

# How Much Does a SNAP Rebate Increase Fruit and Vegetable Consumption?

APPAM

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This presentation is the responsibility of the authors.  
Conclusions do not necessarily reflect the position  
of the U.S. Department of Agriculture.

# Outline

- The pilot
- The evaluation design
- Main impact: fruit and vegetable intake
- Mechanism: fruit and vegetable spending
- Local food retail access
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# Healthy Incentives Pilot



Fresh. Canned. Dried. Frozen.  
It's **HIP** to be healthy!

**3 easy steps to  
eating better and  
saving money**

Questions? 1-888-987-4487

# HIP Intervention



- Piloted in Hampden County, MA
  - November 2011-December 2012
- Financial incentive
  - 30% incentive on SNAP purchases of Targeted Fruits and Vegetables (TFV)
  - Incentive in the form of additional SNAP benefits
- Targeted fruits and vegetables:  
Same as for WIC fruit and vegetable vouchers; i.e.,
  - Fresh, frozen, canned, dried
  - No added sugar, salt, oils (with some exceptions)
  - Excludes juice, white potatoes, mature legumes

# Only Some TFV Spending Earned Incentives



- SNAP spending
  - Not cash or WIC vouchers
- Spent in retailers participating in HIP
  - Participating retailers accounted for 60% of all SNAP redemptions
- Subject to a cap
  - \$60 per month
  - Few households reached cap

# Mechanisms for Affecting Outcomes



- Strong financial incentive
- Implicit fruit and vegetable promotion—because of incentive
- Explicit fruit and vegetable promotion—through notification and training materials



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*Evaluation of the  
Healthy Incentives Pilot (HIP):  
Final Report*

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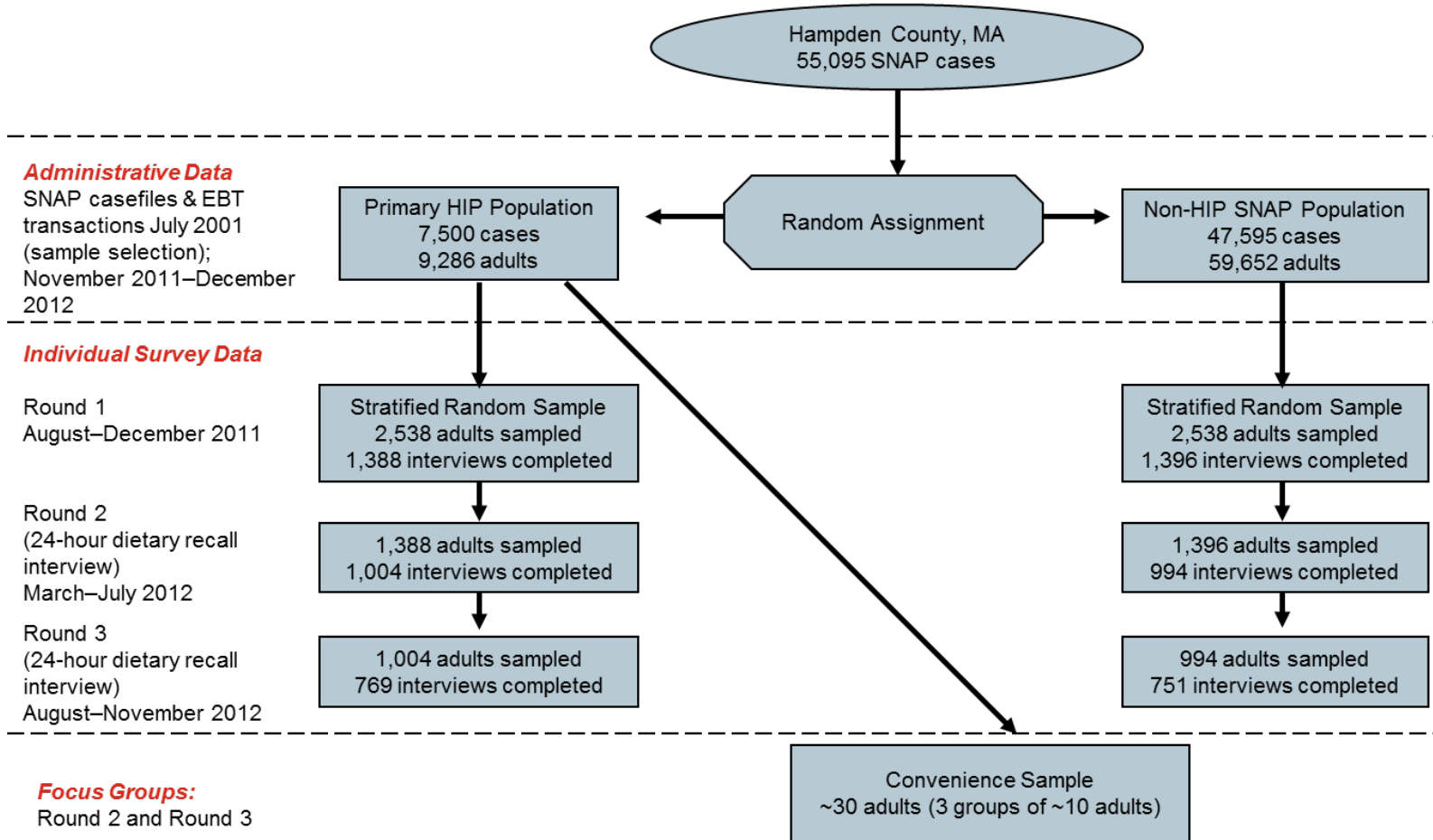
Danielle Berman

# Random Assignment Design



## Data Collection Activities

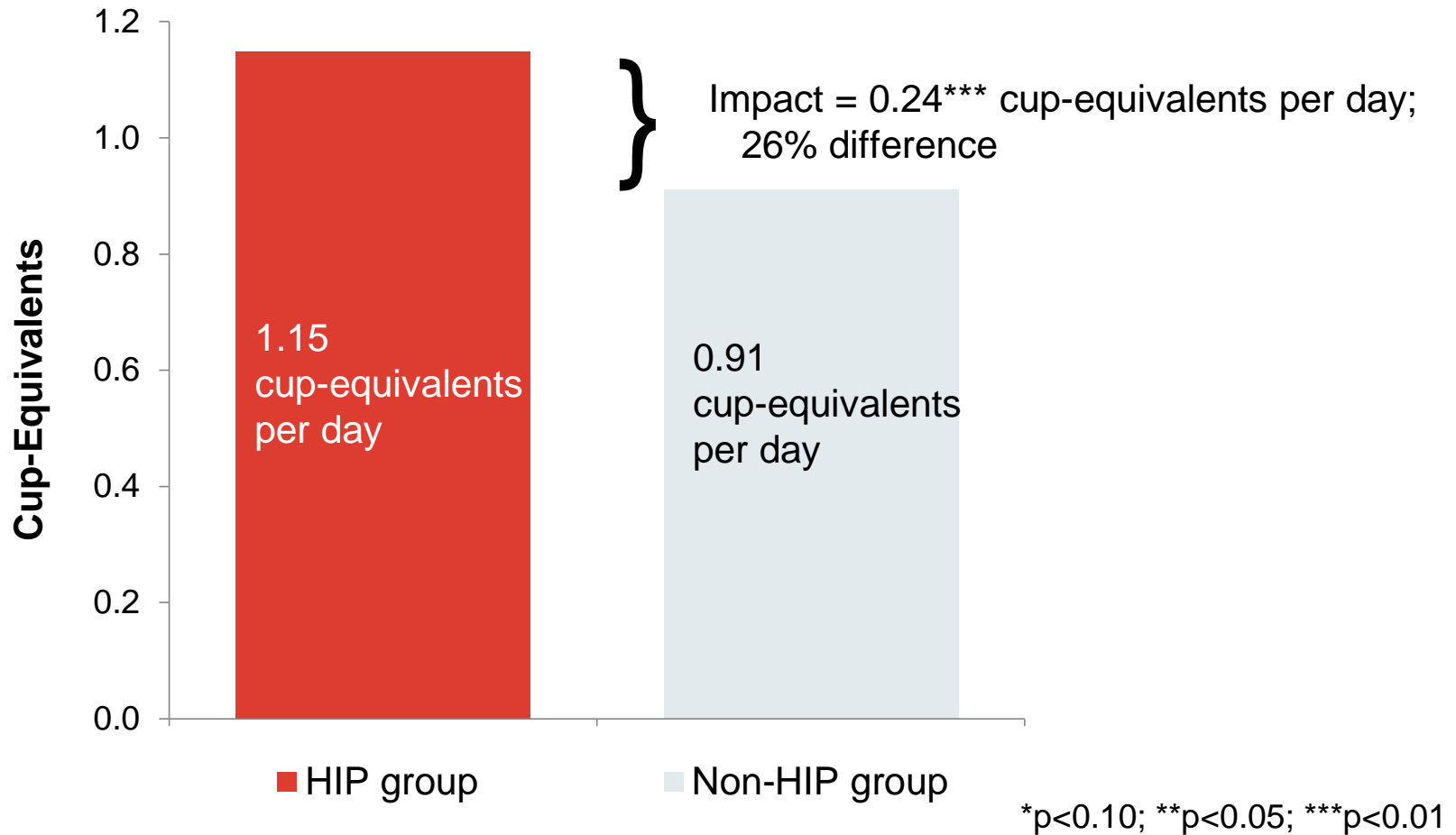
## Sample Design



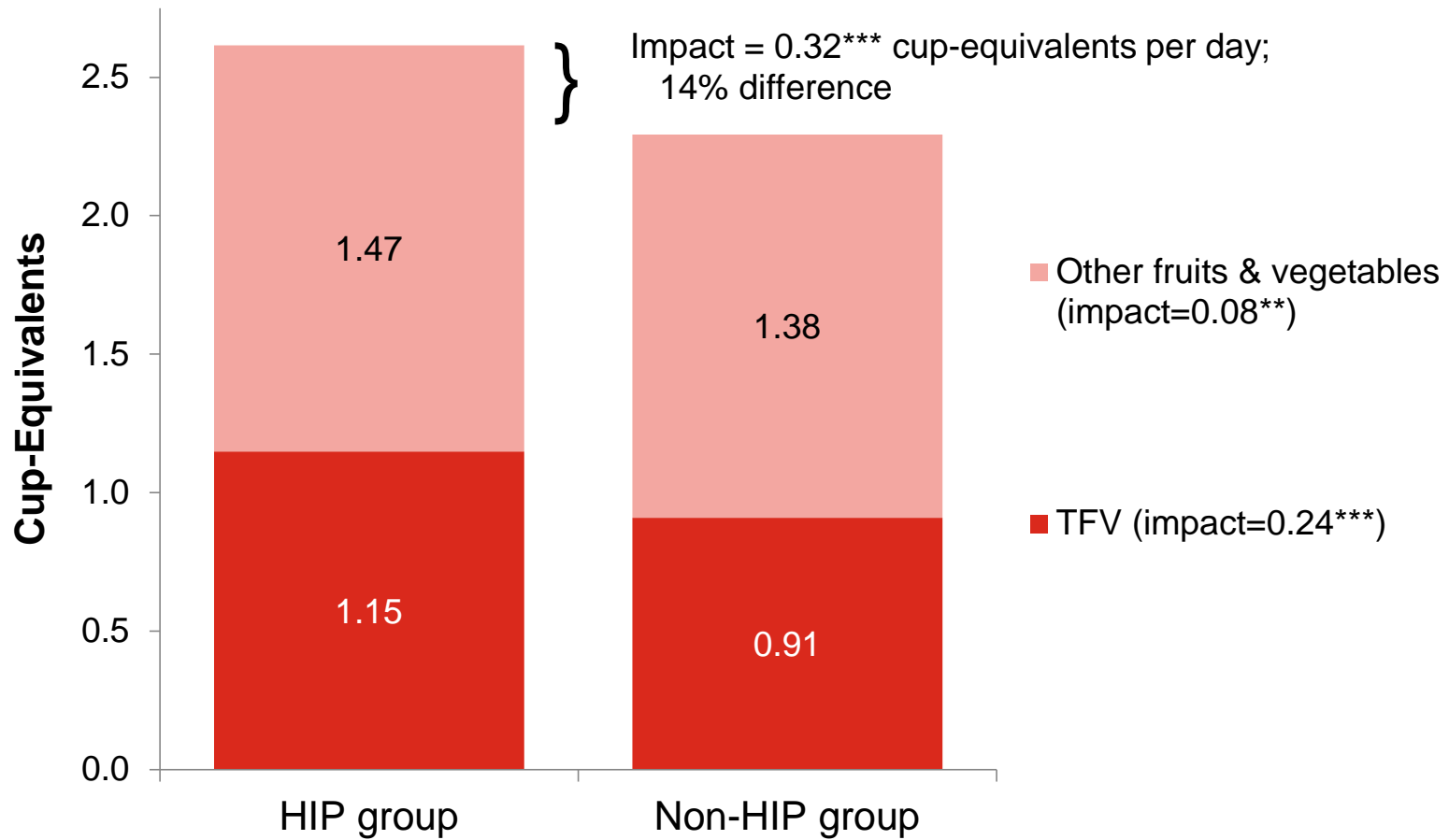
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# Impacts on TFV



# Impacts on Total Fruits & Vegetables



\*p<0.10, \*\*p<0.05, \*\*\*p<0.01

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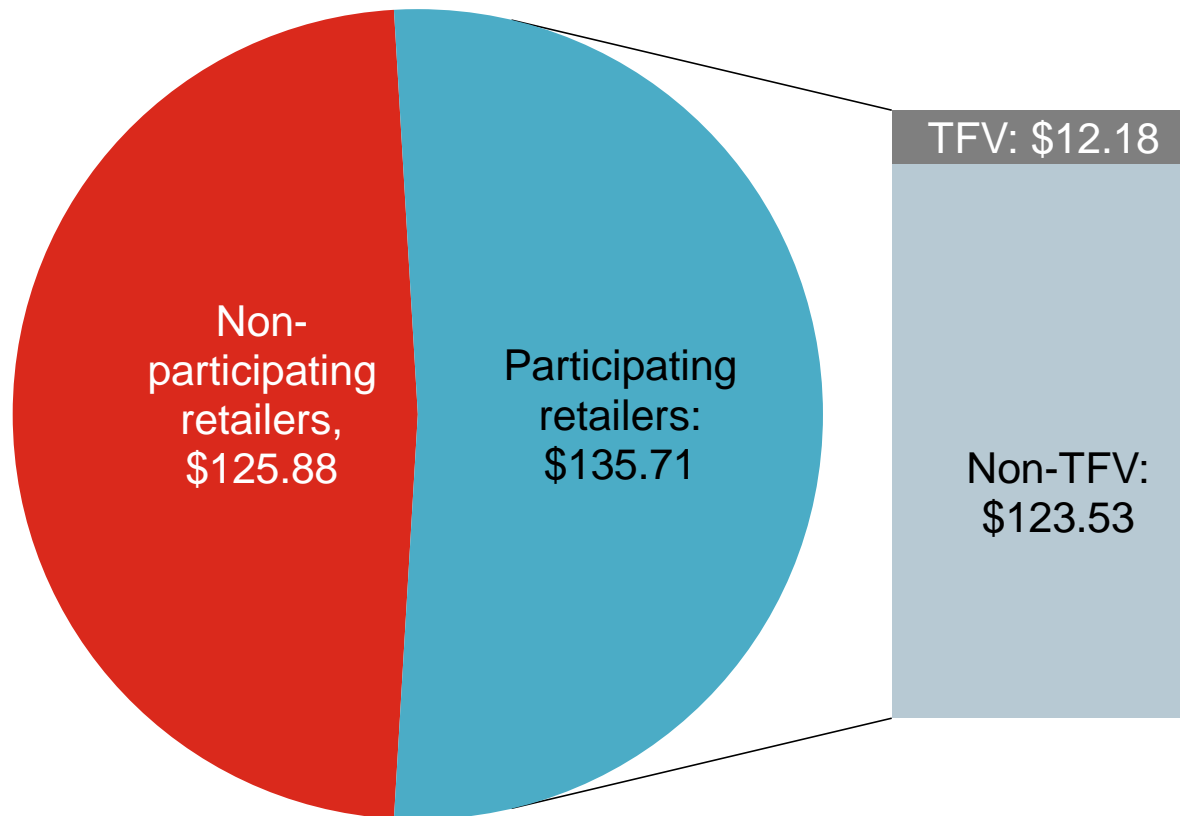
# Monthly SNAP Purchases by HIP participants (EBT Data, March to October, 2012)



Total monthly SNAP purchases: \$261.59

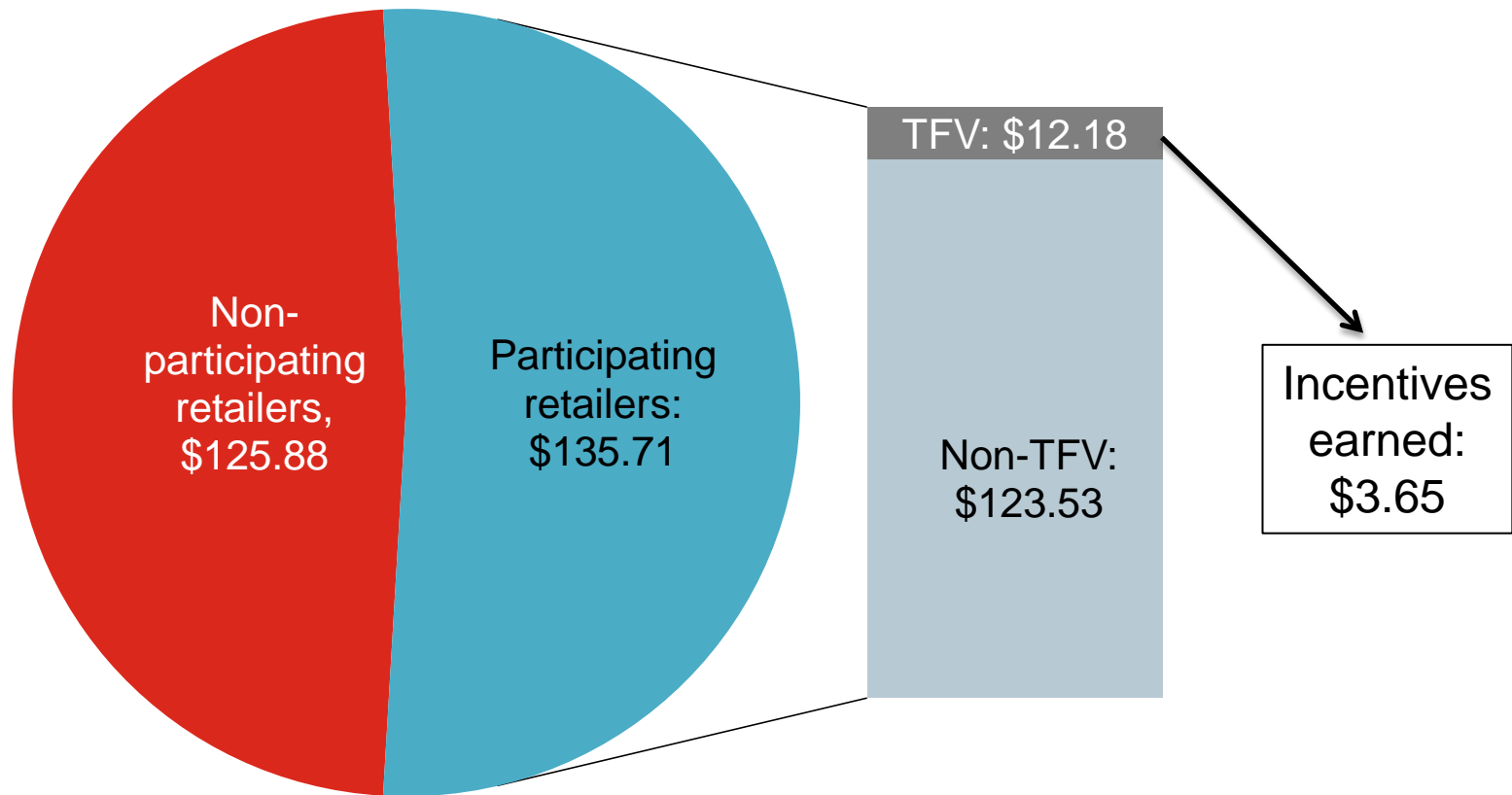


# Monthly SNAP Purchases by HIP participants (EBT Data, March to October, 2012)



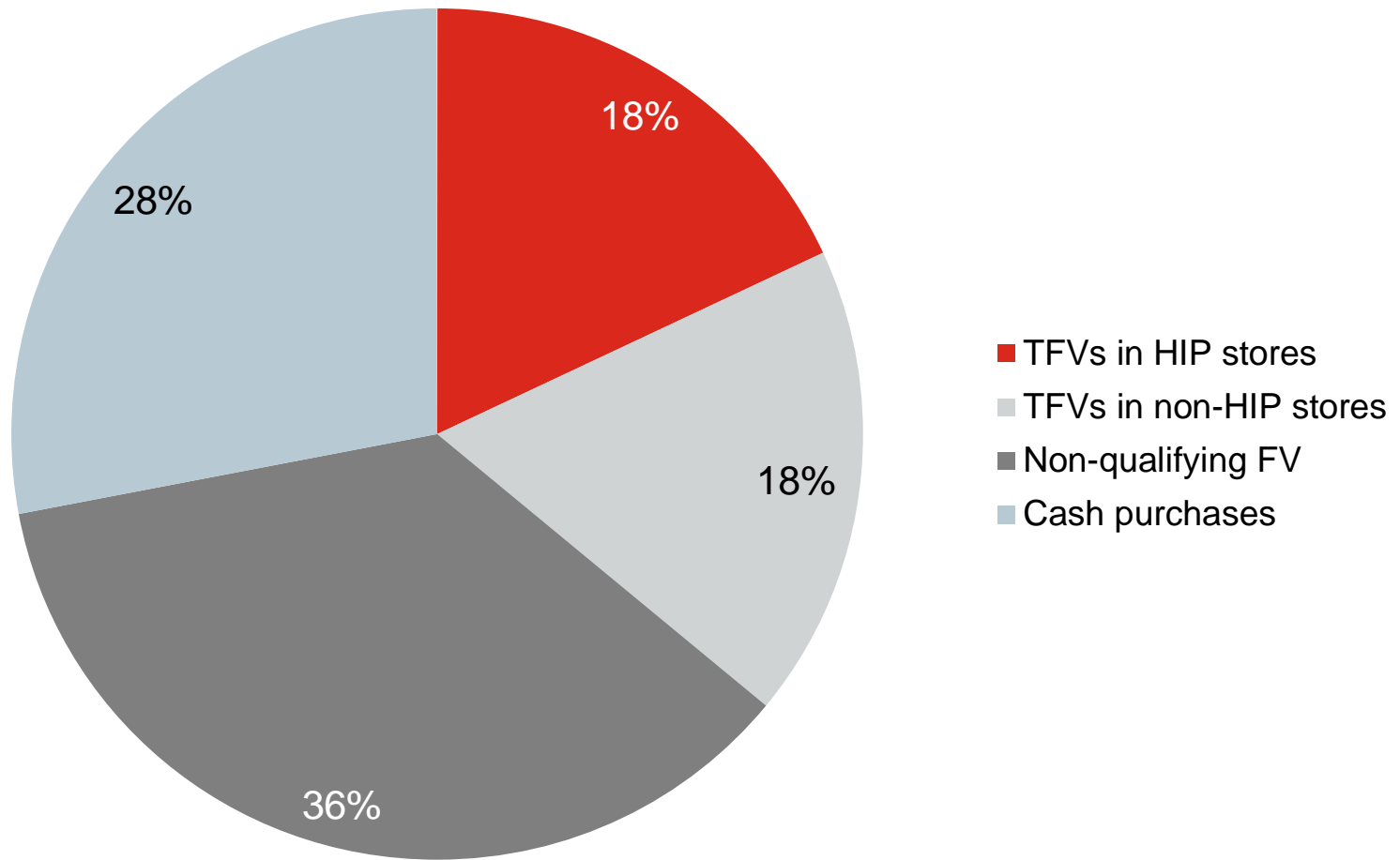
Total monthly SNAP purchases: \$261.59

# Monthly SNAP Purchases by HIP participants (EBT Data, March to October, 2012)

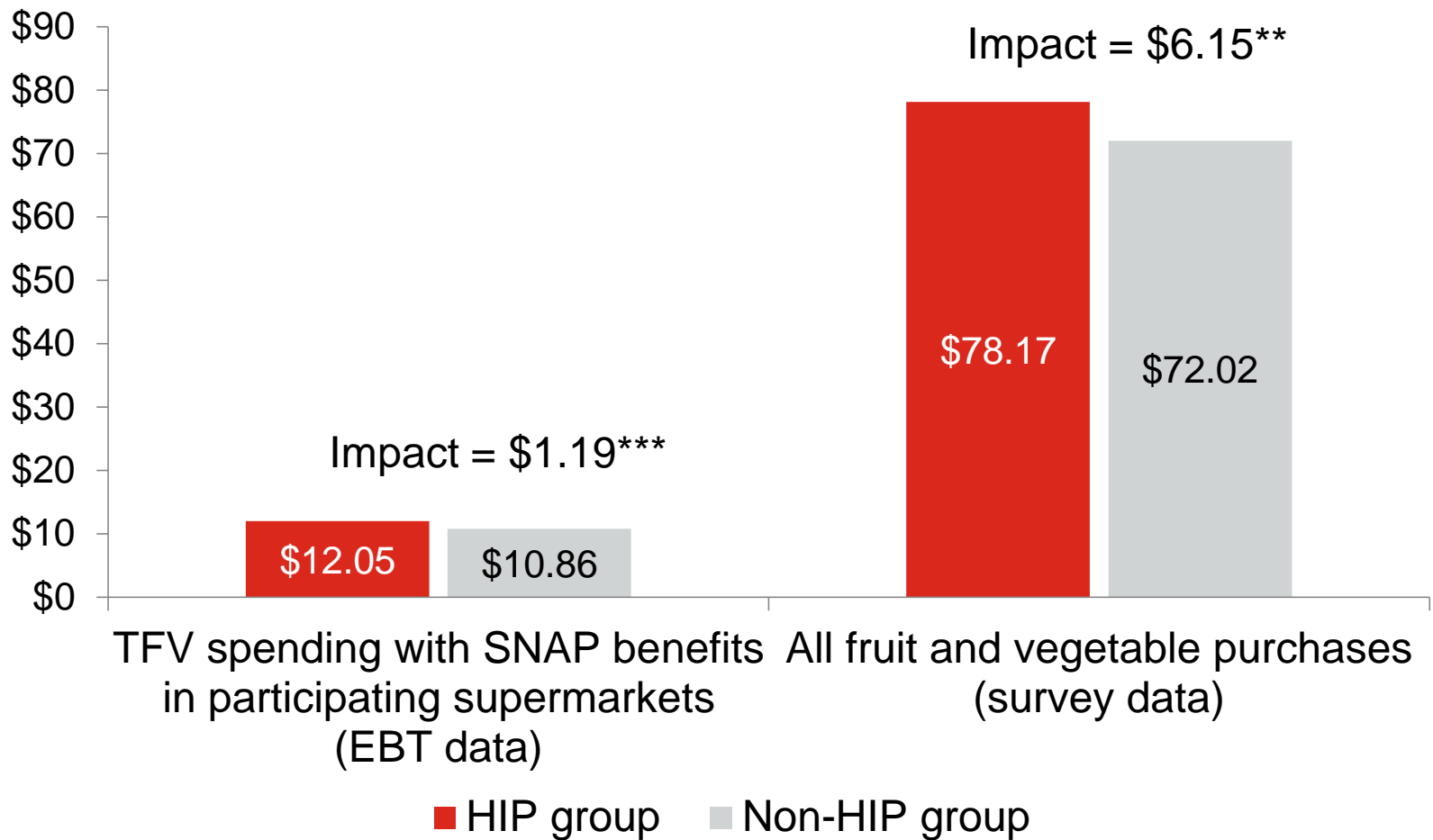


Total monthly SNAP purchases: \$261.59

# Four Ways that HIP Households Purchased Fruits and Vegetables



# Monthly Purchases of Fruits and Vegetables by HIP Participants

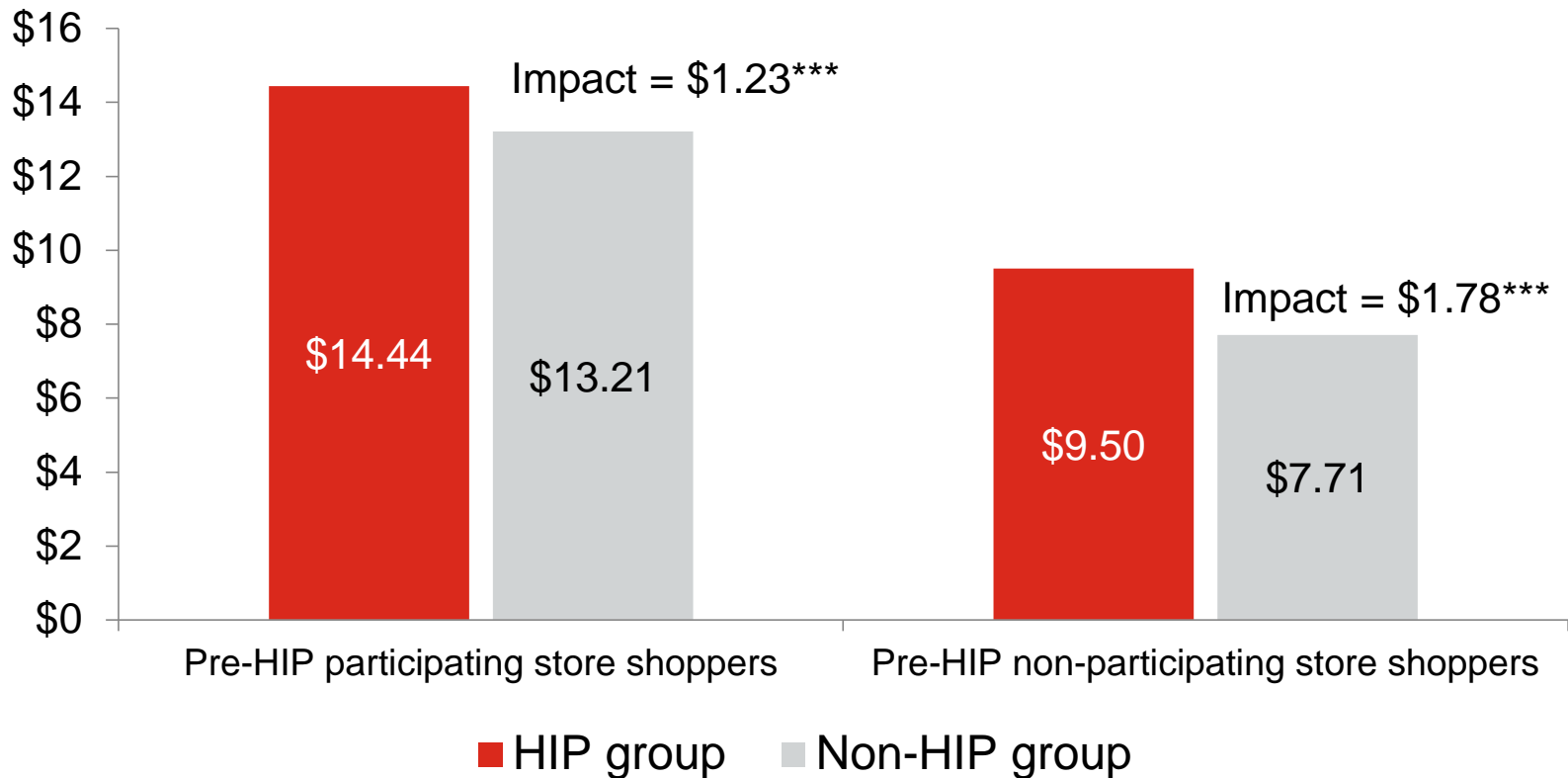


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# TFV Purchases in Participating Supermarkets, by Pre-Implementation Shopping Behavior



Impact of HIP is the same for both groups of participants.

\*p<0.10; \*\*p<0.05; \*\*\*p<0.01

# Spatial Analysis



## Healthy Incentives Pilot (HIP) Spatial Analysis

Draft

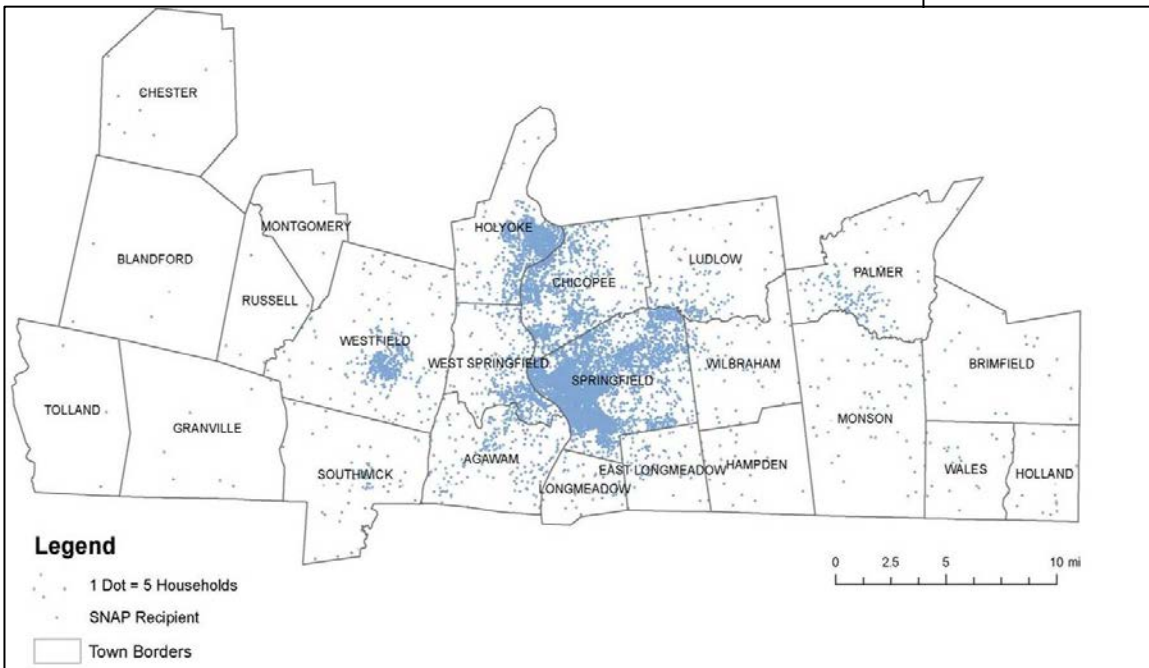
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# Further Interest in Healthy Incentives

- Food Insecurity Nutrition Incentives (FINI)
- Council of Economic Advisers
- National Hunger Commission
- White House Conversation on Child Hunger in America