HOW IT WORKS: SWIPE, EARN, SAVE

Customers swipe their SNAP EBT card at a central location at the farmers market or directly with a farmer.

SNAP customers earn incentive tokens, vouchers, or a loyalty card to spend on more fresh fruits and vegetables.

In many instances, SNAP shoppers are able to double the amount of produce they purchase.

YEAR ONE OF THE USDA FINI PROGRAM: SUCCESS AT THE FARMERS MARKET

The USDA’s Food Insecurity Nutrition Incentive (FINI) program increases the purchase of fruits and vegetables to support healthy eating habits among low-income Americans participating in the Supplemental Nutrition Assistance Program (SNAP, formerly “food stamps”). Farmers markets provided anywhere from a 1:1 to 50% match of SNAP purchases in incentives.

FINI-FUNDED FARMERS MARKET PROJECTS IN 2015

NEARLY 1,000 FARMERS MARKETS IN 27 STATES

In 2015, the first year FINI grants were implemented, 13 multi-year, mid- and large-scale farmers market-based projects were funded to conduct produce incentive programs at nearly 1,000 farmers markets in 27 states and the District of Columbia. Grantees report consistently high rates of redemption for SNAP incentives at farmers markets, with most reporting rates between 88% and 95%.

$3 million in nutrition incentives and $5 million in SNAP

FINI-funded farmers markets distributed $3 million in nutrition incentives and $5 million in SNAP. Located in a range of rural and urban communities, these markets offered outreach and educational opportunities to customers, and supported more than 4,000 small and mid-sized farmers.

16-32 million additional servings of fruits and vegetables

Incentives were offered to SNAP shoppers at almost one in eight farmers markets in the United States, through 200,000 transactions, resulting in approximately 16-32 million additional servings of fruits and vegetables for SNAP households.¹

$14.3 million in economic activity for rural economies

The $8 million in SNAP and incentives redeemed through FINI-funded farmers markets increased the revenues of independent, small and mid-sized farms. Using the USDA’s SNAP Economic Multiplier, FINI brought an additional $14.3 million in economic activity to those rural economies.²