double Up Food Bucks, expansion into grocery stores began in 2013.[2] Although the program was already highly popular and widely used in farmers markets across the state, retail expansion was quickly followed by exponential growth in SNAP and incentive usage. Another model incentive program, the Healthy Incentives Program (HIP) in Massachusetts, performed successfully in over 500 grocery stores throughout the state during its time of implementation. In 2014, the program's researchers noted that limiting the program to farmers markets exclusively would have severely restricted access to the program, prohibiting the level of success, acceptability, and impact that was achieved during the HIP pilot project.[4]

A systematic review of incentive programs conducted in 2019 found that programs operating only in farmers markets were less likely to report significant findings than those which were also offered in stores.[11] Research also suggests that the further consumers are from a farmers market, the less likely they are to redeem their incentives.[3] Practically speaking, expanding incentive programs into grocery stores offers more opportunities for individuals to earn and redeem benefits. While the economic return of farmers markets is a major advantage of incentive programs, taking incentives to where consumers are already using their SNAP benefits, in grocery stores, will likely increase the impact of the programs.

Method of Redemption

As a result of the independent nature of programs and high variance in funding, methods of incentive redemption vary widely between programs. While a few incentive programs, such as Massachusetts' HIP, allow communication between a customer's EBT card and their incentives, most programs do not have the capacity to develop the software required for this type of transaction.[4] Other well-financed programs, including DUFB Mississippi, DUFB New York, and Da Bux utilize Double Up cards or other forms of electronic coupons that can be swiped through the cash register to enhance convenience and encourage participation. Unfortunately, farmers markets and small retail locations often lack the resources to formulate or accept these types of transactions, even in areas with well-funded programs. These locations typically exchange tokens and paper coupons, respectively. Customers may have to keep track of several different methods of incentive redemption; New York, for example, utilizes two types of cards as well as farmers market tokens.

To further complicate the process of using incentives, redemption methods may change depending on funding and availability of materials. For example, in a study published in 2020, one research participant noted that the DUFB program in Utah often ran out of market tokens.[12] The abrupt switch to paper coupons when this happened was confusing to consumers and created a disincentive to utilizing the program.[8] Moran et al noted a significant difference in redemption rates between a study the researchers conducted using paper coupons (53% redemption) and another using an electronic system (82% redemption); the researchers note that this rate likely would have been even higher without system outages that occurred during the study.[15,5,12] A systematic review of incentive programs conducted in 2019 found that electronic incentive redemption was associated with at least one significant effect across studies.[9] Anecdotally, while employed in a grocery store, this author routinely encountered customers who were unable to redeem their DUFB incentives because they had forgotten their coupons at home.[9]

Program Communication & Marketing

Communication about incentive programs has been identified as a major concern related to incentive program usage. Most notably, participants have identified insufficient marketing and confusion regarding redemption rules as primary communication concerns.[8] Because incentive programs are a relatively new concept, often go by different names, and are executed differently between states, and even regions within a state, opportunities for universal promotion are limited, resulting in a lack of awareness of the programs among SNAP participants. Similarly, because of inconsistencies between programs and the unfamiliarity of retailers executing programs, miscommunication of program rules and standards is unfortunately quite prevalent. SNAP participants are at times unaware that an incentive program exists or uncertain of where incentives can be earned and redeemed. One participant in New York stated, "I found the program by accident. . . I didn't see any advertising or anything to tell me about it."[8] Many incentive programs are primarily active in farmers markets; however, most markets do not require all participants to accept incentives. In Louisiana, the locally supported Market Match incentive program is active in New Orleans' Crescent City farmers markets, where all vendors accept all forms of payments. This format eliminates the need for vendors to prominently identify themselves and greatly reduces confusion and uncertainty for shoppers, leading to a more positive and inclusive shopping environment. Increasing funding to individual programs may heighten their capacity for promotion and outreach while allowing them to expand to create a universal redemption system in which consumers aren't left guessing at where they can spend their incentives.

Miscommunication

Inconsistencies in communication create confusion regarding which items are eligible for incentive use, embarrassment at check-out stands when cashiers reject items that have been accepted before or need to consult management, and reluctance to use the program again in the future.[10] Some programs, such as DUFB New York and Da Bux, allow individual retail locations to have a say in which foods are eligible for incentive redemption. This creates multiple levels of confusion, both when shopping between stores and when employees within one store are not all accurately informed regarding store policies for redemption. As one research participant described, *". . .some [cashiers] will say 'ok this is ok' and another might say 'no that's not ok' and that's a big confusing aspect and that happened to me. I got so mad I left and didn't buy anything that day. I was in that line for about 45 minutes." (emphasis added).*[10]

Adding to the frustration of unclear or inaccurately reported guidelines in stores is the fact that detailed information about program standards and functionality can be difficult to locate online, even on program websites. One issue with online communication is that some program incentive rates and rules change as the program expands; if websites are not continually and diligently updated with current information, participants may receive contradicting messages about a program. More frequently, program websites appear to function as a marketing tool for the program more than a medium through which to communicate program details. Information about eligible items and incentive limits are not always readily available or may only be found in a PDF file behind multiple links. One study participant explained, "I had trouble finding out about it. I went online to see. . . I couldn't find more information when I looked for it."[13,14,15,16] Often, DUFB websites highlight the incentive itself, but instructs consumers to visit the customer service desk at their local market or grocery store to learn more about the program.[4,7,9,14]

Implementation of a universal incentive program with clear, effectively communicated rules and standards would increase SNAP recipients' confidence in both the program and their own ability to participate. Currently, there is a great need for more open, public communication regarding important aspects of individual programs that can provide immediate answers to questions such as:

- Is there a limit on either earning or redeeming benefits, and if so, what is it?
- What types of food must be purchased to earn incentives?
- What types of foods are eligible for redemption of benefits? For produce, does it have to be fresh? local? unpackaged? whole or cut?
- How are incentives given (e.g., coupon, card, token)?
- When can incentives be redeemed (e.g., on current transaction, on future transactions, after 24 hours, etc.)?

Stigma

One theme that arises with varying frequency between studies and regions is the unfortunate fact that SNAP users may feel they are being judged or looked down on while shopping. The transition from food stamps to EBT cards has lessened this effect, however, the implementation of incentive tokens or coupons has reinstated an exchange process that publicly identifies individuals as SNAP recipients: *". . .like, a lot of my, um … peers older and younger are embarrassed that they have these coins. And there's, like, that judgment back from the 70s or 80s . . . they actually had paper food stamps . . . so when they did the cards, that was awesome, because you're like, oh yeah … no one knows that I'm poor and need to feed my offspring, and so at the market, those coins are like really bright green wood tokens" (emphasis added).*[1,9,8,20]

Lack of Cooking Knowledge

Research suggests that, although SNAP recipients express a desire to learn more cooking skills, education interventions such as voluntary classes may have limited impact.[12,10,17,18] A solution to this may be to incorporate education into the shopping experience; for example, both farmers markets and retail vendors could be trained and could assist individuals with picking out produce and discussing best methods of storing and cooking each item. Additionally, shoppers could be provided with illustrated handouts containing brief, minimalist cooking instructions, for example how to boil, steam, roast, or sauté a particular vegetable.

Initial Analysis of State Reports

Within THI's research, data was collected from various state reports and other public information to better understand the inner workings of the state SNAP incentive programs. Appendix D includes tables with state specific information and Addendum 1 contains detailed publicly available data on state incentive programs collected by THI. Of the 49 states that have SNAP healthy food incentive programs, 44 (90%) have received federal funding since the creation of the FINI grants. Of those 44, 9 (20%) have received funding only once; 21 (48%) have received funding twice; and 14 (32%) have received funding three or more times.

Of the 49 states that have SNAP healthy food incentive programs, 35 have reported the dollars spent on their program. For example, Maryland reports that in 2020, a total of $17,000 SNAP incentive dollars were spent on the program by participants at the market.[19] In contrast, Nebraska reports that in 2020, $107,000 SNAP incentive program dollars were used.[20] Other states do not have up-to-date information. Additional information can be found in Table 3, located in Appendix D.

The review of state reports found that incentive programs are in a variety of retail settings including farmers markets, co-ops, farm stands, CSAs, mobile markets, retail stores, or online sites. The number of different retail settings that provide incentive programs varied by state. Based on our preliminary findings, 37 states have at least one farmers market and retail store available for the use of benefits. Six states only have farmers markets, three states only have retail stores, two states only have either one farmers market or one retail store in use, and one state does not have any. While the states do differ quite drastically, they all have one thing in common: farmers markets. The reach of the program can also differ based on how many locations offer the program and how accessible the programs' locations are to all SNAP recipients in that county and, furthermore, across the state. Because Maryland only has one retail location, it's to be expected that the program only reaches one of the twenty-three counties (4%).[21] By comparison, Nebraska's program is accepted at 10 retail locations but only reaches three of the state's 99 counties (3%).[25] Larger states tend to see wider reaches, but this is not always the case. Montana's program, for example, reaches thirteen counties (23%) but Georgia's program only reaches seven counties (4%).[25,26]

According to state reports, only 18 states have ever received funding from their state-government or state-agency (37%), and of those 18, only 3 states have ever received this funding more than once (17%). As stated before, not all states fund programs the same way or for the same amount of time. For example, New Mexico provides its program $390,300 per year since the start of 2016, ~$2 million total over five years.[22] States like Hawaii have received multiple appropriations from the state and continue to request more money in subsequent years. For example, in 2019, Hawaii provided $50,000 for the incentive program and in 2020, the state increased funding to $1,000,000.[23] Besides state and federal funding, many states have been able to secure funding through private corporations and donors; 34 states to be specific (69%). This often seems to be the easiest way to secure funding for the program because the government is not involved, and funding is not based on a competitive process. New Mexico, in addition to the state funding it receives can obtain funding through the Thornburg Foundation, Presbyterian Center for Community Health, and McCune Charitable Foundation.[24] Other states, such as Rhode Island, find themselves receiving funding from larger corporations when they are not able to obtain any state funding at all, such as AARP and Blue Cross & Blue Shield.[25] There are other programs like Fair Food Network that provide funding to these programs as well. For example, Vermont and Illinois receive funding from Wholesome Wave, a U.S. nonprofit organization that creates partnership-based programs that enable underserved consumers to make healthier food choices by increasing affordable access to health and locally or regionally grown foods.[26,27]

Finally, some states have provided information about how many participants they have for their SNAP healthy food incentive programs. 23 states (47%) currently report the amount of participation they have, specifically in DUFB programs, but again, how current the information is or how accurate the information is, depends on the state. For example, Iowa provides a current number of 75,334 SNAP users (25%) for the year of 2020, but that doesn't necessarily show how much it has grown.[28] Other states such as North Carolina have only reported 430 SNAP users (<1%) have participated in their program.[29] Looking at the correlation between funding and participation, Iowa receives state, federal, and private funding, and North Carolina receives federal and private funding. While it doesn't appear that federal funding has that great of an effect on participation, as can be seen above, the state that received state funding had a greater participation rate than the one state that did not receive state funding. This is one of the reasons why THI has selected to research whether state funding has a positive correlation with SNAP healthy food pricing incentive program participation rates and outcomes.

It is clear from the analysis of scholarly studies cited above that SNAP incentive programs, such as DUFB, have a lot of success in various areas for those who struggle to afford healthy food, specifically fruits and vegetables. Not only does this provide benefits for the participants of the program, but studies have also confirmed the benefits to the community, specifically through the programs' economic impact. However, as mentioned previously, there is room to grow in the gaps that exist in current programs. Some states have bigger gaps than others, which is why there is a need for research to discern what exactly has created the bigger gaps in many states. The hypothesis investigated in this report exclusively focuses on the effect state funding (appropriations) for healthy food pricing incentive programs has on program success.

Survey and Interview Design and Implementation

Research Strategy and Design

Two methods were designed to gather the data to be used for analysis. They were both constructed and reviewed by The Harkin Institute (THI). The first method was an online survey with 65 open- and closed-ended questions distributed via email to each state's SNAP healthy food pricing incentive program lead organization. The questions included sections on program impact on the economy (e.g., business growth); impact on food security (e.g., number of farmers markets participating in program); impact on participants' health (e.g., total money spent on fruits and vegetables); and the feasibility, scalability, and acceptability of the program (e.g., feedback from vendors, participants, and other stakeholders).

The second method was an oral interview over Zoom, an online video service that can record conversations. The interviews were specifically conducted with organizations who have successfully obtained state appropriations for their healthy food pricing incentive program and included 67 open- and closed-ended questions. However, if a lead organization was unable to participate in an oral interview due to technological limitations or time restraints, a survey with the same questions to be asked in the interview was deployed to these states as well to increase response rates and data available.

The online survey(s) and the Zoom interviews were deemed to be the best method for deploying these questions due to the pandemic and the location of the researchers in comparison to some of the states in question. By deploying a survey and an oral interview, we are comparing the current practices by states and asking what the best strategies are for running a successful and well-funded program. Both surveys and the script for the oral interviews can be found in Appendices A, B, and C.

Data Collection and Data Analysis

The first survey was developed for and deployed to SNAP healthy food pricing incentive program organizations in states that have not received state government-funding for their programs. The survey was emailed to 29 organizations around the United States. These email addresses were aggregated from the public websites of these organizations. The survey was created and implemented in Qualtrics, a popular internet survey platform. A copy of this survey can be found in Appendix A. The SNAP Healthy Food Pricing Incentive Program Survey received 16 responses, providing a margin of error of 17 percent.

The oral interview was developed for and deployed to SNAP healthy food pricing incentive program organizations in states that have received state government-funding for their programs. The interview was conducted through Zoom, a popular online video chat platform, and deployed to 19 organizations around the United States. A copy of the interview script can be found in Appendix B. Four interviews were conducted. These organizations were also given the option to fill out a more extensive survey if they were unable to participate in the interview over Zoom due to technological difficulties or time restraints. This extended survey was created and implemented through Qualtrics as well and deployed to 15 organizations around the United States. A copy of this survey can be found in Appendix C. The SNAP Healthy Food Pricing Incentive Program with State Funding Survey received five responses, providing a margin of error of 24 percent.

Limitations

Because the survey and interview are only administered to states that have some form of a SNAP healthy food pricing incentive program, the results cannot accurately reflect states that have no such program and cannot address why they have chosen not to administer such a program. The survey and the interview were also not completed by all states that have programs leaving some of the data to be non-conclusory due to the high margin of error for both surveys. Combining the two margins of error, provided a 41 percent difference needed to draw accurate conclusions when comparing the answers of the state-funded and non-state-funded programs.

Findings

The first survey was sent to 29 SNAP healthy food pricing incentive program administrators. A total of 16 organizations (55.2%) responded to the invitation to engage in the survey. Of those who responded 13 organizations (81.3%) responded to all the questions listed within the survey. The oral interviews were sent out to 19 organizations that administer SNAP healthy food pricing incentive programs and can obtain state funding for their programs. A total of 4 organizations (21%) responded to the invitation to set up an interview. The second survey was sent out to the remaining 15 organizations that were unable to complete the interview due to technological limitations or time restraints. A total of 5 organizations (33.3%) responded to the invitation to engage in the survey.

Economic Impact

Within this section, organizations were questioned about the number of counties their program can reach, the money generated in local economic activity through the program, and the impact the program has on farmer income and jobs. Of the non-state-funded programs, all 16 reported the number of counties that their program impacts. After comparing the organizations' responses to the number of counties in a single state, we are left with a wide range in percentages of counties reached. For example, the lowest amount is one percent of the counties in a state, but the largest amount is 100 percent of the counties in a state, with an average of 50.5 percent. Likewise, every single state-funded organization reported the number of counties that their program impacts. Again, as with non-state-funded programs, we were able to compare the organizations' responses to the number of counties in a single state, and this presents a somewhat smaller range but still on a large scale. For example, the lowest amount is 30 percent of the counties in a state, but the largest amount is 100 percent of the counties in a state, making it statewide, with an average of 65 percent.

The next question specifically focused on whether, for every dollar spent on healthy food incentive programs, there was money generated in local economic activity. Of the non-state-funded programs, only five states (31.2%) chose to answer this question and provided a range from $0 to $2.00 generated in local economic activity, with an average of $1.40. Of the state-funded programs, only four states (44.4%) chose to answer this question and provided a range of $1.00 to $2.50 generated in local economic activity, with an average of $1.79, which is clearly higher than the non-state-funded organizations.

When asked if the program can increase annual sales for local farmers, 15 non-state-funded organizations (93.8%) replied that it does with only one non-state-funded organization (6.3%) replying it wasn't sure. On the other side of things, five state-funded programs (83.3%) replied that their program increases annual sales for local farmers with one (16.7%) reporting that they weren't sure.

When asked about whether the program created any jobs through implementation of the program, nine non-state-funded organizations (56.3%) said that it had while seven non-state-funded organizations (43.8%) said they didn't know. Contrary, five state-funded organizations (55.6%) said their programs had created jobs, one state-funded organization (11.1%) said their program did not create jobs, and three state-funded organizations (33.3%) said they didn't know.

Finally, states were asked about the size of the program: small, medium, or large. Six non-state-funded programs (37.5%) described their program as small; six non-state-funded programs (37.5%) described their program as medium; and only four non-state-funded programs (25%) described their program as large. On the other hand, no state-funded programs (0%) described their program as small; four state-funded programs (44.4%) described their program as medium; and four state-funded programs (44.4%) described their program as large. One state (11.1%) chose not to answer this question. This question is very important in concluding that state-funded programs can expand to a greater scale, provide more opportunities for their communities, and are able to reach more counties or a wider population across the state.

Table 1: Economic Impact

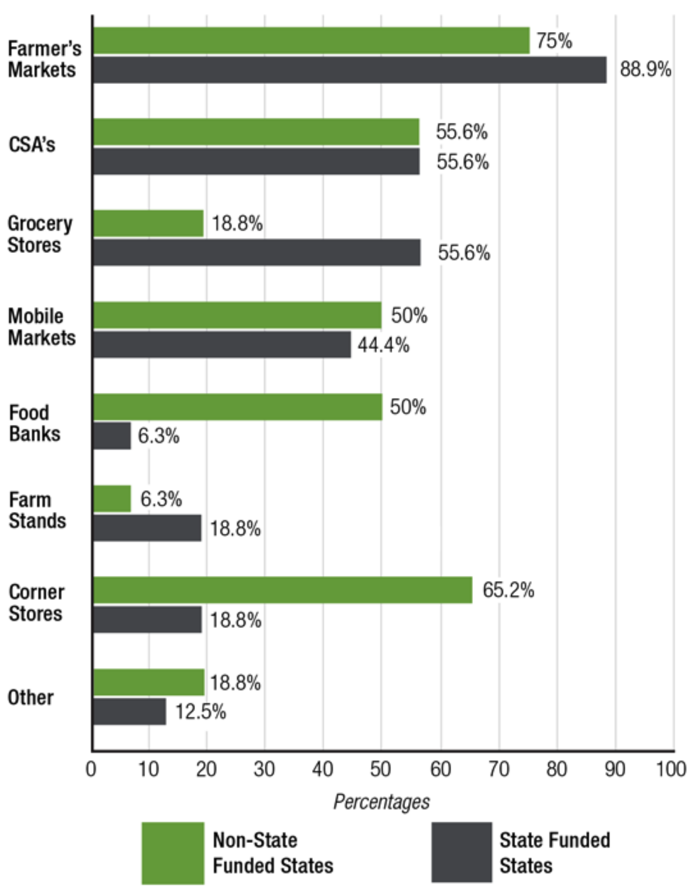
	Non-state-funded States	State-Funded States
Number of counties reached	50.5%	65%
Money generated in local economic activity	$1.40	$1.79
Increase farmer income?	Yes, 93.8%	Yes, 83.3%
Increase jobs?	Yes, 55.3%	Yes, 55.6%

Food Security

In this section, the focus was about the number of retailers through which programs are employed, the participation rate of SNAP individuals, and the dollar amount redeemed through the program. Within the survey, participants were asked about eight different types of retailers that they employ their programs through: farmers markets, CSA's, grocery stores, mobile markets, food banks, farm stands, corner stores, and other. Of the 16 non-state-funded states that answered this portion of the survey, 12 (75%) utilize farmers markets, nine (56.3%) utilize CSA's, three (18.8%) utilize grocery stores, eight (50%) utilize mobile markets, eight (50%) utilize food banks, one (6.3%) utilizes farm stands, ten (62.5%) utilize corner stores, and three (18.8%) utilize other forms of retailers, whatever those may be.

Nine state-funded states completed this portion of the survey and reported that eight (88.9%) use farmers markets, five (55.6%) use CSAs, five (55.6%) use grocery stores, four (44.4%) use mobile markets, one (6.3%) uses food banks, three (18.8%) use farm stands, three (18.8%) use corner stores, and two (12.5%) use other means of employing their program, specifically co-ops.

Figure 1: Comparing Retailors Across States



Fourteen non-state-funded states (87.5%) made it to the second question in this section about participation rates of SNAP users. This ranged from approximately 1,500 SNAP users per state to 50,500 per state. Based on the information provided, we were able to compare their participation rates in their programs to the SNAP participation across the state and came up with a wide range of less than one percent all the way to 25.1 percent participation in the program, which averages out to five percent per state. Seven state-funded states (77.8%) made it this question. Their data provided a range of 3,000 to 150,000 SNAP users per state. Again, we were able to compare participation rates to SNAP participation and were able to deduce a range of less than one percent all the way up to 46.9 percent participation, which averages out to seven percent per state.

Table 2: Food Security

	Non-state-funded States	State-Funded States
SNAP recipient participation rate	5%	7%.
Types of retailers	5% farmers' markets, 56% CSAs, 18.8% grocery stores, 50% mobile markets, 50% food banks, 6.3% farm stands, 62.5% corner stores, 18.8% other	88.9% farmers' markets, 55.6% CSAs, 55.6% grocery stores, 44.4% mobile markets, 6.3% food banks, 18.8% farm stands, 18.8% corner stores, 12.5% other.

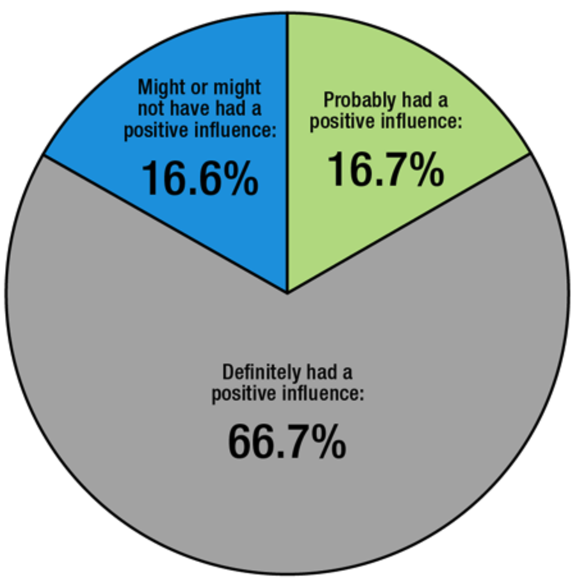
Health Outcomes

In this section, we asked programs whether the fruit and vegetable intake of participants has increased throughout the program, and whether the organization also offers a nutrition literacy opportunity such as SNAP-Ed. Of the non-state-funded programs, 12 organizations (75%) reported that the intake of fruits and vegetables increased for participants throughout the program and two did not know. Of the 12 states that reported an increase, nine states (75%) did not know how much it had increased by and one state (8.3%) shared that the actual number was unknown but that participants had anecdotally shared that their intake had increased. Another state (8.3%) stated that intake had increased by two to three servings and the final state (8.3%) reported that customer evaluation suggested an increase by four servings per week. Of the state-funded programs, six organizations (66.7%) reported that the intake of fruits and vegetables increased for participants throughout the program, and one did not know. Of the six states that reported an increase, three states (50%) did not know how much it had increased; one state (16.7%) shared that it increased approximately 10 percent, another said 80 to 90 percent of respondents told them it had increased, and the final state (16.7%) shared that, from customer surveys, 50 to 60 percent of participants stated that fruit and vegetable intake increased a lot.

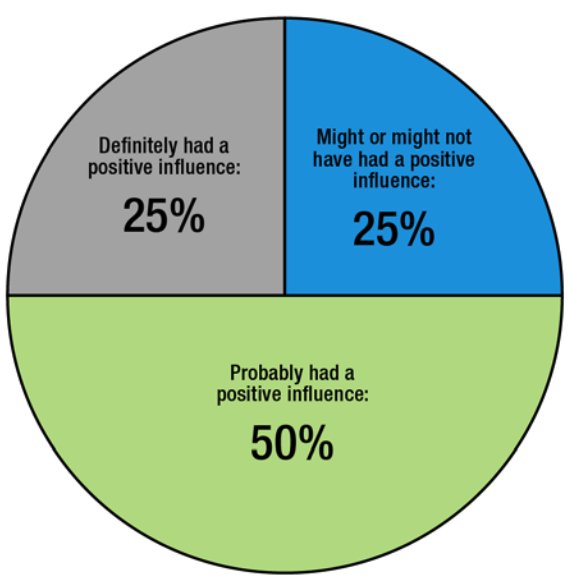
Of the non-state-funded programs, three organizations (25%) thought that their program might or might not have a positive influence on diet-related chronic diseases, six (50%) thought their program probably had a positive influence on diet-related chronic diseases, and three (25%) thought their program definitely had a positive influence on diet-related chronic diseases. Of the state-funded programs, one organization (16.7%) thought that their program probably had a positive influence on diet-related chronic diseases and four states (66.7%) thought their program definitely had a positive influence on diet-related chronic diseases. When asked about nutrition literacy programs, 10 non-state-funded organizations (71.4%) reported they offer such an opportunity with only four (28.6%) reporting that they did not. However, when asked about the nutrition literacy program and what it entails, it was clear that many states did not understand the question and essentially only further detailed their healthy food pricing incentive program. Five state-funded organizations (71.4%) reported they offer such an opportunity with two (28.6%) reporting that they do not. In the same way as the non-state-funded organizations, many state-funded programs did not understand the question.

Figure 2: Comparing Health Outcomes

State Funded States:



Non-State Funded States:



When asked if the incentive program has grown due to the implementation of the nutrition literacy program, four non-state-funded organizations (40%) said it had but six (60%) reported that they did not know. Similarly, one state-funded organization (20%) said it had but four (80%) reported that they did not know, could not draw a correlation, or that because both programs were implemented at the same time, they cannot tell if either had a direct effect on the other. Finally, when asked about the participation rate, all non-state-funded organizations did not know or, because they partnered with another organization, they were not privy to this information. Likewise, all state-funded organizations did not know; specifically, they cited the newness of the nutrition literacy programs as challenges to obtaining this information.

Table 3: Health Outcomes

	Non-state-funded States	State-Funded States
Increase in intake of Fruits/Vegetables?	Yes, 75%	Yes, 66.7%
Nutrition Literacy Opportunity?	Yes, 71.4%	Yes, 71.4%

Feasibility, Scalability, and Acceptability

In this set of questions, we asked states whether they received feedback from vendors, participants, and stakeholders (i.e., partner organizations). Based on their answers, we then asked them whether the three groups of individuals thought the program was easy to maneuver, the program was the right size, and the program was accepted within their group of people. Of the non-state-funded programs, eleven states (78.6%) had received feedback from vendors while only three states (21.4%) had not. Of the eleven states that had received feedback, seven (63.7%) stated that vendors thought the program was being easily or conveniently done, zero (0%) stated that vendors thought the program was hard to do, and four (36.4%) stated that they had not received feedback specific to this inquiry. Amongst reasons vendors believed the program was easy to administer was due to the low administration/participation cost, the technical support provided, the simplicity of the token system, and the speed of reimbursement. Of the eleven states that had received feedback, only two states (18.2%) reported that they had received feedback from vendors that the program is not the right size for their state, and specifically were told that the program is too small; the other nine states (81.8%) reported that they had not received feedback specific to this inquiry. Of the eleven states that had received feedback, nine (81.8%) reported that vendors found the program socially acceptable amongst other vendors and the other two (18.2%) reported that they had not received any feedback regarding this inquiry.

Of the state-funded programs, all seven states (100%) stated that they had received feedback from vendors. Six states (85.7%) reported that vendors found the program easily or conveniently done, and the other state (14.3%) had not received feedback regarding this inquiry. Amongst reasons vendors believed the program was easy to administer was due to the redemption methodology employed, the speed of reimbursement (two weeks), the technical support provided, and the outreach materials provided. Four states (57.1%) reported that they either had not received feedback about the program being the right size or did not understand the question, one state (14.3%) reported that the program was the right size, and the remaining state (14.3%) reported that the program was the wrong size. The state that reported that vendors thought the program was the right size stated that vendors were happy being able to reach the communities that they are actively serving, and the state that reported that vendors thought the program was the wrong size reported that vendors found the program to be too small. Four states (57.1%) reported that their vendors found the program to be socially acceptable amongst vendors, two (28.6%) reported that their vendors found the program to be socially unacceptable amongst vendors, and the remaining state (14.3%) reported that they had not received feedback about this inquiry.

Of the non-state-funded programs, 13 (81.3%) reported receiving feedback from participants with only one reporting that they have not received any feedback from their participants. Of the 13 states that have received feedback from participants, all 13 (100%) reported that participants think the program is being easily or conveniently done. Amongst the reasons participants listed as to why they think the program is easy or convenient, they reported that there is no registration or membership required, states that have mobile markets make the program highly convenient for SNAP users, the tokens are easily distinguishable by color, and most of the caps matching fruits and vegetables are very high. Of the 13 states that have received feedback, two (15.4%) believe the program is the right size, three (23.1%) believe the program is not the right size, and eight (61.5%) have not received feedback on this inquiry. The three states that report the participants do not think the program is the right size, state that participants believe the program is too small. Of the 13 states that have received feedback, three (23.1%) reported that they have not received feedback on whether participants find the program socially acceptable amongst participants, but ten states (76.9%) reported that their participants find the program socially acceptable.

Of the state-funded programs, all seven states (100%) reported that they have received feedback from participants. Five of the seven states (71.4%) reported that participants think the program is being easily or conveniently done with one state (14.3%) reporting they have not received feedback on this specific issue and the other (14.3%) reporting that participants do not find the program easy or convenient. Amongst reasons listed that make the program easy or convenient for participants is the redemption methodology and the universal currency. Only one state (14.3%) found that the program was too small, while the others had not received feedback on this topic from participants. Six states (85.7%) reported that participants generally find the program to be socially acceptable amongst participants, with only one state (14.3%) reporting that they have not received feedback on this specific issue.

Finally, twelve non-state funded programs (85.7%) have received feedback from other stakeholders or partner organizations, while one (7.1%) has not and the other (7.1%) did not understand the question. Seven states (50%) had not received any feedback about the program's ease or convenience, but four states (28.6%) provided that their partners find the program easy and convenient and two states (14.3%) provided that their partners find the program hard to do and inconvenient. The four states' stakeholders that find the program easy and convenient provided that two factors are the main source of feasibility. They are provided marketing materials for promotion and have strong ties with community partners. The two states with negative feedback from their stakeholders cited the low capacity for food access programs as the main reason for their hardships. Six states (42.9%) did not receive feedback about the size of the program, but three states (21.4%) reported their stakeholders think the program is the right size, and three (21.4%) reported their stakeholders do not think the program is the right size. The three states (21.4%) that reported positive feedback from stakeholders listed the program's growth and the program's adaptation as reasons why they feel the program is the right size. The three states (21.4%) that reported negative feedback from stakeholders stated that they think the program is too small. Two states (16.7%) reported they did not receive feedback about the social acceptability of the program, but all other ten states (83.3%) reported that their stakeholders find the program to be socially acceptable amongst other partner organizations.

Of the state-funded programs, five states (55.6%) reported that they had received feedback from stakeholders or organizational partners. Of those five states, four (80%) reported that their stakeholders believe that the program is being easily or conveniently done, with only one state (20%) reporting that they did not receive feedback about this specific topic. The stakeholders listed redemption methodology as the main reason why the program is being easily or conveniently done. Three states (60%)

reported that their stakeholders do not believe the program is the right size and the other two states (40%) had not received feedback on this topic. Of the three states that reported that their stakeholders did not believe the program to be the right size, they all stated that stakeholders believe the program is too small. Four states (80%) reported that their stakeholders find the program to be socially acceptable amongst stakeholders with the remaining state (20%) reporting that they had not received feedback on this specific topic.

Implementation

In this set of questions, we asked states about practices built into the implementation of their programs by asking questions about advertising, education incentives (i.e., cooking demonstrations, sampling, handouts), and how to ensure buy-in from their vendors and partner organizations. Of the non-state-funded programs, 11 states (91.7%) reported that there are interventions to advertise or grow awareness of their incentive program built into its implementation, whereas only one state (8.3%) reported advertising is not built into its implementation and another reported that they weren't sure. In comparison, all five state-funded programs (41.7%) reported that they have advertising built into the program's implementation. Specifically, these states state that they put up banners and flyers, use paid advertising when possible if funding allows, and pay for yearly digital advertising through sources such as Facebook, Google, and Instagram.

Of the non-state-funded programs, education incentives are usually made available through cooking demos, brochures, and educational handouts, and, likewise, state-funded programs provide participants cooking demos and sampling but usually rely on the vendors or stakeholders to provide this benefit to participants. Usually, participants of non-state-funded programs are made aware of these opportunities in person, by retailers, or through social media advertising and the same is true of state-funded programs who rely on social media, word-of-mouth, and QR codes. On the other hand, state-funded programs are told they should provide educational opportunities in more languages besides English and Spanish and many participants wish that more advertising was done so that they would know that those opportunities existed.

To ensure buy-in from potential and participating vendors, non-state-funded programs cite their prompt reimbursement is a key factor, but they also state that usually the farmers market themselves worry about the vendors buy-in by providing the vendors contracts to sign. Likewise, state-funded programs rely on offering great customer service, relationship building, and money as key persuasive values but again state that most of their work is done through the farmers market itself so they rely on them to contact the individual vendors and have them sign contracts. On the other side of healthy food incentive programs is the barrier that operating in large retail locations or chain grocery stores imposes. Non-state-funded programs think that technology and money are the two biggest barriers they face but other programs state that the point of the healthy food incentive program is to boost local food economies, so they don't have any motivation to expand to large retail locations anyway. Like non-state-funded programs, state-funded programs also list funding as a fundamental barrier but also state that national grocery chains seem to be resistant to the program. One state reported that it usually takes 2 years to build a solid foundation with a grocery store to operate there.

Finally, non-state-funded programs contend that they can promote positive attitudes toward SNAP programs like DUFB by sharing quotes from participants, making sure the community understands the program, and explaining the benefits that localities can receive by promoting and supporting the program. State-funded programs focus on positivity through some different aspects, however. They focus more on making sure that market managers and vendors treat SNAP customers just the same as any other customer and work to destigmatize participation through a variety of messaging campaigns.

Logistics

In the final set of questions, programs were asked about how specifically different aspects of the program are run and if different technological advancements would help the programs operational capacity. States were first asked about the challenges and benefits related to providing incentives in electronic form. Non-state-funded programs listed unproven new technology, how farmers would accept payments, the speed of redemption for participations, and funding as reasons why this might seem challenging.

Next, we asked states if they thought it would be feasible to integrate incentive benefits directly into EBT cards. Non-state-funded programs were very unsure because they feel as though the expensiveness of this option would outweigh the benefits and only allow programs with massive budgets to be able to afford this option. On the other hand, state-funded programs had two states (25%) just outright state that it is not feasible at this time whereas the other states listed lack of technology as big challenges to this solution. However, three of the states (37.5%) thought it would be feasible.

Finally, we asked programs how their vendor training is conducted. Non-state funded programs listed a wide variety of ways they have conducted this training such as in person by running tests with the

POS and cashier, providing locations with training materials, having the retail manager carry this out, or through Zoom demonstrations due to the pandemic. State-funded programs also listed a variety of training opportunities such as in-person onboarding, having the market managers do it, carrying out an 8-hour training session for market managers and employees, and only training market staff so that they may train their vendors based on the training they received from the organization.

Funding Comparison Across States & Over Time

How to Secure State Funding

Within both the surveys and interviews for both state-funded and non-state-funded programs, organizations were asked about the factors involved in obtaining funding, the barriers they faced, the feasibility of obtaining state funding, and the best and worst strategies the organizations have used in their experience. For programs able to secure funding from their state government, the most important factors were that the organization needs to find both lobbyists and individuals referred to in the interviews as legislative champions, or legislators who are willing to support the bill in construction, committee, and on the floor. By successfully finding a legislative champion, the organization can help build a coalition with the goal of passing legislation through the state government. This can often require that the organization testify before the state legislature or even hold dinners to bring legislators together. They also mention that the committee that the bill is originally assigned to is extremely important, so making sure that it is sent to the appropriate committee is also something the organization must persuade legislative leadership in doing. Oddly enough, of the non-state-funded programs, 10 (71.4%) have sought to obtain state funding but 4 (28.6%) have not tried.

When asked about the barriers the organization most often faces in obtaining state funding, state-funded programs listed the education of legislators on the topic of SNAP healthy food pricing incentive programs and their successful outcomes along with the political climate of the state. In comparison, non-state-funded programs listed close-mindedness of legislators, state budget limits/deficits, and scheduling conflicts with state legislators resulting in the organization's inability to heavily persuade the state government.

As far as challenges that organizations face due to the lack of financial support from their state government, organizations that receive state funding find it lowers their ability to match federal funding, decreases the likelihood of sustainability of their organization, and creates an inability to expand to new sites. Likewise, many of the non-state-funded programs cited the limited reach and impact of their program, the difficulty in funding the program, and the need to comply with USDA guidelines and reporting requirements. However, they also listed additional challenges left unrealized by state-funded programs such as added stress to farmers who often do unpaid work to keep the program alive at their markets, consistently having to write/apply for grants, and a lack of buy-in from statewide stakeholders outside of the typical partner network.

The final question asked of both state-funded and non-state-funded programs was, "How often is fully funding your program a concern?" Of the state-funded programs, no states (0%) said that funding was never a problem, two states (40%) reported that funding was only sometimes a problem, one state (20%) found that funding was a concern about half the time, one state (20%) found that funding was a concern most of the time, and one state (7.7%) found that fully funding the program was sometimes a concern. Meanwhile, five non-state-funded states (38.5%) found funding to be a concern about half the time and six states (46.2%) found funding to be a concern most of the time. In contrast to state-funded programs, one state (7.7%) found the funding of their program to always be of concern to the organization.

Within the interviews and surveys for the state-funded programs, the organizations were asked some additional questions not pertinent to non-state-funded programs. Specifically, they were asked about the feasibility of obtaining state funding, the strategies used to increase interest in the program, what specifically has worked for them, and what the implications for receiving renewable funding from private-sector organizations are. As for the feasibility of the program, states were asked to rate their answer on a Likert scale with the options extremely difficult; somewhat difficult; neither easy nor difficult; somewhat easy; and extremely easy. This presented a wide range of answers from one state (25%) finding it extremely difficult, two states (50%) finding it somewhat difficult, no state (0%) finding it neither easy nor difficult, no state (0%) finding it somewhat easy, and one state (25%) finding it extremely easy.

The strategies the states found the best in increasing interest in the incentive program at the state level are education about the issue of food security and the impact of food access incentive programs and getting the grocers to engage with the legislators. Additionally, one state cited that focusing on the political parties of the legislators yields different strategies; specifically, they mentioned that talking about the health outcomes with Democrats and the program's ability to drive SNAP dollars and incentive dollars into the pockets of farmers while stimulating the local economy with Republicans produced the biggest increase in interest in the program for legislators. In determining which strategies are most successful in obtaining funding, states reported that presenting a case of how state funding leverages the additional funding available through the USDA and how the state and federal funding can result in the economic multiplier effect causing local economies to soar can often lead to successful outcomes. They also mentioned that focusing on jobs and economic stimulus can also tip the scales in the organization's favor.

Finally, when asked about the implications that receiving renewable funding from different private-sector organizations can pose they mentioned that, positively, no one organization supports the program completely which can lead to different partnerships enabling the program to have a diverse set of stakeholders, and the government tends to like seeing that the organization has support from private-sector partnerships before they are willing to provide funding to the program. Unfortunately, private sectors tend to be fickle, meaning that they change their loyalties, interests, or affections frequently depending on what is "hot" now.

Variables/Attributes Comparison Between Funders and Non-Funders

Between both the surveys for the non-state-funded programs and the surveys and interviews for the state-funded programs, some comparisons were able to be drawn about the different variables and attributes relating to the biggest successes in state-funded programs that non-state-funded programs are unable to achieve. The first category we compare is the economic impact of the program including business growth, farm viability/coordination/use, job creation, and economic development. State-funded programs reach a greater minimum of counties reached and impacted a greater average of counties than non-state-funded programs; specifically, with percentages, state-funded programs also reached a greater minimum percentage of counties within a state but there were both state-funded and non-state funded organizations that provided state-wide programs. Likewise, state-funded programs provided a higher range of money generated in local economic activity and presented a greater average.

Based on the responses in comparison to the margin of error, state-funded programs have a greater economic impact based on the programs' ability to reach more counties and the greater economic activity generated by the program.

The second category we compare is the food security of the state including the number of farmers markets participating in the program, the participation rates, the expansion to retail stores, the dollar amount redeemed, and/or additional dollars used on SNAP. However, state-funded organizations host more farmers markets and CSAs within their state than non-state-funded organizations, and while some state-funded programs only have one grocery store retailer within their state, they present a higher average of grocery store retailers who take part in their program than non-state-funded programs. Contrary, non-state-funded programs partner with more mobile markets in each state than state-funded programs.

While state-funded programs reach a higher range of SNAP participants than non-state-funded programs, due to the high margin of error, a conclusion regarding whether state-funded programs attract more SNAP participants cannot be drawn. Additionally, while state-funded program participants redeemed a higher number of incentive dollars than non-state-funded programs in 2017 and 2020, non-state funded program participants reported a higher number of incentive dollars than state-funded programs in 2018 and 2019.

The third category we compare is the health outcome of the state including the total money spent on fruits and vegetables, the increased intake of fruits and vegetables, and the existence of nutrition literacy programs. State-funded programs reported a larger range and average of money spent on fruits and vegetables since the program's implementation than non-state-funded programs. When looking at the organization's responses about whether or not their program has had a positive influence on diet-related chronic diseases, there wasn't great difference in the amount of states both non-state-funded and state-funded that may or may not have a positive influence or that probably have a positive influence; however, organizations that receive funding from their state reported a 40 percent higher likelihood that their program has definitely had a positive influence on diet-related chronic diseases (emphasis added). Likewise, most of both non-state-funded and state-funded organizations reported that they did not require this as part of their healthy food pricing incentive program.

The fourth and final category we compare is the feasibility, scalability, and acceptability of the program based on feedback from vendors, participants, and other stakeholders. When first looking at vendor and participant feedback, there did not seem to be much of a difference between state-funded and non-state funded organizations. However, when looking at feedback from other stakeholders such as partner organizations, we start to see a significant difference in feedback. For example, when looking at the state-funded programs, 80 percent of stakeholders found the program to be run easily and conveniently but only 28.6 percent of stakeholders for non-state-funded programs found the program to be run easily and conveniently; specifically, state-funded stakeholders listed redemption methodology and technological assistance as reasons why the program is being easily or conveniently done, meaning that non-state-funded programs may not have the money for these items and therefore their partners may be disappointed in their outcomes.

Outcome Evaluation

Figure 3: Map of State Funding

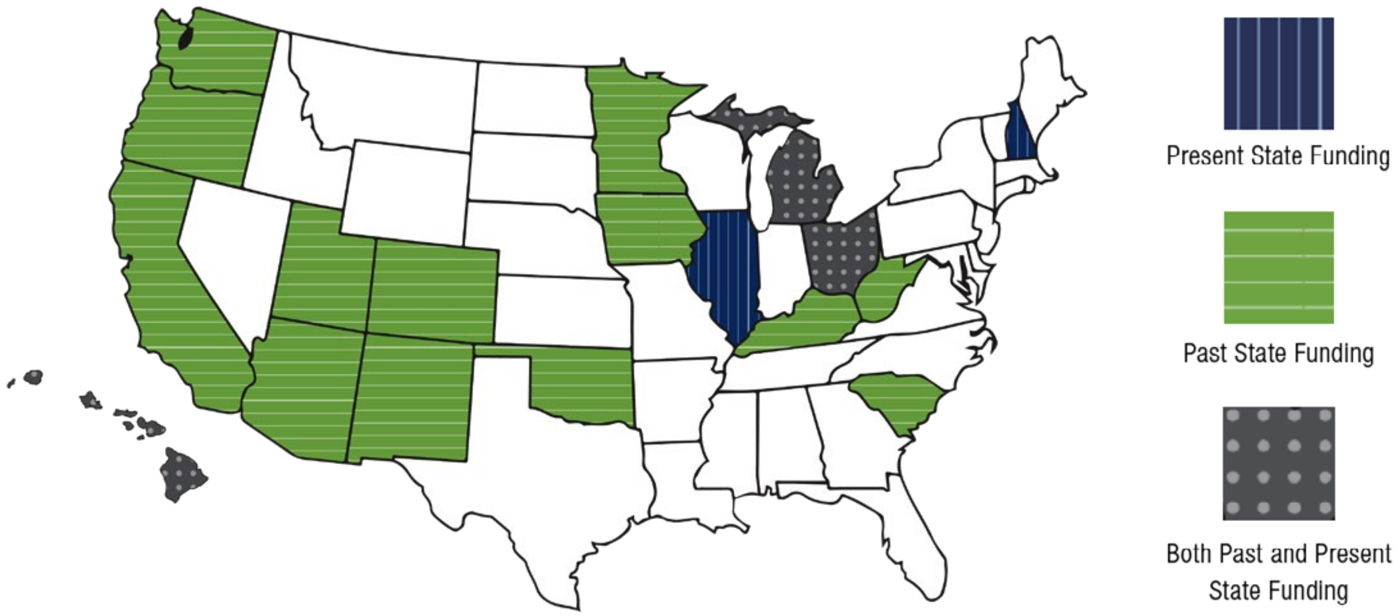


Table 4: Policy Table

State	Program	Federal Funding	State Funding Past	State Funding Present	Unsuccessful Request
Alabama	DUFB	-	-	-	NA
Arizona	DUFB	$1,374,050	$400,000 (2019)	-	N
Arkansas	DUFB	$594,000	-	-	NA
California	DUFB	$12,043,011	$5,000,000 (2016); $9,000,000 (2018)	-	NA
Colorado	DUFB	$3,620,240	$497,000 (2016)	-	NA
Connecticut	CT Fresh Match	$4,275,420	-	-	NA
Delaware	Green Bucks	$45,000	-	-	NA
Florida	Fresh Access Bucks	$4,984,934	-	-	NA
Georgia	Georgia Fresh for Less	$692,134	-	-	Y
Hawaii	DA BUX Double Up Food Bucks	$1,585,615	$50,000 (2019); $50,000 (2020)	$500,000 (2021)	NA
Idaho	DUFB	$10,695	-	-	NA
Illinois	Link Up Illinois	$2,146,248	-	$500,000 (pending)****	NA
Indiana	DUFB	$600,000	-	-	NA
Iowa	DUFB	$579,631	$1,000,000 (2020 CARES Act)	-	
Kansas	DUFB	$6,939,213	-	-	NA
Kentucky	Kentucky Double Dollars	$649,409	$262,000 (2017-2019)		NA
Louisiana	Market Match*	$878,326	-	-	NR
Maine	Maine Harvest Bucks	$249,816	-	-	NR

State	Program	Federal Funding	State Funding Past	State Funding Present	Unsuccessful Request
Maryland	Fresh Checks	$112,403	-	-	Y
Massachusetts	Double Up Boston	$3,901,384	-	-	NA
Michigan	DUFB	$21,701,588	$380,000 (2015); $1,130,000 (2016); $1,130,000 (2017); $2,300,000 (2018); $2,000,000 (2019); $900,000 (2020)	$1,100,000 (2021)	N
Minnesota	Market Bucks	-	$325,000 (2016) $325,000 (2017); $210,000 (2019)	-	NA
Mississippi	DUFB	$841,000	-	-	NA
Missouri	DUFB	$6,939,216	-	-	NA
Montana	Double SNAP Dollars	$861,465	-	-	Y
Nebraska	DUFB	$500,000	-	-	NA
Nevada	DUFB	$982,402	-	-	Y
New Hampshire	DUFB	$1,544,196	-	$150,000	NA
New Jersey	DUFB	$6,715,995	-	-	Y
New Mexico	DUFB	$2,227,675	$400,000 (2015); $390,300 (2016)	-	NA
New York	DUFB	$3,319,937	-	-	Y
North Carolina	DUFB	$841,119	-	-	NR
North Dakota	DUFB	$82,223	-	-	NA
Ohio	Produce Perks Midwest	$2,875,770	$250,000 (2020)	$250,000 (2021); $500,000 (2022); $500,000 (2023)	NA
Oklahoma	Double Up Oklahoma	$9,481,194	$408,505 (2020)	-	NA
Oregon	DUFB	$2,515,613	$1,500,000 (2019)	-	NA
Pennsylvania	Food Bucks**	$2,561,494	-	-	Y
Rhode Island	Bonus Bucks	$5,528,609	-	-	Y
South Carolina	Healthy Bucks	-	$1,892,000 (2013)	-	NA
South Dakota	DUFB	$82,223	-	-	NA
Tennessee	DUFB	-	-	-	N
Texas	DUFB	$255,096	-	-	NA
Utah	DUFB	$2,246,980	$400,000 (2019)	-	NA
Vermont	Crop Cash Incentive Program	$4,638,765	-	-	NA
Virginia	Virginia Fresh Match	$1,797,548	-	-	Y
Washington	SNAP Market Match	$10,656,506	$2,500,000 (2019-2020)	-	NA
West Virginia	SNAP Stretch	$600,000	$150,000 (2020) $100,000 (2020 CARES Act)	-	Y
Wisconsin***	-	$469,360	-	-	NA
Wyoming	DUFB	-	-	-	Y

* Louisiana's Market Match program, which has received federal funding in the past, operates in New Orleans only. The state lacks a statewide SNAP incentive program.

** The Food Trust operates Food Bucks in Philadelphia, Reading, Central Pennsylvania, and Western Pennsylvania. The state lacks a single statewide SNAP incentive program such as Double Up Food Bucks.

***Hunger Task Force, Inc., and the City of Madison have received federal funding (FINI grants) in the past, but the state does not have a statewide SNAP incentive program such as Double Up Food Bucks.

****In 2017, 305 ILCS 5/12-4.50 Healthy Local Food Incentives Program was passed creating a fund through the Department of Human Services for an incentive program, but the legislation is subject to appropriation. Currently, a bill appropriating the funding was last seen in committee during the 2021 session.

Because most of the information was gathered through public information on the programs' websites, no anonymity needed to be promoted. In the second column, if the program is based through Double Up Food Bucks, it has been abbreviated for efficiency as DUFB. State funding past will be the total amount that the program has been awarded in state funding prior to fiscal year 2021. Any funds from the state government that the program can apply to operations in fiscal year 2021 or in the future, will be listed in the present state funding column. Lastly, the column labeled "Unsuccessful Request" will be filled with either a "Y", "N", "NR", or "NA". These symbols will stand for yes they have made an unsuccessful request, no they have not made an unsuccessful request, they have not requested funds ever, or that information is not available, respectively.

Table 5: Evaluation Table*

State	Program	FM Only	FM + Retail	Success Variables	Growth Variables
Non-State-Funded	Non-DUFB	-	1	-	-
Non-State-Funded	DUFB	31	66	EI	-
Non-State-Funded	DUFB	12	13	-	-
State-Funded	DUFB	30	140	EI; HO	Medium FS
Non-State-Funded	DUFB	8	10	-	-
Non-State-Funded	DUFB	47	79	EI; High FS	-
State-Funded	Non-DUFB	20	30	-	Medium FS
State-Funded	DUFB	20	-	-	-
Non-State-Funded	DUFB	47	79	EI; Medium FS	-
Non-State-Funded	DUFB	3	5	-	-
Non-State-Funded	DUFB	7	30	EI	-
Non-State-Funded	Non-DUFB	85	103	EI; High FS	-
State-Funded	DUFB	62	119	EI; Medium FS	-
Non-State-Funded	DUFB	5	10	-	-
State-Funded	DUFB	233	240	EI; High FS	-
State-Funded	DUFB	43	84	EI; Medium FS	-
State-Funded	Non-DUFB	21	48	EI; HO	-
Non-State-Funded	Non-DUFB	22	28	HO	-
Non-State-Funded	DUFB	8	29	-	-
Non-State-Funded	DUFB	18	25	-	Medium EI
Non-State-Funded	DUFB	15	21	-	Medium EI; Medium FS
Non-State-Funded	Non-DUFB	7	-	-	High EI
Non-State-Funded	Non-DUFB	48	84	Medium FS; HO	High EI
Non-State-Funded	Non-DUFB	-	12	-	-
Non-State-Funded	Non-DUFB	1	2	-	-
State-Funded	DUFB	45	96	EI; Medium FS	-
Non-State-Funded	DUFB	3	5	-	-
State-Funded	Non-DUFB	97	-	EI; High FS	-
Non-State-Funded	DUFB	1	2	-	High EI; High FS
Non-State-Funded	DUFB	9	10	-	-

State	Program	FM Only	FM + Retail	Success Variables	Growth Variables
Non-State-Funded	Non-DUFB	36	66	EI; Medium FS	-
Non-State-Funded	-	-	-	-	-
State-Funded	Non-DUFB	100	300	EI; High FS	-
State-Funded	DUFB	138	247	EI; High FS	-
State-Funded	Non-DUFB	-	85	-	-
Non-State-Funded	DUFB	11	34	EI	-
State-Funded	Non-DUFB	33	-	EI	-
Non-State-Funded	Non-DUFB	66	81	EI; Medium FS	-
Non-State-Funded	Non-DUFB	32	-	-	-
State-Funded	Non-DUFB	100	106	EI; High FS; HO	-
Non-State-Funded	DUFB	12	14	-	-
State-Funded	DUFB	20	-	-	High EI
Non-State-Funded	Non-DUFB	-	8	-	-
Non-State-Funded	DUFB	13	15	-	-
State-Funded	DUFB	30	42	EI	Medium FS
State-Funded	Non-DUFB	49	73	EI; Medium FS	-
Non-State-Funded	Non-DUFB	1	-	-	-
State-Funded	Non-DUFB	72	75	EI; Medium FS	-
Non-State-Funded	-	94	115	High FS	-

*States ordered based on random generator to promote anonymity.

In the evaluation table, as noted, the states were put into an automatic generator that randomized the states into an order that will preserve the anonymity of the states, the ones who took the survey and participated in the interview and even the ones that did not. Because of this, under “State”, we have categorized them by whether that state receives funding from their state government or not. To further promote privacy, “DUFB” stands for Double Up Food Bucks, so if a state has a Double Up Food Bucks program, “DUFB” is used, but if they have their own private program, “Non-DUFB” is used. “FM” stands for farmer’s markets, and “FM + Retail” stands for farmer’s markets and retail locations. Within the table, the numbers in each category were listed in columns three and four. If no numbers were entered in the third column, the state does not have any farmer’s markets, and if no numbers were entered in the fourth column, they only have farmers markets. If a variable is listed under success, it means that the individual program had higher than average answers or reported data to the questions we were asking, and if a variable is listed under growth, it means that over the past five years, the program has grown significantly in those categories based on the numbers we obtained in our preliminary analysis in comparison to the numbers we received from the surveys and the interviews. “High” will accompany variables that are more than double the average of the data provided and “medium” will accompany variables that are higher than but not double the average. If a variable does not have a “high” or “low” next to it, that variable did not provide enough information for us to differentiate between the two indicators. “EI” stands for economic impact, which includes business growth, farm viability/coordination/use, job creation, and economic development. “FS” stands for food security, which includes number of farmers markets participating in program, participation rate, expansion to retail stores, and dollar amount redeemed and/or additional dollars used on SNAP. “HO” stands for health outcomes, which includes total money spent on fruits and vegetables, increased intake of fruits and vegetables, and nutrition literacy.

Ways to Support Funding

When trying to persuade states to provide incentive program organizations with funding, many state legislatures come back with the question of how they're going to fund such a program, or, more specifically, where they are going to get the money from. The simplest answer would be to use the revenue that the state already collects and give more to the state's agency that runs the SNAP program so that grants may be given out to the organizations or to specifically give the money to the organization through an appropriation. However, that means that funding must be taken from another organization or government agency as many states require that they have a balanced budget each year, something state governments are sometimes unwilling to do. This leaves the state with mainly one option: raise taxes.

Recently, some states have created a sales tax noted as SSB (sugar-sweetened beverage). "Seven cities and counties in the United States have imposed taxes on sweetened beverages that range from 1 to 2 cents per ounce."[30] This tax can directly benefit the SNAP healthy food pricing incentive programs because it is disincentivizing SNAP users and others from buying unhealthy beverages, which may accompany their purchase. This tax, also known as an excise tax, is typically used to discourage a negative externality (a behavior that creates costs to society beyond the individual). This tax easily can be used to fund health expenditures, including healthy eating incentives. However, this tax is very controversial, and the industries affected by them have lobbied extensively against them.

Another form of revenue that is gaining traction across the United States is legalizing marijuana and therefore taxing the sale of marijuana to increase state funding capabilities. As of April 2021, 17 states and the District of Columbia have legalized the use of marijuana for recreational purposes. Furthermore, 11 of those states, Alaska, Arizona, California, Colorado, Illinois, Maine, Massachusetts, Michigan, Nevada, Oregon, and Washington, have taxed the purchase of this recreational drug. Both Colorado and Washington have been collecting revenue from marijuana sales since 2014 and have reported collection amounts of $387,000,000 and $474,000,000, respectively.[31] This can be a large increase for the state and finally allow the funding of these incentive programs to come to fruition.

Another revenue booster that often goes unnoticed is the idea of state lottery sales. Across the United States, $50,400,000,000 was spent on state lottery tickets in 2009 with significant increases since then. It is important to recognize the concerns with taxing state lottery sales such as the disparate impact these sales have on the poor, people of color, and those less educated.[32] However, taxing the state lottery can increase the state's ability to fund more types of activities such as the incentive programs.

Overall, when thinking about what to do in this situation, states should be able to look at all the benefits that SNAP healthy food pricing incentive programs create both for the constituents and the state's economy. Based on those benefits, creating or even just expanding the program is essential for states needing a boost in their economy and for SNAP users hoping to improve their health by being able to afford fruits and vegetables.

Appendices

Appendix A

Start of Block: Informed Consent

Q1 This is an invitation to participate in a research study from The Harkin Institute for Public Policy & Citizen Engagement. Our goal is to provide policy recommendations to support state Supplemental Nutrition Assistance Program (SNAP) incentive programs. You are being invited to participate in this study because of your role in administering your state's SNAP healthy food incentive program. We hope to gain information about your state's incentive program, including whether you receive state funding and your program's impact on your state's economy, food security rates, and health outcomes. If you agree to participate in the survey, you will be asked to answer questions about your state's SNAP incentive program. The survey will only take 30-45 minutes of your time and will be completed in one session. There are no foreseeable risks from participating in this research beyond those experienced in everyday life. Although you will not directly benefit from participating in this research, your responses may be used to help state policymakers craft state policy to improve healthy food incentive programs across the nation. Your participation in this study is completely voluntary. If you participate in the survey, you may skip any question(s) you do not wish to answer. To protect your privacy, the survey will be conducted anonymously, and all responses will only be reported in aggregate. Your name and email address will be stored separately from your answers. The Harkin Institute, federal government regulatory agencies, auditing departments of Drake University, and the Institutional Review Board (a committee that reviews and approves human subject research studies) may inspect and/or copy your records for quality assurance and data analysis. Data will be stored in a password-protected computer file to which only members of the research team will have access. Data collected during this study remain the property of the principal investigator and will be retained for at least 3 years after the conclusion of the project, as required by Drake University policy. This research study is being conducted by Lyndi Buckingham-Schutt, Associate Director of Wellness and Nutrition Policy at The Harkin Institute for Public Policy and Citizen Engagement at Drake University. If you have any questions, concerns, or complaints about the research, you may contact Lyndi Buckingham-Schutt at 515-271-2162 or lyndi.buckingham-schutt@drake.edu, Katrina Callahan at 605-370-8051 or Kat.Callahan@drake.edu, or Drake University's Institutional Review Board at 515-271-3472 or irb@drake.edu. By clicking yes, you acknowledge that the study has been explained to you, that you have been given the time to read the document, and that your questions have been satisfactorily answered. Even after clicking yes, please know that you may withdraw from the study at any time.

Do you wish to continue?

- Yes
- No

End of Block: Informed Consent

Start of Block: Economic Impact

Q2 What state does your program run out of?

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- Wisconsin
- West Virginia
- Wyoming

Q3 This first set of questions will be examining the economic impact of your SNAP healthy food incentive programs.

How many counties does your program reach?

- # of Counties:

Q4 For every dollar spent on the healthy food incentive programs, how much money is generated in local economic activity? (Select Not Applicable if Unknown).

- Not Applicable
- Money Generated in Dollars:

Q5 Has your healthy food incentive program increased annual sales for local farmers?

- Yes
- No
- I don't know

Q6 How much added farmer income has there been? (Select Not Applicable if Unknown.)

- Not Applicable
- Farmer Income (in $):

Q7 Has your healthy food incentive program created any jobs in the process?

- Yes
- No
- I don't know

Q8 Approximately, how many jobs? (Select Not Applicable if Unknown.)

- Not Applicable
- Number of Jobs:

Q9 What size would you describe your program as?

- Small
- Medium
- Large

End of Block: Economic Impact

Start of Block: Food Security

Q10 This second set of questions will be examining food security within your state.
How many retailers employ your program? (Select Not Applicable if your program is not provided in each of the retailer options.)

- Not Applicable
- Farmers markets:
- CSA's:
- Grocery Stores:
- Mobile Markets:
- Food Banks:
- Farm Stands:
- Corner Stores:
- Other:

Q11 Approximately, how many SNAP users participate in your program?

- SNAP users:

Q12 How many dollars did SNAP users spend/redeem on the healthy food incentive program? (Please select the year in which you know how much money was redeemed and write that amount in the textbox below the year.

- 2020:
- 2019:
- 2018:
- 2017:
- I don't know

Q13 Since your program began, has your state's food insecurity rate changed?

- Yes, it has increased
- Yes, it has decreased
- No, it has stayed the same
- I don't know

End of Block: Food Security

Start of Block: Health Outcomes

Q14 This third set of questions will be examining healthy outcomes within your state. How much total money has been spent on fruits and vegetables since the implementation of the program? (Can write I don't know.):

Q15 Has the intake of fruits and vegetables increased for participants throughout the program?

- Yes
- No
- I don't know

Q16 How much has it increased?:

Q17 Do you think your program has had a positive influence on diet-related chronic diseases (aka obesity, diabetes, heart disease, etc.)?

- Definitely not
- Probably not
- Might or might not
- Probably yes
- Definitely yes

Q18 Does your program offer a nutrition literacy opportunity for SNAP users, i.e., SNAP-Ed?

- Yes
- No
- I don't know

Q19 What is the program called and what does it entail?:

Q20 Has the impact of the incentive program grown due to the implementation of your nutrition literacy program?

- Yes
- No
- I don't know

Q21 Is the nutrition literacy program required in order to obtain the nutrition incentives?

- Yes
- No
- I don't know

Q22 What is the participation rate? (Can write I don't know.):

End of Block: Health Outcomes

Start of Block: Feasibility, Scalability, and Acceptability

Q23 This fourth set of questions will be examining feasibility, scalability, and acceptability of the program.
Have you received any feedback from vendors?

- Yes
- No

Q24 Do they think the program is being easily or conveniently done?

- Yes
- No
- I don't know

Q25 What do they think makes the program easy to do? (Can write I don't know.):

Q26 Why do they think the program is hard to do? (Can write I don't know.):

Q27 Do they think the program is the right size?

- Yes
- No
- I don't know

Q28 Why do they think the program is the right size?:

Q29 Do they think the program is too small or too big?

- Too small
- Too big

Q30 Is it their opinion that the program is socially acceptable among vendors?

- Yes
- No
- I don't know

Q31 Why do they think it is socially unacceptable? (Can write I don't know.):

Q32 Have you received any feedback from participants?

- Yes
- No

Q33 Do they think the program is being easily or conveniently done?

- Yes
- No
- I don't know.

Q34 What do they think makes the program easy to do? (Can write I don't know.):

Q35 What do they think makes the program hard to do? (Can write I don't know.):

Q36 Do they think the program is the right size?

- Yes
- No
- I don't know.

Q37 Why do they think the program is the right size? (Can write I don't know.):

Q38 Do they think the program is too big or too small?

- Too big
- Too small

Q39 Do they think the program is socially acceptable among participants?

- Yes
- No
- I don't know

Q40 Why do they think the program is socially unacceptable? (Can write I don't know.):

Q41 Have you received any feedback from other stakeholders (i.e., partners)?

- Yes
- No
- I don't know

Q42 Do they think the program is being easily or conveniently done?

- Yes
- No
- I don't know

Q43 What do they think makes the program easy to do?:

Q44 What do they think makes the program hard to do?:

Q45 Do they think the program is the right size?

- Yes
- No
- I don't know

Q46 Why do they think the program is the right size?

Q47 Do they think the program is too big or too small?

- Too big
- Too small

Q48 Do they think the program is socially acceptable among stakeholders?

- Yes
- No
- I don't know

Q49 Why do they think it is socially unacceptable?

End of Block: Feasibility, Scalability, and Acceptability

Start of Block: Funding

Q50 This fifth set of questions will be examining funding. Have you ever tried to obtain state funding for your program?

- Yes
- No

Q51 What are the factors involved?

Q52 What barriers exist to obtaining state funding?

Q53 Why have you not tried to obtain state funding?

Q54 What challenges, if any, are presented by lack of financial support from the state?:

Q55 How often is fully funding your program a concern?

- Never
- Sometimes
- About half the time
- Most of the time
- Always

End of Block: Funding

Start of Block: Implementation

Q56 This sixth set of questions will be examining implementation. Are there interventions to advertise or otherwise grow awareness of your incentive program built into its implementation?

- Yes
- No
- I don't know.

Q57 How are education incentives made available, if at all? (i.e., cooking demonstrations, sampling, handouts, etc.)

Q58 How are participants made aware of the educational opportunities available to them?

Q59 What feedback do you get regarding educational opportunities?

Q60 How do you ensure buy-in from potential or participating vendors?

Q61 What barriers exist to implementing programs in large retail locations or chain grocery stores?

Q62 What, if anything, have you done to promote positive attitudes toward SNAP and incentive programs in your community/state/region?:

End of Block: Implementation

Start of Block: Logistics

Q63 This final set of questions will be examining logistics. What are the challenges and benefits related to providing incentives in electronic form?

Q64 Is it feasible to integrate incentive benefits directly into EBT cards?:

Q65 How is vendor training conducted?:

End of Block: Logistics

Appendix B

This is an invitation to participate in a research study from The Harkin Institute for Public Policy & Citizen Engagement. Our goal is to provide policy recommendations to support state Supplemental Nutrition Assistance Program (SNAP) incentive programs. You are being invited to participate in this study because of your role in administering your state's SNAP healthy food incentive program. We hope to gain information about your state's incentive program, how you became successful in obtaining state funding, and your program's impact on your state's economy, food security rates, and health outcomes. If you agree to participate in the survey, you will be asked to answer questions about your state's SNAP incentive program. The survey will only take 30-45 minutes of your time and will be completed in one session. There are no foreseeable risks from participating in this research beyond those experienced in everyday life. Although you will not directly benefit from participating in this research, your responses may be used to help state policymakers craft state policy to improve healthy food incentive programs across the nation. Your participation in this study is completely voluntary. If you participate in the survey, you may skip any question(s) you do not wish to answer. You will not face any penalty for choosing to end your participation early or choosing not to answer any question(s). To protect your privacy, the survey will be conducted anonymously, and all responses will only be reported in aggregate. Your name and email address will be stored separately from your answers. The Harkin Institute, federal government regulatory agencies, auditing departments of Drake University, and the Institutional Review Board (a committee that reviews and approves human subject research studies) may inspect and/or copy your records for quality assurance and data analysis. Data will be stored in a password-protected computer file to which only members of the research team will have access. Data collected during this study remain the property of the principal investigator and will be retained for at least 3 years after the conclusion of the project, as required by Drake University policy. This research study is being conducted by Lyndi Buckingham-Schutt, Associate Director of Wellness and Nutrition Policy at The Harkin Institute for Public Policy and Citizen Engagement at Drake University. If you have any questions, concerns, or complaints about the research, you may contact Lyndi Buckingham-Schutt at 515-271-2162 lyndi.buckingham-schutt@drake.edu, Katrina Callahan at 605-370-8051 or Kat.Callahan@drake.edu, or Drake University's Institutional Review Board at 515-271-3472 or irb@drake.edu. By clicking yes, you acknowledge that the study has been explained to you, that you have been given the time to read the document, and that your questions have been satisfactorily answered. Even after clicking yes, please know that you may withdraw from the study at any time.

- Do you wish to continue?
- Which state does your program run out of?

1. These first set of questions will be examining the economic impact of your SNAP healthy food incentive programs.

A. How many counties does your program reach?
B. For every dollar spent on the healthy food incentive programs, how much money is generated in local economic activity?
C. Has your healthy food incentive program increased annual sales for local farmers?
   i. If so, how much added farmer income has there been?
D. Has your healthy food incentive program created any jobs in the process?
   i. If so, how many?
E. What size of program would you say your organization provides?
   i. Small, medium, or large?

2. The second set of questions will be examining food security within your state.

A. How many retailers participate in your program? (Retailer types can be farmers markets, CSA's, grocery stores, mobile markets, food banks, farm stands, or corner stores.)- this could be multiple choice with an option of "other" to fill in any missing retailers
B. Please breakdown your answer in the previous question to show what type of retailer makes up what percent of your locations. (ex. 5 farmers markets, 4 CSA's, 3 grocery stores, 2 mobile markets, 1 food bank)
C. Approximately how many SNAP users participate in your program?
D. How many SNAP incentive dollars did participants spend/redeem on the healthy food incentive program? (ex. In 2020, SNAP users spent $96,000 through our program.)
E. Since your program began, has your state's food insecurity rate changed?

3. The third set of questions will be examining healthy outcomes within your state.

A. How much total money has been spent on fruits and vegetables since the implementation of the program? (By total money we mean both SNAP incentive dollars and SNAP dollars in general).
B. Has the intake of fruits and vegetables increased for participants throughout the program?
   i. If so, by how much?
C. Do you think your program has had a positive influence on diet-related chronic diseases (aka obesity, diabetes, heart disease, etc.)?
D. Does your program offer a nutrition literacy opportunity for SNAP users, i.e., SNAP-Ed?
   i. If so, what is the program called and what does it entail?
   ii. Has the impact of the program expanded with the implementation of this portion of the program?
   iii. Is this opportunity required?
   iv. What is the participation rate?

4. The fourth set of questions will be examining feasibility, scalability, and acceptability of the program.

A. Have you received any feedback from vendors?
   i. If so, do they think the program is being easily or conveniently done?
      1. If so, what do they think makes the program easy to do?
      2. If not, why do they think the program is hard to do?
   iii. If so, do they think the program is the right size?
      1. If so, what do they think makes the program the right size?
      2. If not, do they think the program is too small or too big?
   iii. If so, is it their opinion that the program is socially acceptable among vendors?
      1. If not, why?

B. Have you received any feedback from participants?
   i. If so, do they think the program is being easily or conveniently done?
      1. If so, what do they think makes the program easy to do?
      2. If not, what do they think makes the program hard to do?
   iii. If so, do they think the program is the right size?
      1. If so, why do they think the program is the right size?
      2. If not, do they think the program is too big or too small?
   iii. If so, do they think the program is socially acceptable among participants?
      1. If not, why?

C. Have you received any feedback from other stakeholders (i.e., partners)?
   i. If so, do they think the program is being easily or conveniently done?
      1. If so, what do they think makes the program easy to do?
      2. If not, what do they think makes the program hard to do?
   iii. If so, do they think the program is the right size?
      1. If so, why do they think the program is the right size?
      2. If not, do they think the program is too big or too small?
   iii. If so, do they think the program is socially acceptable among stakeholders?
      1. If not, why?

5. The fifth set of questions will be examining funding.

A. What are the factors involved in obtaining funding from the state government?
      1. What barriers exist to obtaining state funding?
      2. What is the feasibility of obtaining state funding for SNAP incentive programs?
      3. What strategies exist to increase interest in incentive programs at the state level?
      4. What has worked for you, and what has been less successful?
      5. What are the implications of receiving renewable funding from many different private-sector organizations?
   ii. If not, why?

B. What challenges, if any, are presented by lack of financial support from the state?

C. How often is fully funding your program a concern?

6. The sixth set of questions will be examining implementation.

A. Are there interventions to advertise or otherwise grow awareness of your incentive program built into its implementation?

B. How are education incentives made available, if at all? (i.e., cooking demonstrations, sampling, handouts, etc.)

C. How are participants made aware of the educational opportunities available to them?

D. What feedback do you get regarding educational opportunities?

E. How do you ensure buy-in from potential or participating vendors?

F. What barriers exist to implementing programs in large retail locations or chain grocery stores?

G. What, if anything, have you done to promote positive attitudes toward SNAP and incentive programs in your community/state/region?

7. The final set of questions will be examining logistics.

A. What are the challenges and benefits related to providing incentives in electronic form?

B. Is it feasible to integrate incentive benefits directly into EBT cards?

C. How is vendor training conducted?

Appendix C

SNAP Healthy Food Incentive Programs State Funding

Start of Block: Informed Consent

Q1 This is an invitation to participate in a research study from The Harkin Institute for Public Policy & Citizen Engagement. Our goal is to provide policy recommendations to support state Supplemental Nutrition Assistance Program (SNAP) incentive programs. You are being invited to participate in this study because of your role in administering your state's SNAP healthy food incentive program. We hope to gain information about your state's incentive program, how you became successful in obtaining state funding, and your program's impact on your state's economy, food security rates, and health outcomes. If you agree to participate in the survey, you will be asked to answer questions about your state's SNAP incentive program. The survey will only take 30-45 minutes of your time and will be completed in one session. There are no foreseeable risks from participating in this research beyond those experienced in everyday life. Although you will not directly benefit from participating in this research, your responses may be used to help state policymakers craft state policy to improve healthy food incentive programs across the nation. Your participation in this study is completely voluntary. If you participate in the survey, you may skip any question(s) you do not wish to answer. You will not face any penalty for choosing to end your participation early or choosing not to answer any question(s). To protect your privacy, the survey will be conducted anonymously, and all responses will only be reported in aggregate. Your name and email address will be stored separately from your answers. The Harkin Institute, federal government regulatory agencies, auditing departments of Drake University, and the Institutional Review Board (a committee that reviews and approves human subject research studies) may inspect and/or copy your records for quality assurance and data analysis. Data will be stored in a password-protected computer file to which only members of the research team will have access. Data collected during this study remain the property of the principal investigator and will be retained for at least 3 years after the conclusion of the project, as required by Drake University policy. This research study is being conducted by Lyndi Buckingham-Schutt, Associate Director of Wellness and Nutrition Policy at The Harkin Institute for Public Policy and Citizen Engagement at Drake University. If you have any questions, concerns, or complaints about the research, you may contact Lyndi Buckingham-Schutt at 515-271-2162 lyndi.buckingham-schutt@drake.edu, Katrina Callahan at 605-370-8051 or Kat.Callahan@drake.edu, or Drake University's Institutional Review Board at 515-271-3472 or irb@drake.edu. By clicking yes, you acknowledge that the study has been explained to you, that you have been given the time to read the document, and that your questions have been satisfactorily answered. Even after clicking yes, please know that you may withdraw from the study at any time.

Do you wish to continue?

- Yes
- No

End of Block: Informed Consent

Start of Block: Economic Impact

Q2 What state does your program run out of?

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- Wisconsin
- West Virginia
- Wyoming

Q3 This first set of questions will be examining the economic impact of your SNAP healthy food incentive programs.

- How many counties does your program reach?
- # of Counties:

Q4 For every dollar spent on the healthy food incentive programs, how much money is generated in local economic activity? (Select Not Applicable if Unknown.)

- Not Applicable
- Money Generated in Dollars:

Q5 Has your healthy food incentive program increased annual sales for local farmers?

- Yes
- No
- I don't know

Q6 How much added farmer income has there been? (Select Not Applicable if Unknown.)

- Not Applicable
- Farmer Income (in $):

Q7 Has your healthy food incentive program created any jobs in the process?

- Yes
- No
- I don't know

Q8 Approximately, how many jobs? (Select Not Applicable if Unknown.)

- Not Applicable
- Number of Jobs:

Q9 What size would you describe your program as?

- Small
- Medium
- Large

End of Block: Economic Impact

Start of Block: Food Security

Q10 This second set of questions will be examining food security within your state.
How many retailers employ your program? (Select Not Applicable if your program is not provided in each of the retailer options.)

- Not Applicable
- Farmers markets:
- CSA's:
- Grocery Stores:
- Mobile Markets:
- Food Banks:
- Farm Stands:
- Corner Stores:
- Other:

Q11 Approximately, how many SNAP users participate in your program?

- SNAP users:

Q12 How many dollars did SNAP users spend/redeem on the healthy food incentive program? (Please select the year in which you know how much money was redeemed and write that amount in the textbox below the year.

- 2020:
- 2019:
- 2018:
- 2017:
- I don't know:

Q13 Since your program began, has your state's food insecurity rate changed?

- Yes, it has increased
- Yes, it has decreased
- No, it has stayed the same
- I don't know

End of Block: Food Security

Start of Block: Health Outcomes

Q14 This third set of questions will be examining healthy outcomes within your state. How much total money has been spent on fruits and vegetables since the implementation of the program? (Can write I don't know.)

Q15 Has the intake of fruits and vegetables increased for participants throughout the program?

- Yes
- No
- I don't know

Q16 How much has it increased? (Can write I don't know.)

Q17 Do you think your program has had a positive influence on diet-related chronic diseases (aka obesity, diabetes, heart disease, etc.)?

- Definitely not
- Probably not
- Might or might not
- Probably yes
- Definitely yes

Q18 Does your program offer a nutrition literacy opportunity for SNAP users, i.e., SNAP-Ed?

- Yes
- No
- I don't know

Q19 What is the program called and what does it entail?

Q20 Has the impact of the incentive program grown due to the implementation of your nutrition literacy program?

- Yes
- No
- I don't know

Q21 Is the nutrition literacy program required in order to obtain the nutrition incentives?

- Yes
- No
- I don't know

Q22 What is the participation rate? (Can write I don't know.)

End of Block: Health Outcomes

Start of Block: Feasibility, Scalability, and Acceptability

Q23 This fourth set of questions will be examining feasibility, scalability, and acceptability of the program.
Have you received any feedback from vendors?

- Yes
- No

Q24 Do they think the program is being easily or conveniently done?

- Yes
- No
- I don't know

Q25 What do they think makes the program easy to do? (Can write I don't know.)

Q26 Why do they think the program is hard to do? (Can write I don't know.)

Q27 Do they think the program is the right size?

- Yes
- No
- I don't know

Q28 Why do they think the program is the right size?

Q29 Do they think the program is too small or too big?

- Too small
- Too big

Q30 Is it their opinion that the program is socially acceptable among vendors?

- Yes
- No
- I don't know

Q31 Why do they think it is socially unacceptable? (Can write I don't know.)

Q32 Have you received any feedback from participants?

- Yes
- No

Q33 Do they think the program is being easily or conveniently done?

- Yes
- No
- I don't know.

Q34 What do they think makes the program easy to do? (Can write I don't know.)

Q35 What do they think makes the program hard to do? (Can write I don't know.)

Q36 Do they think the program is the right size?

- Yes
- No
- I don't know.

Q37 Why do they think the program is the right size? (Can write I don't know.)

Q38 Do they think the program is too big or too small?

- Too big
- Too small

Q39 Do they think the program is socially acceptable among participants?

- Yes
- No
- I don't know

Q40 Why do they think the program is socially unacceptable? (Can write I don't know.)

Q41 Have you received any feedback from other stakeholders (i.e., partners)?

- Yes
- No
- I don't know

Q42 Do they think the program is being easily or conveniently done?

- Yes
- No
- I don't know

Q43 What do they think makes the program easy to do?

Q44 What do they think makes the program hard to do?

Q45 Do they think the program is the right size?

- Yes
- No
- I don't know

Q46 Why do they think the program is the right size?

Q47 Do they think the program is too big or too small?

- Too big
- Too small

Q48 Do they think the program is socially acceptable among stakeholders?

- Yes
- No
- I don't know

Q49 Why do they think it is socially unacceptable?

End of Block: Feasibility, Scalability, and Acceptability

Start of Block: Funding

Q50 What are the factors involved in obtaining state funding?

Q51 What barriers exist to obtaining state funding?

Q52 What is the feasibility of obtaining state funding for SNAP incentive programs?

- Extremely difficult
- Somewhat difficult
- Neither easy nor difficult
- Somewhat easy
- Extremely easy

Q53 What strategies exist to increase interest in incentive programs at the state level?

Q54 What has worked for you, and what has been less successful?

Q55 What are the implications of receiving renewable funding from many different private-sector organizations?

Q56 What challenges, if any, are presented by lack of financial support from the state?

Q57 How often is fully funding your program a concern?

- Never
- Sometimes
- About half the time
- Most of the time
- Always

End of Block: Funding

Start of Block: Implementation

Q58 This sixth set of questions will be examining implementation. Are there interventions to advertise or otherwise grow awareness of your incentive program built into its implementation?

- Yes
- No
- I don't know.

Q59 How are education incentives made available, if at all? (i.e., cooking demonstrations, sampling, handouts, etc.)

Q60 How are participants made aware of the educational opportunities available to them?

Q61 What feedback do you get regarding educational opportunities?

Q62 How do you ensure buy-in from potential or participating vendors?

Q63 What barriers exist to implementing programs in large retail locations or chain grocery stores?

Q64 What, if anything, have you done to promote positive attitudes toward SNAP and incentive programs in your community/state/region?

End of Block: Implementation

Start of Block: Logistics

Q65 This final set of questions will be examining logistics. What are the challenges and benefits related to providing incentives in electronic form?

Q66 Is it feasible to integrate incentive benefits directly into EBT cards?

Q67 How is vendor training conducted?

Appendix D

Table 6: States SNAP Healthy Food Pricing Incentive Programs and Federal Funding

State	Most recent report available	FINI (double this amount for total funds)	Year (FINI = 2015-2018; GusNIP = 2019-2020)	Lead Organization	Non-DUFB Program Titles
Alabama				Community Food Bank of Central Alabama	
Arizona	2019	$400,000, $974,050	2016, 2018	Pinnacle Prevention	
Arkansas		$94,000, $500,000	2016, 2018	Arkansas Hunger Relief Alliance (2016); Arkansas Coalition for Obesity Prevention (2018)	
California	2019	$308,131 (SPUR), $3,944,573 (CDFA), $623,430 (SPUR), $7,166,877 (CDFA)	2016, 2017, 2018, 2019	SPUR (San Francisco Bay Area Planning & Urban Research Association); California Department of Food and Agriculture	Market Match & CNIP
Colorado	2018	$497,806, $466,951, $2,655,483	2016, 2018, 2020	LiveWell Colorado/Nourish Colorado	Nourish Colorado
Connecticut		$3,775,700, $499,720	2015, 2016	Wholesome Wave	Farm-to-Grocery Incentive Program
Delaware		$45,000	2017	The Kenny Family Foundation	Green Bucks
Florida	2020	$1,937,179, $3,047,755	2015, 2018	Florida Certified Organic Growers & Consumers (2015); Feeding Florida, Inc. (2018)	Fresh Access Bucks
Georgia		$250,000, $442,134	2017, 2018	Atlanta Community Food Bank (2017); Wholesome Wave Georgia (2018)	Georgia Fresh for Less
Hawaii	2017	$500,000, $99,963, $985,652	2017, 2018, 2019	The Food Basket, Inc.; Sustainable Molokai	DA BUX
Idaho	2017	$10,695	2015	Idaho Farmers Market Association; Backyard Harvest, Inc.	Shop the Market
Illinois	2019	$30,000, $313,499, $487,197, $21,000, $413,534, $881,018	2015, 2016, 2017, 2018, 2020	Experimental Station; City of Aurora; The Land Connection	Link Up Illinois
Indiana	2019	$100,000, $500,000	2016, 2020	St. Joseph Community Health Foundation, Inc.; The Gleaners Food Bank of Indiana, Inc.	Fresh Bucks
Iowa	2020	$99,587, $480,044	2017, 2018	Iowa Healthiest State Initiative	
Kansas		$2,888,979, $4,050,234	2016, 2020	Mid-America Regional Council Community Services Corporation	
Kentucky		$47,250, $602,159	2015, 2017	Blue Grass Community Foundation and Community Farm Alliance	Kentucky Double Dollars
Louisiana		$378,326, $500,000	2015, 2020	Market Umbrella	Market Match
Maine		$249,816	2015	Maine Farmland Trust/Maine Federation of Farmers' Markets	Maine Harvest Bucks
Maryland		$112,403	2017	Crossroads Community Food Network, Inc.	Fresh Checks

State	Most recent report available	FINI (double this amount for total funds)	Year (FINI = 2015-2018; GusNIP = 2019-2020)	Lead Organization	Non-DUFB Program Titles
Massachusetts	2021	$3,401,384, $500,000	2015, 2020	City of Boston Mayor's Office of Food Access	Massachusetts HIP
Michigan	2020	$5,171,779, $29,809, $3,500,000, $12,500,000, $500,000	2015, 2016, 2017, 2019, 2020	Fair Food Network	
Minnesota	2020			Hunger Solutions Minnesota	Market Bucks
Mississippi		$841,000	2019	Jackson Medical Mall Foundation	
Missouri		$2,888,979, $4,050,237	2016, 2020	Mid-America Regional Council Community Services	
Montana		$94,312, $267,153, $500,000	2016, 2018, 2020	Community Food and Agriculture Coalition	Double SNAP Dollars (DSD)
Nebraska		$500,000	2020	University of Nebraska	
Nevada		$500,000, $482,402	2017, 2019	Together We Can	
New Hampshire		$1,544,196 (Fair Food Network)	2018	Fair Food Network	Granite State Market Match
New Jersey	2020	$5,171,799 (Fair Food Network), $1,544,196 (Fair Food Network)	2015, 2018	The Garden State Good Food Network	Good Food Bucks
New Mexico	2016	$99,999, $100,000, $2,001,198, $26,478	2015, 2016, 2017	New Mexico Farmers' Marketing Association (NMFMA)	
New York	2019	$100,000, $393,813, $498,000, $48,524, $2,279,600	2016, 2017, 2019, 2020	The Fortune Society, Inc.; Field & Fork Network	Health Bucks
North Carolina		$99,987, $363,880, $377,252	2015, 2018, 2019	MountainWise; Rural Advancement Foundation International	Fresh Bucks
North Dakota		$82,223 (partnered with SD), $50,000	2018, 2020	South Dakota State University (w/ NDSU)	
Ohio	2019	$100,000, $498,880, $2,276,890	2016, 2017, 2018	Produce Perks Midwest, Inc.	Produce Perks
Oklahoma	2020	$481,191, $500,000	2016, 2020	Hunger Free Oklahoma	
Oregon	2020	$499,172, $94,566, $1,921,875	2015, 2017, 2020	Farmers Market Fund	
Pennsylvania	2018	$56,918, $500,000, $267,394, $987,500, $749,682	2015, 2017, 2020	Nurture Nature Center and The Food Trust	Food Bucks
Rhode Island	2018	$100,000, $299,844, $4,628,765, $500,000	2015, 2017, 2018, 2020	Rhode Island Public Health Institute; Farm Fresh Rhode Island	Food On the Move

State	Most recent report available	FINI (double this amount for total funds)	Year (FINI = 2015-2018; GusNIP = 2019-2020)	Lead Organization	Non-DUFB Program Titles
South Carolina				South Carolina Department of Social Services	Healthy Bucks
South Dakota		$82,223	2018	South Dakota State University (w/ NDSU)	
Tennessee				Nourish Knoxville	
Texas		$100,000, $155,096	2015, 2019	Sustainable Food Center (Austin); Texas Health Resources/Blue Zones Project (Fort Worth); Urban Harvest (Houston); Texas Hunger Initiative (Lubbock); Good Local Markets (Dallas); Waco Downtown Farmers Market	
Utah	2017	$247,038, $1,999,942	2015, 2019	Utahns Against Hunger, Utah Department of Health	
Vermont		$100,000, $4,628,765 (partnered with Rhode Island)	2016, 2018	Northeast Organic Farming Association of Vermont	
Virginia	2019	$1,797,548	2018	Local Environmental Agriculture Project	Fresh Match
Washington	2020	$5,859,307, $4,797,199	2015, 2020	Washington State Department of Health	Fresh Bucks
Wisconsin		$93,055 $100,000, $276,305	2016, 2019	Hunger Task Force, Inc.; City of Madison	
West Virginia		$100,000, $500,000	2018, 2020	WVU Extension Service Family Nutrition Program and West Virginia Food and Farm Coalition	SNAP Stretch
Wyoming				Wyoming Food for Thought Project	

Table 7: Number of Retailers, Dollars Spent, and State & Private Funding

State	Dollars Spent	Retailers (n)	Type of retailer	Number of counties	Amount from state budget	Other Funding
Alabama		10 sites	9 farmers markets & 1 grocery store	5		The Caring Foundation of Blue Cross and Blue Shield of Alabama, Jefferson County Public Health, East Alabama Medical Center, Community Food Bank of Central Alabama, Food Bank of North Alabama, and Fair Food Network (2018)
Arizona		75 sites	26 farmers markets/1 farm stand/4 CSA sites/2 mobile markets w/ 40 stops/2 food banks/2 grocery stores	7	$400,000 (2018)	Voices for Healthy Kids (2020 - $500,000)
Arkansas		34 sites	11 farmers markets; 5 farm stands; 14 grocery stores; 4 mobile sites	31		
California	$96,366 (2018); $83,000 (2017)	240	7 grocery stores (DUFB), rest farmers markets, farm stands, CSAs, or mobile markets (Market Match)	38	$9,000,000 (2019); $5,000,000 (2016)	2019 Market Match Funders: National Institute of Food and Agriculture, USDA; California Department of Food & Agriculture; First 5 LA; Kaiser Permanente, Northern California 2018 CNIP Funders: California Department of Public Health/SNAP-Ed; National Farm to School Network; State of California General Fund; USDA Farm to School Grant

State	Dollars Spent	Retailers (n)	Type of retailer	Number of counties	Amount from state budget	Other Funding
Colorado	$165,35 (2018)	96	45 farmers markets; rest are retail outlets, corner stores, grocers, CSAs, and urban farm stands	26	$497,000 (2016)	
Connecticut		8	grocery stores	3		
Delaware		1	grocery store	1		
Florida	$527,000	81 sites	66 farmers' markets/ farm stands/CSAs/mobile markets participated; 15 retail stores	25		2013: Specialty Crop Block Grant (Florida Department of Agriculture & Consumer Services)
Georgia	Range from $20,000- $90,000; Average of $55,000; estimate of $3,850,000 overall	70	conventional farmers markets, mobile markets, farm stands, CSA program, independently-owned brick-and-mortar stores	7		
Hawaii	$500,000 (2017); $34,000 (2018)	85	KTA Super Stores, CSAs, Mobile Markets	5 (islands)	$50,000 (2019); $1,000,000 (2020)	Ulupono Initiative; Stupski Foundation; Hawai'I Community Foundation; hmsa foundation; Hawaii Pacific Health; Kaiser Permanente; State of Hawaii Department of Agriculture; The Harry and Jeanette Weinberg Foundation; Kamehameha Schools; Harold K.L. Castle Foundation; Community First; UHA Health Insurance; Alohacare; Ohana Health Plan; First Insurance Company of Hawaii
Idaho	$42,710	13	Farmers Markets + 1 Co-op	7 (regions)		
Illinois	Distributed $281,269 in Link Match (2019)	110	100 farmers markets; 10 food co-ops, grocery stores, corner stores, mobile markets, and produce delivery services	42	supposed to be $500,000/yr. but unwilling to appropriate funds	USDA; CHI DCASE; The Builders Initiative; Square One Foundation; Chicago Region Food System Fund; The Chicago Community Trust and Affiliates; Humana; Nutrition Incentive Hub; Wholesome Wave
Indiana	$15,228 (2019-2020)	11	8 farmers' markets and 3 farm stands	1		The City of Indianapolis; Anthem; Glick Fund
Iowa	$1,001,946 (2020)	144	20 farmers markets; 124 grocery stores & co-ops	76	$1,000,000 (2019-2020)	Minimum of $10,000 (2021): Amerigroup; Delta Dental; UnityPoint Health; Wellmark; Advocare Foundation; Bank of America; Bank Iowa; businessolver; Alliant Energy; Fareway; Farmers Mutual Hail; HealthPartners; Iowa Total Care; Capital City Fruit; Kum & Go; MercyOne
Kansas	$2.5million (2016-2019)	150	70 grocery stores; 80 farmers markets	23		Kansas Health Foundation (2020) - $1.9million
Kentucky	$134,897 (2020)	58	43 farmers markets, 12 Fresh Stops, and 3 retail stores	22	$262,000 (2017-2019)	USDA National Institute of Food & Agriculture
Louisiana		7	farmers markets	1 (New Orleans Area)		Market Match: W.K. Kellogg Foundation (2020), Baton Rouge - Red Stick Rewards: Louisiana Healthcare Connections (2020), Alexandria - Healthy Blue Louisiana: Louisiana Medicaid (2020)
Maine		50+	30 Farmers' Markets, 17 Farm Stand, 15 CSA's, 17 Stores			Elmina B. Sewall Foundation
Maryland	$12,094	45	farmers markets	12		

State	Dollars Spent	Retailers (n)	Type of retailer	Number of counties	Amount from state budget	Other Funding
Massachusetts	$395,797 (2018-2020)	12	local grocery stores, corner stores, and bodegas	5 (neighborhoods)		City of Boston
Michigan	$12,600,000 SNAP & Double Up Sales of F/V	247	109 grocery stores & 138 farmers markets	all 83 counties	Department of Health & Human Services: $6,940,000 (2016-2020)	
Minnesota	$184,365 in Market Bucks (Summer 2020); $17,950 in Market Bucks (Winter 2020)	99 (Summer); 21 (Winter)	farmers markets	39	"Healthy Eating Here at Home" (May 2015) $650,000	
Mississippi		30	20 grocery stores, 7 farmers markets, and 3 mobile markets	statewide		WK Kellogg Foundation
Missouri		150	70 grocery stores; 80 farmers markets	23		Blue KC; Hall Family Foundation; Health Forward Foundation
Montana	$500,000 (2015-2020)	27	24 Farmers Markets, 2 CSA's and 1 grocery store	13		
Nebraska	$107,000 (2020 DUFB & SNAP)	10	5 farmers markets, one mobile market, a CSA match program, and 3 grocery stores	3		Children's Hospital & Medical Center, CHI Health ($500,000 - 2020)
Nevada		10	8 farmers markets; 2 grocery stores	2		2017: $500,000 Southern Nevada Health District
New Hampshire		20	local grocers, farmers markets, and co-ops	9 of 10	2021: $150,000	
New Jersey	$35,000 Good Food Buck Dollars (2020)	25	4 Shoprite supermarkets; 21 farmers markets	8 counties and 15 municipalities		Community Foundation of New Jersey, Victoria Foundation, the Healthcare Foundation of New Jersey, Rutgers New Jersey Medical School
New Mexico	$1,000,000 SNAP and DUFB	84	43 farmers markets, 13 grocery stores, 7 farm stands/mobile markets, 1 CSA	20	$390,300/yr. (started in 2016)	USDA NIFA, State of New Mexico, Thornburg Foundation
New York	$316,466 SNAP and DUFB (2018)	150	farmers' markets, mobile markets, farm stands, and grocery stores	23		Health Bucks: Department of Health; New York City Human Resources Administration; Food Access and Community Health Program Double Up Food Bucks: Berkshire Taconic Community Foundation; Chautauqua Region Community Foundation; Community Foundation for Greater Buffalo; East Hill Foundation; First Niagara Foundation
North Carolina	$10,658 SNAP and DUFB (2020)	8	7 local markets, 1 online site; 12 farmers markets (Fresh Bucks)	8		Double Up Food Bucks: Community Foundation of WNC ($35,000) and Mission Health ($40,000)
North Dakota		5	3 farmers markets, 2 grocery stores	3 Tribal Communities		SDSU Extension
Ohio	$912,000 SNAP and DUFB (2019)	97 (2019)	farmers' markets & grocery stores	31	$850,000 (2019)v	Whole Foods Market, Franklin County, Bon Secours Mercy Health, ProMedica,

State	Dollars Spent	Retailers (n)	Type of retailer	Number of counties	Amount from state budget	Other Funding
Oklahoma	$108,000 DUFB (2020)	16	farmers markets	15	2020: $100,000-$449,999	2020: ($450,000+) BOK Foundation; George Kasier Family Foundation; Charles and Lynn Schusterman Family Philanthropies; The Anne and Henry Zarrow Foundation ($100,000-$449,999) Coretz Family Foundation; Inasmuch Foundation; Morningcrest Healthcare Foundation; F.W. Murphy Family Fund; Tobacco Settlement Endowment Trust (TSET); Tulsa Area United Way; USDA - GusNIP ($50,000-$99,999) Bob and Sheri Curry Charitable Fund; Food Research and Action Center
Oregon	$1,100,198 SNAP and DUFB (2020)	53	farmers markets	18	2019: $1,500,000	
Pennsylvania	$800,000 (since 2010)	100	farmers markets & grocery stores	15		
Rhode Island	$3,452.12 Food on the Move (2020)	69	farmers markets	7 sites (public library, food bank, public housing)		AARP Foundation, USDA National Institute of Food and Agriculture, Tufts Health Plan, and Blue Cross & Blue Shield of Rhode Island
South Carolina	$17,060 (2015)	33	farmers' markets, food shares, CSAs, corner stores, grocery stores; farm stand	25	$1,892,000 (2013)	USDA 2014 - Childhood Obesity Grant
South Dakota		5	3 farmers markets, 2 grocery stores	3 Tribal Communities		SDSU Extension
Tennessee	$30,000 (2020)	15	13 farmers markets; 1 farm store; 1 grocery store	7		Amerigroup (2021); Tennessee Department of Health
Texas	$4,000 (Fort Worth)	29	5 farmer's markets (Austin); 1 farmer's market, 3 supermarkets (Fort Worth); 3 mobile markets, 14 farm stands, 1 CSA, 2 farmer's markets (Houston)	6		City of Austin (Austin); Moody Foundation (Dallas); Rebuild Texas Fund (Houston); Tecovas Foundation (Lubbock); Waco-McLennan County Public Health District (Waco)
Utah	$47,047 (2017)	20	farmers' markets	11/13 (2017)	$400,000 ongoing (2019)	UBS and Get Healthy Utah (2018)
Vermont	$69,000 (2017)	32	farmers' markets	13/14		Wholesome Wave
Virginia	$332,000 SNAP and SNAP Match (2019)	75	71 farmers' markets, 4 grocery stores	80 communities		American Heart Association (2019)
Washington	$459,257 SNAP Match & $2,800,000 Fresh Bucks (2020)	300	100 farmers' markets and farm stands; 200 grocery stores	31	$3,800,000 (2019-2021)	Seattle's Sweetened Beverage Tax (SBT) (2020)
West Virginia	$20,000 (2021)	42	farmers markets and farm stands	31	$100,000 CARES Act (2020)	Extension Service Family Nutrition Program; West Virginia Farmers Market Association; USDA; GKVF; Healthy Grandfamilies

*Wisconsin & Wyoming have been removed from the table because their states have not provided any information on dollars spent, number of retailers, types of retailers, number of counties, state funding, and private funders.

Table 8: Food Security and Participation Rates

State	Households that are Food insecure (2019)	% population participating in SNAP	Participation in SNAP (individual)	% participating in DUFB	Participation in DUFB (individual)
Alabama	13.9%	15%	727,000	-	-
Alaska	10.7%	12%	85,000	-	-
Arizona	11.7%	11%	797,000	-	-
Arkansas	13.80%	12%	355,000	-	-
California	9.90%	10%	3,789,000	<1%	2,252 families 2017-2018
Colorado	10.2%	8%	450,000	<1%	4,401 (2018)
Connecticut	12.90%	10%	368,000	-	-
Delaware	10.20%	13%	129,000	-	-
Florida	10.9%	13%	2,847,000	-	-
Georgia	10%	13%	1,424,000	-	-
Hawaii	8.4%	11%	157,000	1.3%	1,833 (2017); 2,103 (2018)
Idaho	9.60%	8%	146,000	-	-
Illinois	9.90%	14%	1,770,000	-	-
Indiana	12.4%	9%	574,000	<1%	400
Iowa	7.9%	10%	320,000	23.5%	75,334
Kansas	12.5%	7%	201,000	-	-
Kentucky	13.7%	12%	541,000	2.1%	11,423
Louisiana	15.3%	17%	810,000	-	-
Maine	12%	12%	157,000	-	-
Maryland	10.1%	10%	619,000	3.7%	23,000
Massachusetts	8.4%	11%	760,000	27.2%	206,480
Michigan	12.2%	12%	1,180,000	-	-
Minnesota	8.3%	7%	409,000	-	-
Mississippi	15.7%	15%	455,000	-	-
Missouri	11.7%	11%	692,000	-	-
Montana	10%	10%	107,000	6%	6,400
Nebraska	10.8%	8%	161,000	<1%	559

State	Households that are Food insecure (2019)	% population participating in SNAP	Participation in SNAP (individual)	% participating in DUFB	Participation in DUFB (individual)
Nevada	12.8%	14%	423,000	-	-
New Hampshire	6.6%	6%	76,000	5.3%	4,063
New Jersey	7.7%	8%	705,000	<1%	3,250 (2020)
New Mexico	15.1%	21%	448,000	5.6%	25,000
New York	10.8%	14%	2,661,000	<1%	10,000
North Carolina	13.1%	13%	1,329,000	<1%	430
North Dakota	8.3%	6%	49,000	-	-
Ohio	12.6%	12%	1,383,000	1.2%	16,126
Oklahoma	14.7%	14%	574,000	39.9%	229,000
Oregon	9.8%	14%	599,000	2.60%	14,185
Pennsylvania	10.2%	14%	1,757,000	-	-
Rhode Island	9.1%	14%	152,000	<1%	270
South Carolina	10.9%	12%	601,000	-	-
South Dakota	10.9%	9%	81,000	-	-
Tennessee	12.5%	13%	903,000	<1%	1,500
Texas	13.1%	12%	3,406,000	<1%	60 (Fort Worth)
Utah	10.7%	5%	172,000	3.5%	6,000 (2017)
Vermont	9.6%	11%	69,000	-	-
Virginia	9.2%	8%	705,000	<1%	3,000 (2018)
Washington	9.9%	11%	825,000	<1%	4,745
Wisconsin	10.1%	11%	617,000	-	-
West Virginia	15.4%	17%	305,000	1.50%	4,482
Wyoming	12.2%	5%	26,000	-	-

*Alaska has been included in order to compare food insecurity and SNAP participation with states who do participate in SNAP healthy food pricing incentive programs.

Table 9: Health Outcomes

State	F/V sold DUFB
Alabama	14,000lbs
Michigan	18,000,000 lbs. (2009-2020)
New York	633,000 (since 2014)
Oklahoma	3,000lbs apples & 4,000lbs oranges per week (2020)

*Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming have been removed from the table because their states have not provided any information on how many pounds for fruits and vegetables they have sold through their programs.

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