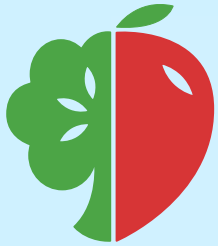


# USDA FINI PROGRAM: SUCCESS

The USDA's Food Insecurity Nutrition Incentive (FINI) program increases purchasing of fruits and vegetables to support healthy eating habits among low-income Americans participating in the Supplemental Nutrition Assistance Program (SNAP, formerly "food stamps"). The 2014 Farm Bill funded FINI as a competitive grant program, outside of SNAP, for a total of \$100 million dollars over five years.

## OHIO PRODUCE PERKS



### ProducePERKS

Produce Perks is Ohio's nutrition incentive program, which matches the value of SNAP/EBT with additional dollars to spend on fruits and vegetables when SNAP consumers shop at participating farmers markets and grocery stores. Produce Perks doubles the purchasing power of SNAP consumers and unlocks affordable access to fruits and vegetables. Ohio is one of 27 states that saw great success in the first two years of the FINI grant program.

#### FARMERS

Increased sales for over **830 farmers and producers.**

FINI means more money for Ohio farmers. More than **830 farmers and producers** participate in the program, which has resulted in more than \$345,000 in SNAP and nutrition incentives spent since 2015.

#### CONSUMERS

**4,000 Ohio households** purchased more produce.

FINI is effective at improving the eating habits of SNAP families. It's simple: when people can afford produce, they buy it. Since 2015, more than **4,000 Ohio SNAP households** participated in the program and are now able to purchase more fruits and vegetables for their families at **85 locations** offering Produce Perks in 2017.

#### ECONOMY

**FINI drives economic activity.**

USDA estimates that every \$1 in SNAP spending creates **\$1.80 in economic activity**, but the impact is magnified when purchasing locally-grown food. A national report found 39% of participating farmers at one site improved operations, such as: planting more acres, building hoop houses, or hiring more workers.

## HOW IT WORKS:



**SWIPE** your Ohio Direction Card for SNAP-eligible foods.



**GET** up to \$10 in Produce Perks to match your SNAP purchase.



**SHOP** for fresh fruits and vegetables!

“I come [to the market] every weekend to get healthy food for my kids. This Produce Perks lets me get the healthy food for my kids that I want but can't afford.”

– Cincinnati SNAP shopper



Wholesome Wave