

Produce Perks: 2020 Program Evaluation



Ohio Nutrition Incentive
Network Convening

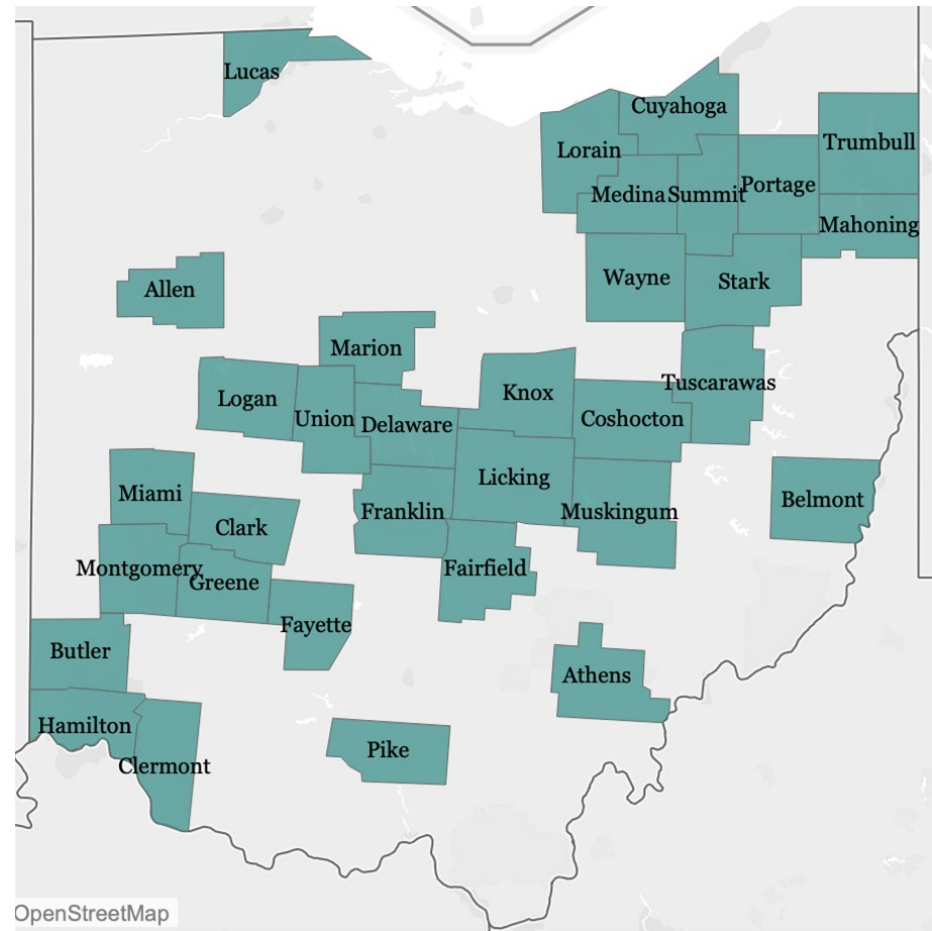
Lauren Vargo, MUPD

Harvesting Health in the Heartland: Ohio Produce Perks

Produce Perks increases access to fresh fruits and vegetables for food insecure communities.



Participating sites match **SNAP/EBT** \$1 for \$1, up to \$25 for customers to spend on fresh fruits and vegetables.



National SNAP Trends 2017-2020

2017

Persons: 42,316,550
Benefits: \$63.7 billion
Avg. Per Person:
\$125.47/month

2019

Persons: 35,702,472
Benefits: \$55.6 billion
Avg. Per Person:
\$129.83/month

2018

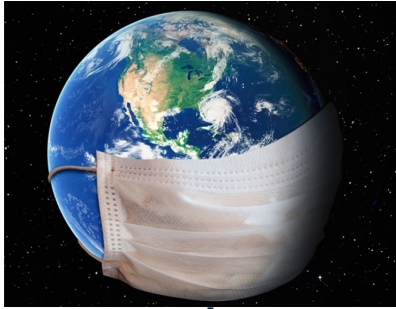
Persons: 40,775,705
Benefits: \$60.9 billion
Avg. Per Person:
\$124.50/month

2020

Persons: 39,871,752
Benefits: \$74.2 billion
Avg. Per Person:
\$153.15/month

2020 Notable Dates

March 15th



April 22nd
SNAP benefits
increased 40%

June 30th
Unlimited
Program Match
Ended

Between May and August 2020:
ODJFS provided an
estimated **850,000**
children with more than
\$250 million worth of
groceries through the P-
EBT program

March 18th
PPM Starts
Unlimited Program
match at DTC &
\$50 match at
Grocery Stores

May 12th
ODJFS P-EBT
program
announcement

Sept. 11th
Ohio approved for
second round P-
EBT

Incentive Programming Across Ohio



All statistics in this slide include PPM and YNDC data to provide a full picture of Ohio's SNAP incentive programming.

Evaluation Study: CrossSectional Survey

What individual factors predict use of SNAP incentive programs among SNAP recipients? What are perceived barriers or motivators for use?

- Program users
- Program non-users

What are the characteristics of SNAP recipients who use is various incentive program models?

- Grocery Store
- Farmers' Market
- Utilization at both

Cross Sectional Survey COVID19

How has COVID19 changed use of the Produce Perks program?

- Unlimited Incentive Match
- Program Awareness
- COVID19 Safety

What factors motivated or served as barriers to use of Produce Perks since COVID19?

- Economic
- Personal
- Social
- Service Delivery
- Spatial/Temporal

What are the food procurement behaviors of people receiving SNAP in the face of the COVID19 pandemic?

Direct-to-Consumer Sites



How does it work?

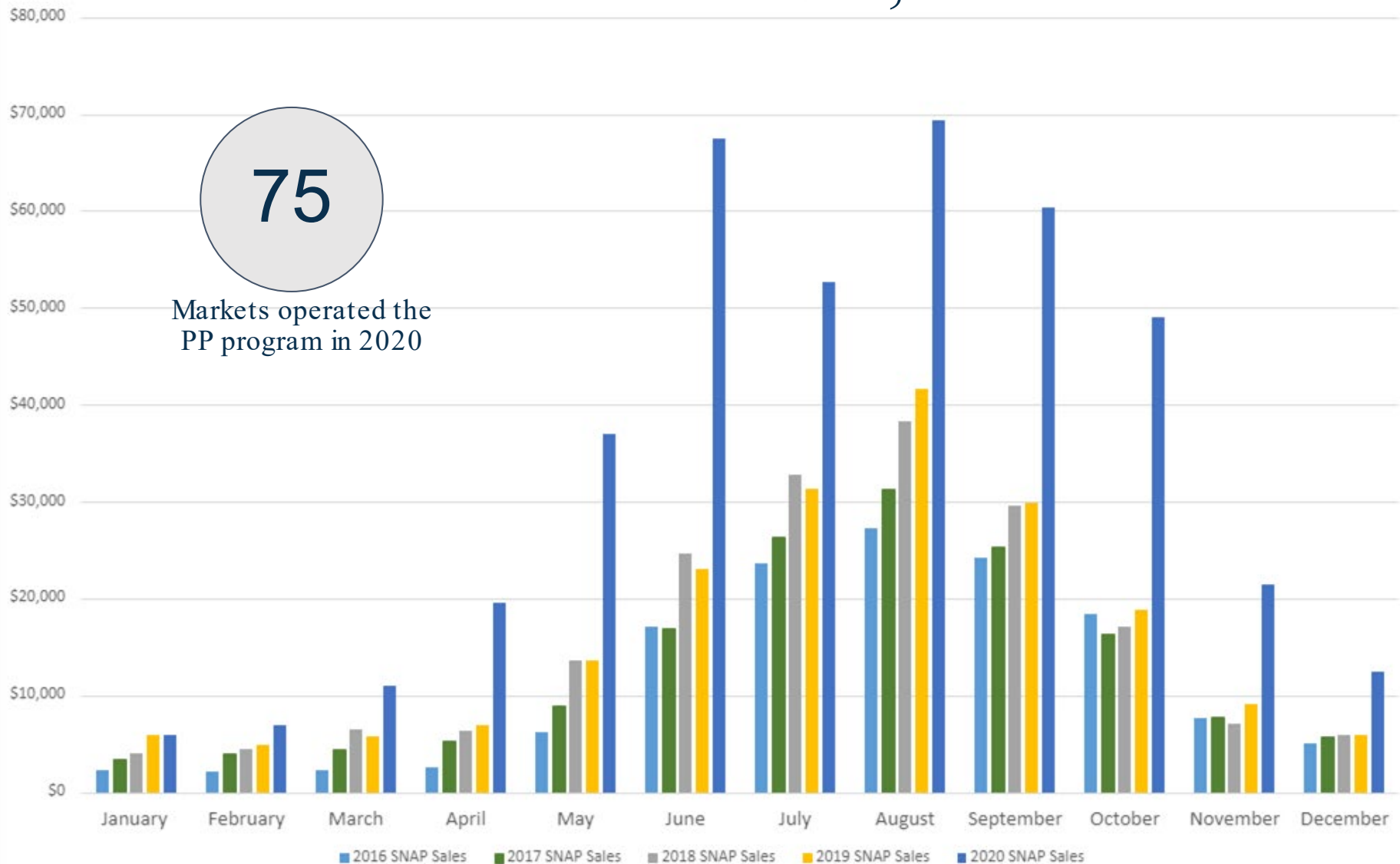
1. SNAP Customer visits the market manager table
2. The Ohio Direction Card (SNAP) is swiped by market staff for amount desired
3. Produce Perks matches SNAP amount \$1 for \$1, up to \$25
4. Produce Perks can be spent on fresh fruits, vegetables, herbs, or edible plants at the market



SNAP Sales at DTC Sites, 2016-2020

75

Markets operated the PP program in 2020



Program Growth 2019-2020 at DTC

6,971

Unique Customer
ID's in 2020



**Produce Perks
Purchases**



Unlimited Program Match at Direct-to-Consumer Sites

March 17-June 30, 2020

SNAP sales
increased

173%

from 2019 to 2020
(March - June)

Produce Perks
incentives redeemed
increased

72%

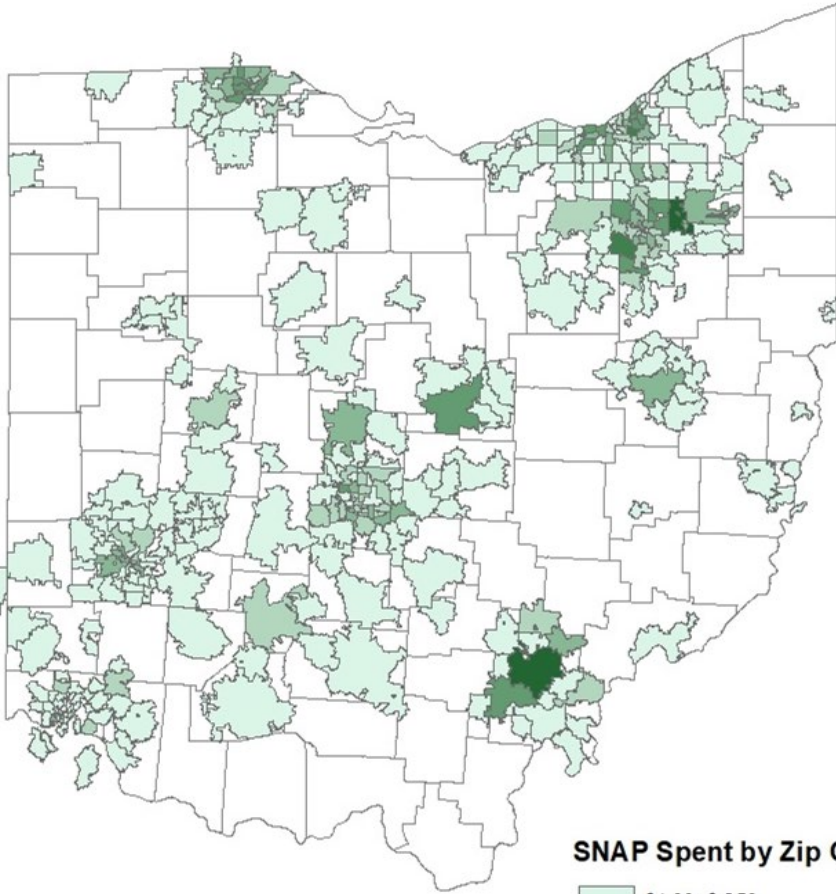
from 2019 to 2020
(March - June)

Unique SNAP
customers increased

37%

from 2019 to 2020
(March - June)

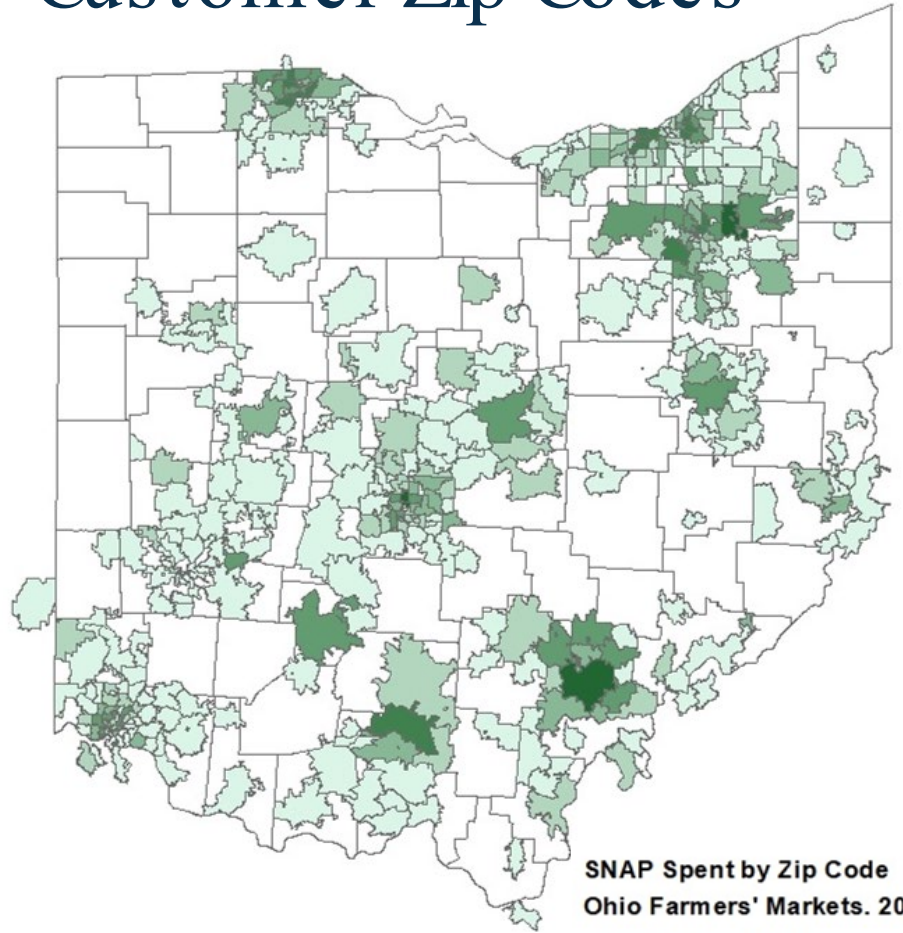
SNAP Dollars Spent by Customer Zip Codes



SNAP Spent by Zip Code,



2019



SNAP Spent by Zip Code
Ohio Farmers' Markets. 2020

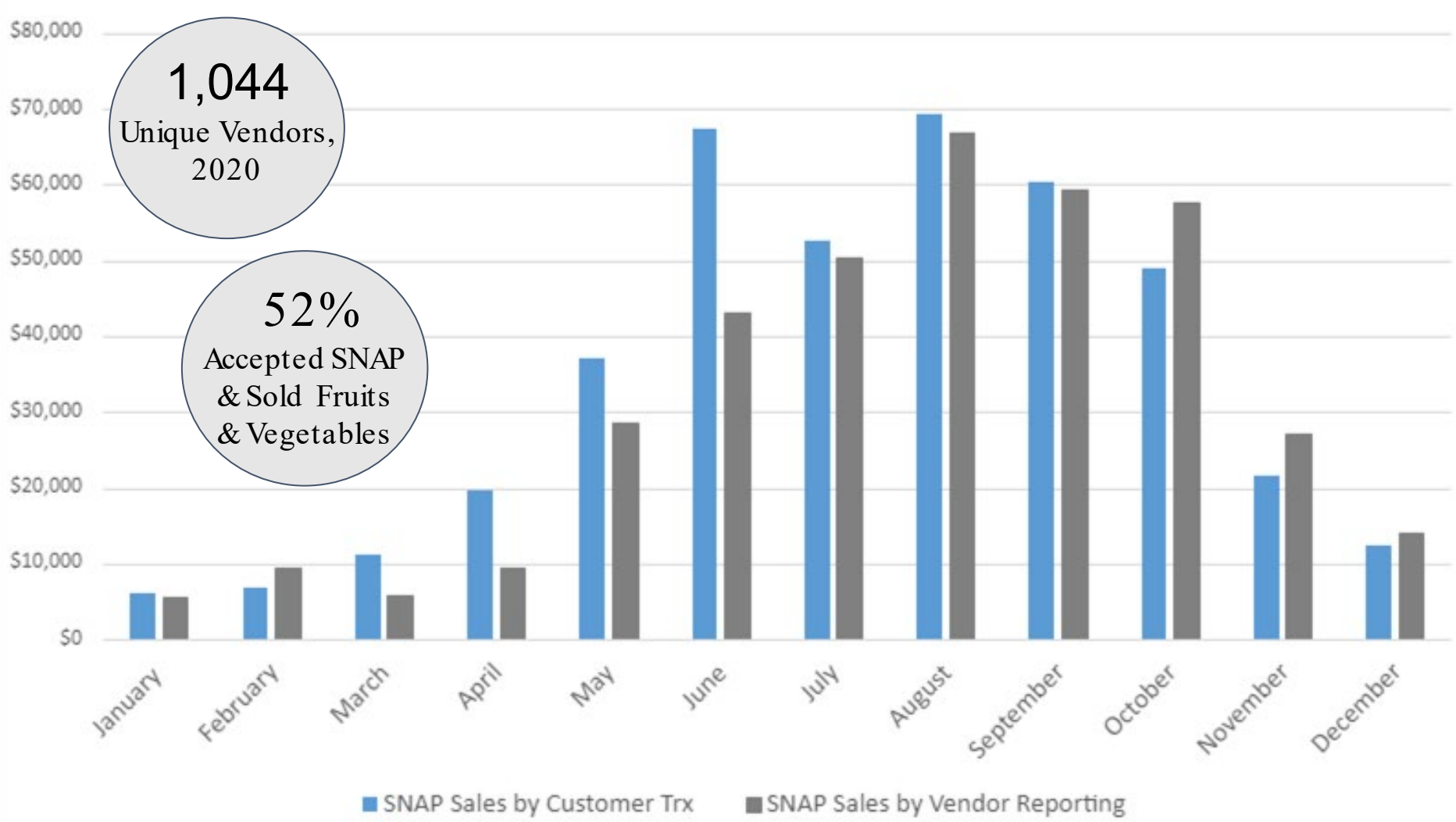


2020

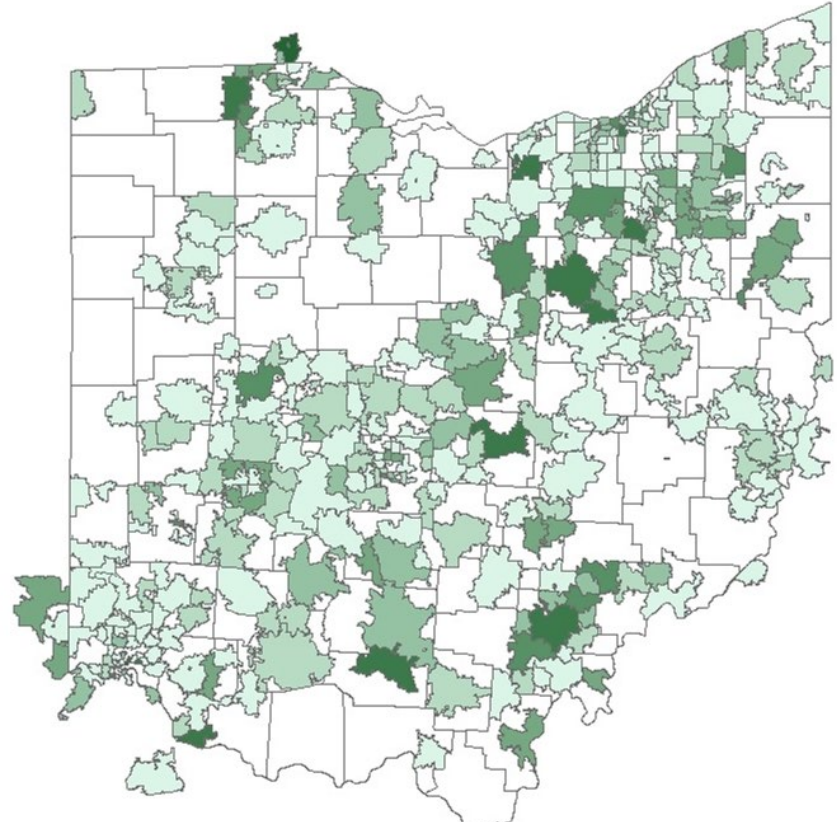
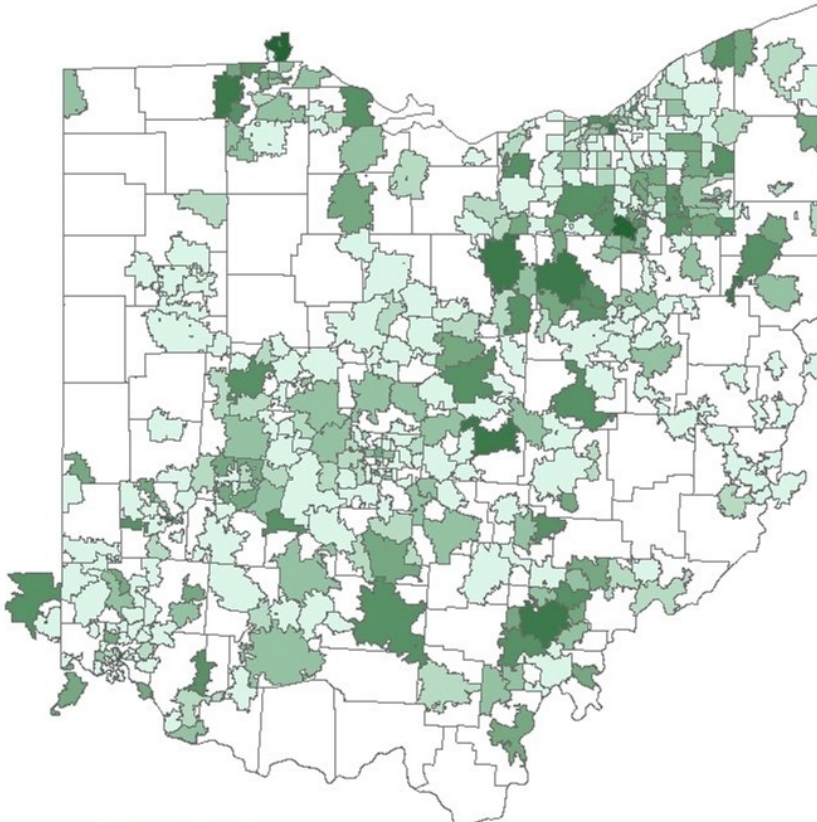
SNAP Dollars Supporting Ohio Vendors

1,044
Unique Vendors,
2020

52%
Accepted SNAP
& Sold Fruits
& Vegetables



SNAP & Incentives Redeemed by Vendor Zip Codes



**Total Program Impact on Vendors
SNAP & Produce Perks Spent, Ohio 2019**

- \$0 - \$250.00
- \$250.01 - \$500.00
- \$500.01 - \$1,000.00
- \$1,000.01 - \$2,000.00
- \$2,000.01 - \$5,000.00
- \$5,000.01 - \$10,000.00
- \$10,000.01 - \$20,000.00

2019

**Total Program Impact on Farmers Market Vendors
SNAP & Produce Perks Spent in Ohio, 2020**

- \$0.01 - \$500.00
- \$500.01 - \$1,500.00
- \$1,500.01 - \$3,000.00
- \$3,000.01 - \$6,000.00
- \$6,000.01 - \$10,000.00
- \$10,000.01 - \$20,000.00
- \$20,000.001 - \$42,530.66

2020

Grocery Store Sites



How Does it Work?

Automated Coupon Delivery Method



When a SNAP customer spends over \$5 on produce they receive a \$5 Produce Perks coupon. Customer's can receive between \$10-\$25 per transaction.

Manual Coupon Delivery Method



SNAP customers receive a \$5 voucher when they spend \$5 SNAP on fruits and vegetables or eligible SNAP purchases. Customer's can receive between \$10-\$25 per transaction.

Some independent locations are seasonal.

Incentive Trends at Grocery Stores

2019

\$880,173

Incentives Distributed

\$212,600

Incentives Redeemed

26,436

SNAP Transactions when a Produce
Perks Coupon was Redeemed

At **20** Participating Stores

2020

\$1,895,415

Incentives Distributed

\$479,854

Incentives Redeemed

173,435

SNAP Transactions when a Produce
Perks Coupon was Redeemed

At **21** Participating Stores

Incentive Redemption Rates

Automated Coupon Delivery Method



2019
23.8%

2020
23.0%

Manual Coupon Delivery Method



2019
42.4%

2020
56.7%

Preliminary Findings on Food Security

Increased rates of food security among survey respondents from Year 1 to Year 2, with an even greater increase in Produce Perks program users.

	N	Mean	Std Dev	Min	Max
Y1 Food Security Score	253	2.37	2.10	0	6.0
Y2 Food Security Score	111	1.37	1.91	0	6.0
Change from Y1 to Y2	111	-0.91	1.97	-6.0	4.0

Thank You!

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