



CREATED BY GUSNIP NTAE CENTER

# How New York is Leading the Way in Online SNAP

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The Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) is supported by Gus Schumacher Nutrition Incentive Program grant no. 2019-70030-30415/project accession no. 1020863 from the USDA National Institute of Food and Agriculture.



# About the Nutrition Incentive Hub

The Nutrition Incentive Hub is a coalition of partners, created by the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE), that supports nutrition incentive and produce prescription projects.

**Our objective: Strengthen access to fruits and vegetables**

- Supporting Gus Schumacher Nutrition Incentive Program (GusNIP) grantees and applicants
  - Funded through 2018 Farm Bill
  - Formerly known as the Food Insecurity Nutrition Incentive Program (FINI)

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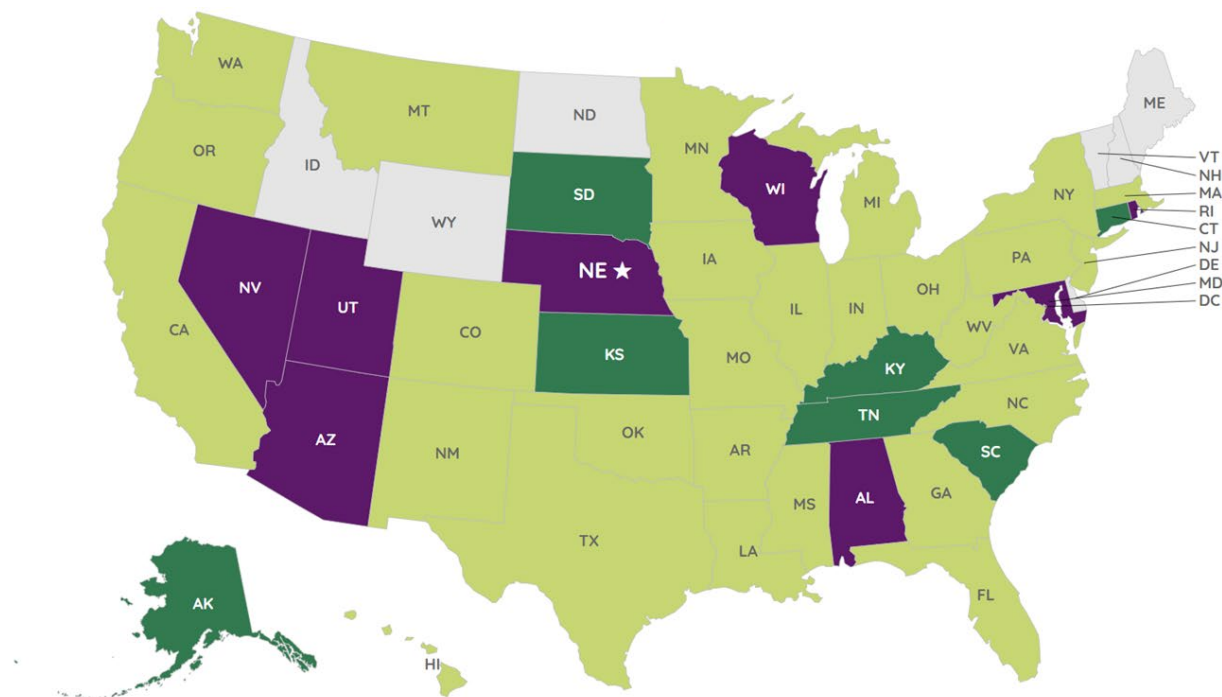
# GusNIP Goals

- Increase the purchase and consumption of fruits and vegetables among participating households
- Reduce individual and household food insecurity
- Improve health outcomes of participating households
- Decrease associated healthcare use and costs



# Impact of GusNIP

- 69 active projects that involve a SNAP transaction
- \$2.5 M in Federal Funds
- Additional \$2.5M in matching funds
- 21 States participating



# Incentives Issued and Redeemed



Incentives Issued

**\$3.2M**

Total Firm Count

**290**

Redemption Rate

**89.0%**

Incentives Redeemed

**\$2.8M**

Unique Project Count

**17**

AVG Redeemed by Firm

**\$9,690**

Grant Type  
Nutrition Incentive

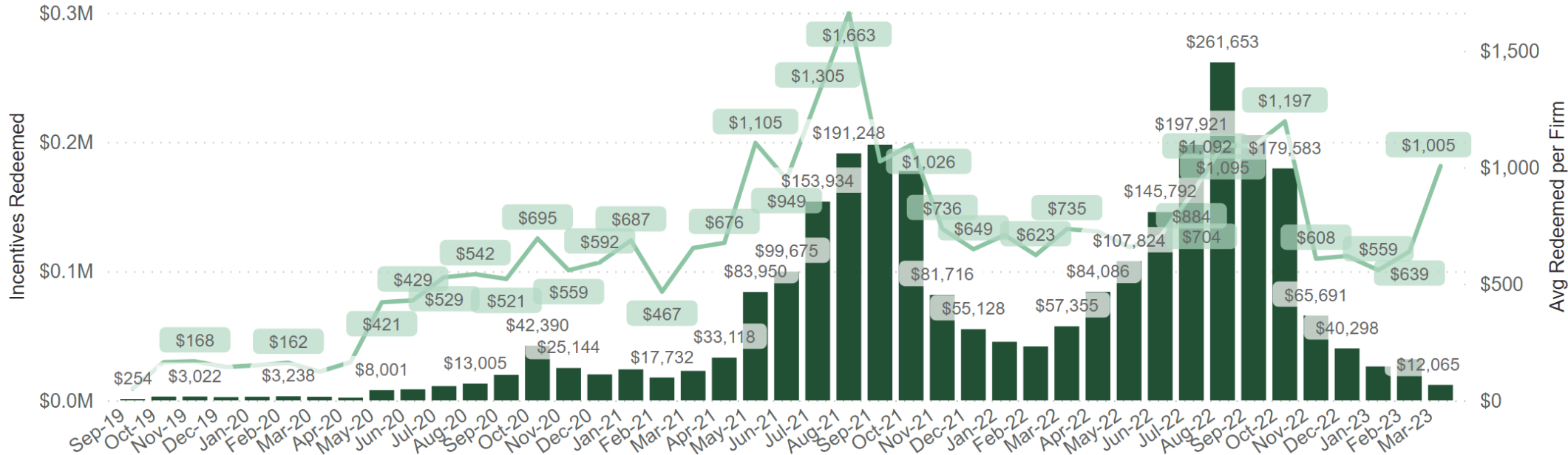
Grant Award Type  
All

Project Type  
All

Firm Type  
Farm Direct

Total Incentives Redeemed and Avg Amt Redeemed per Firm by Month and Year

● Incentives Redeemed ● Avg Redeemed per Firm



# Footprint of Nontraditional Retail in GusNIP

Count of Firms, % of Firm Type  
BY FIRM TYPE, FIRM CATEGORY

Firm Type	Count of Firms	% of Firm Type
<b>Farm Direct</b>	<b>290</b>	<b>100%</b>
Farmers market	180	62%
Farm stand	44	15%
Mobile market	36	12%
CSA	27	9%
Other	3	1%
<b>Brick and Mortar</b>	<b>155</b>	<b>100%</b>
Other small grocery or convenience store	51	33%
Medium chain traditional supermarket/groc...	43	28%
Independent traditional supermarket/grocery	36	23%
Co-op grocery store	14	9%
E-commerce	3	2%
Large chain traditional supermarket/grocery	3	2%
<b>Total</b>	<b>445</b>	<b>100%</b>





**Questions?**



# Contact

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