



Nutrition Incentive Programs for SNAP Recipients

What is a nutrition incentive program?

A volunteer managed dollar for dollar match program for SNAP recipients who shop at select Portland Farmers Market locations. SNAP = Food Stamps Program.

For complete background on the evolution of these programs, see: <http://farmersmarketcoalition.org/incentive-programs/>

What are the program goals?

- Confront the inequitable food system that limits healthier food options for low income people
- Increase neighborhood ownership in farmers markets
- Increase sales for farmers and food producers at smaller, neighborhood farmers markets
- Strengthen the regional food economy by retaining a larger share of the retail dollar

Did you know?

- Every \$5 in SNAP benefits generates up to \$9 in local economic activity¹
- Every \$1 spent in the community generates more than \$6 in local economic impact²

Nutrition Incentive Program Markets By the 2010 Numbers



Over for 2010 program highlights

¹ http://www.ers.usda.gov/Publications/ERR103/ERR103_ReportSummary.pdf

² <http://www.cfra.org/node/57>

Program Outcomes

King Market – NE 7th & Wygant

- SNAP redemptions increased 125% over 2009 redemptions. SNAP redemptions as a portion of total token sales increased 15% (from 25% to 39%).
- 5% increase in number of SNAP recipients who shopped the market.
- Experience a 400%+ increase in match funds distributed during the 2010 market season compared to 2009. More than \$25,000 in match funds distributed during 2009 & 2010 seasons.

Fresh Exchange - Buckman Market

- SNAP redemptions increased 68% increase over 2009. SNAP redemptions as a portion of total token sales increased 8% (from 23% to 31%).
- 2% increase in number of SNAP recipients who shopped the market.
- More than \$6,000 in match funds distributed during the market season.

What users are saying about the programs:

"I get very little in food stamps and I love that this program stretches out my amount – it's the only place I use my food stamps. I love supporting this market!"

"This program is a huge blessing for my family. We are flat broke, so getting \$10 of value at \$5 cost is HUGE! When I get my job back, I will donate to this program."

"I really appreciate this program. It puts high quality and organic produce within my financial reach."

"This is amazing ... help me help the farmer ... help me eat more fresh produce."

Market Trends at Nutrition Incentive Program Locations

