

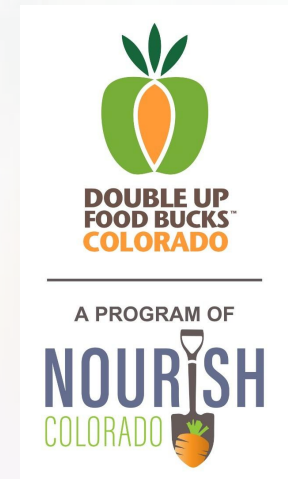


Innovative Partnerships in GusNIP

How Grocers are Using Incentives to Boost Sales and Support Local Agriculture



APPALACHIAN
& RCD COUNCIL

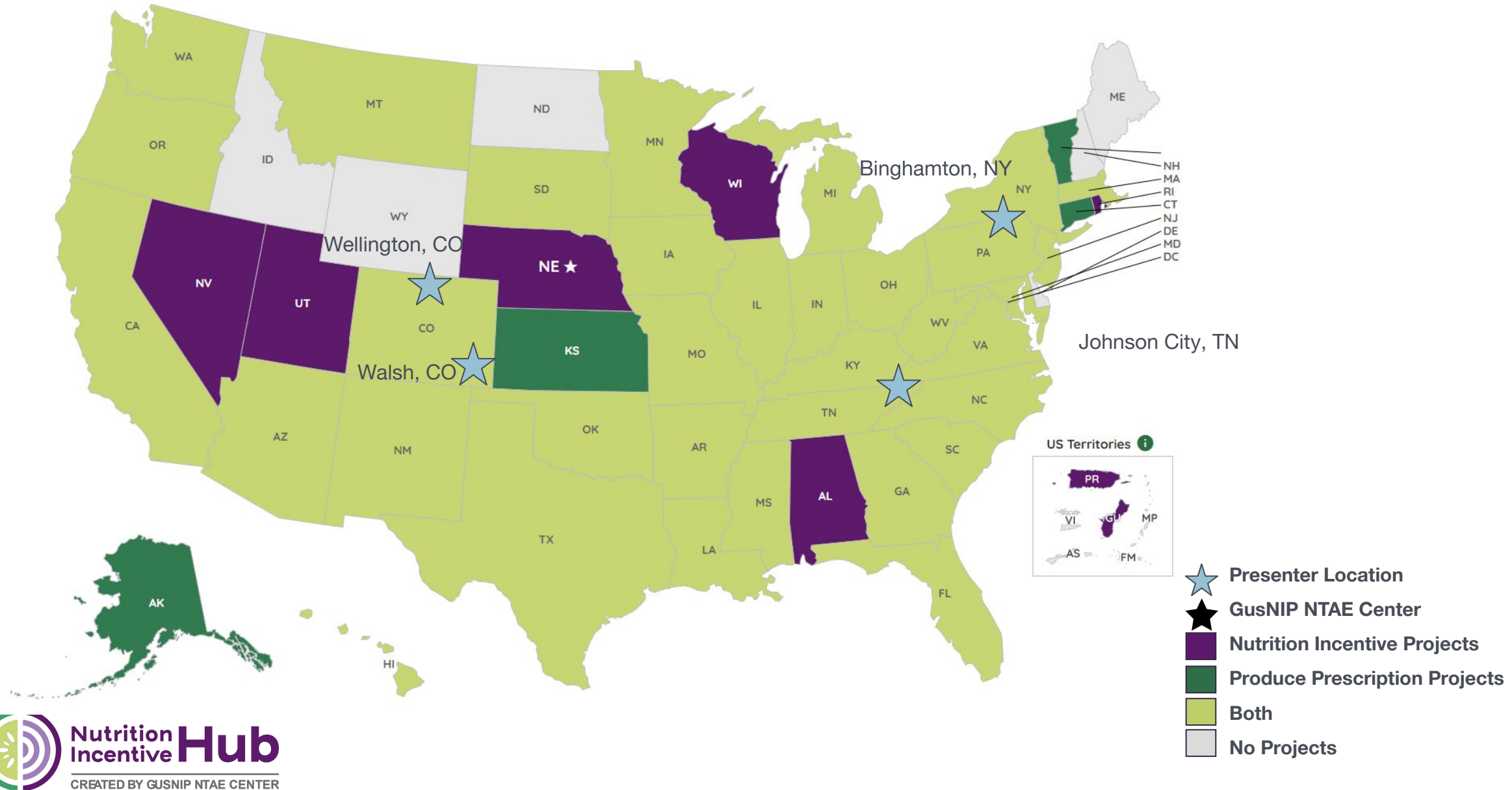


The Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) is supported by Gus Schumacher Nutrition Incentive Program grant no. 2023-70414-40461 project accession no. 1031111 from the USDA National Institute of Food and Agriculture.

Presenters

- Ashley Cavender, Equitable Nutrition and Food Access Director, Appalachian Resource Conservation and Development Council, Johnson City, TN
- Kate Miller-Corcoran, Food as Medicine Coordinator, Rural Health Network of South Central New York, Binghamton, NY
- Allison Russell, Russell Farms, Brackney, PA
- Caitlin Stuart, Senior Program Manager, Double Up Food Bucks Colorado, Avarada, CO
- Laurel Smith, Value Chain Coordinator, Nourish Colorado, Wellington, CO
- Meta Jo Riseling, Walsh Community Grocery Store, Walsh, CO
- Moderated by Erica Raml, Senior Director of Nutrition Incentives, Fair Food Network

GusNIP Grantees Across the US



GusNIP Program Overview

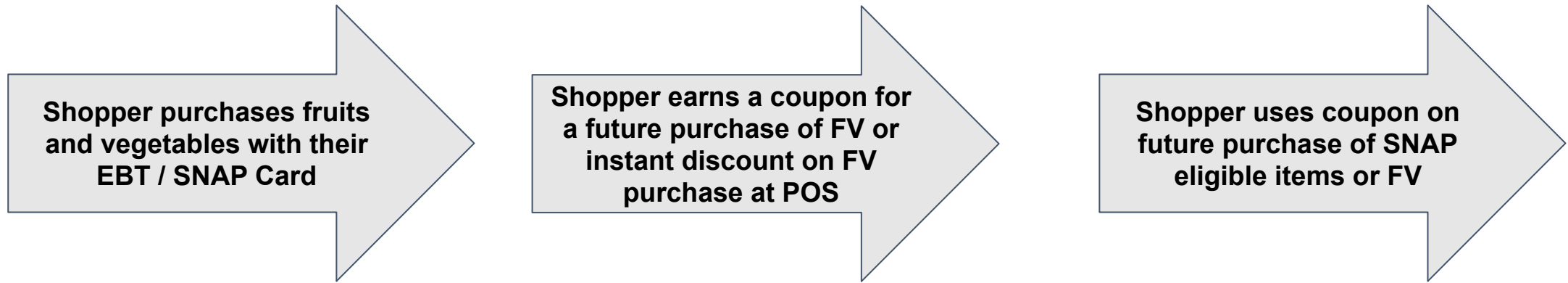
The Gus Schumacher Nutrition Incentive Program (GusNIP) is authorized under the 2018 Farm Bill to provide funding opportunities for projects providing incentives to increase the purchase of fruits and vegetables by low-income consumers.

Goals

1. Increase purchase and consumption of fruits and vegetables
2. Reduce individual and household food insecurity
3. Improve health outcomes of participating households
4. Decrease associated health care use and costs

What are Nutrition Incentives?

- Nutrition incentive projects (including SNAP) increase the purchase of fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase.



What are Produce Prescriptions?

- Produce prescription projects coordinates with a healthcare entity, such as a clinic, to provide a prescription for free or reduced cost fresh FVs to people with low income and at risk for diet-related chronic disease.



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 Gus Schumacher Nutrition Incentive Program (GusNIP) grantees, applicants, and other GusNIP audiences.

Our objective: Strengthen access to fruits and vegetables

Our goal: Make safe, nutritious food available to all Americans

- 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)



APPALACHIAN R&D COUNCIL

GROW ★ CONNECT ★ PRESERVE ★ FOSTER

Appalachian Pharmacy: A Produce Prescription Program
for the Appalachian Highlands

Who are we?

THE APPALACHIAN RESOURCE CONSERVATION & DEVELOPMENT COUNCIL IS A 501(C)3
NONPROFIT ORGANIZATION SERVING NORTHEAST TENNESSEE AND BEYOND.
ARCD PROVIDES TRAINING TO FARMERS AND GARDENERS, LENDS SUPPORT TO LOCAL
FARMERS MARKETS, AND STRIVES TO IMPROVE THE LOCAL FOOD SYSTEM. OUR
MISSION IS TO CONSERVE NATURAL RESOURCES AND IMPROVE RURAL
ECONOMIES THROUGH COMMUNITY LEADERSHIP
AND ENHANCED EDUCATIONAL OPPORTUNITIES.



Appalachian Highlands

Where are we?
532,000 population

Northeast TN



PROGRAM



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R&D COUNCIL
Appalachian Pharmacy

FOOD  CITY

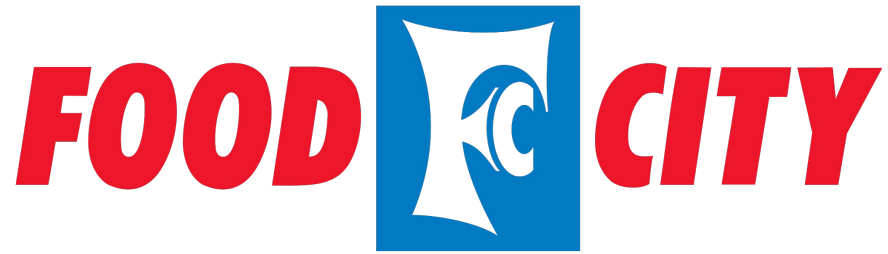


- 3 year USDA GusNIP Grant with 1 year extension
- 160 participants receive \$45 monthly in vouchers to spend on fresh fruits and vegetables at the farmers markets & Food City in the off-season.
- Monthly Cooking classes, pop up farmers markets, chair yoga at the Langston Community Center & Food City.





How do we do it?

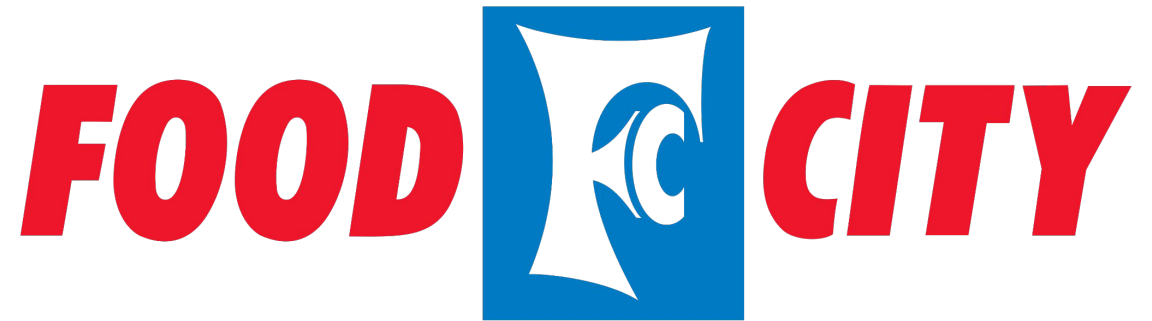


- Our local grocery partner makes it possible.
- We do have a state food sales tax, but Food City's system allows non-profits to set up a credit account that allows participants to use their Produce RX paper vouchers at check out.
- Food City charges this to our account, which is tax free because of our 501(c)3 status.
- We receive monthly invoices and pay them with the GusNIP grant funds.

The Process



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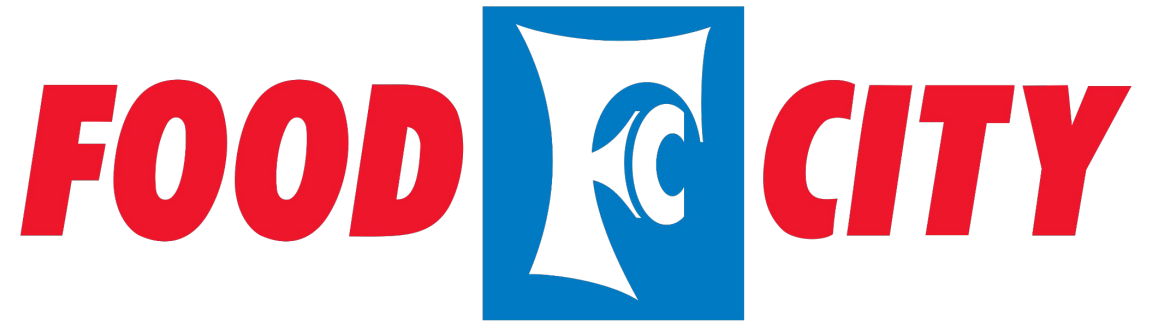


1. We host a monthly distribution, 10am-6pm at Food City.
2. Participants receive vouchers, recipes, cooking gadgets, as well as cooking and yoga classes in the morning and evening at the distribution site.
3. Participants take their vouchers and go shop for fresh produce.
4. Cashiers ring them up and participants sign their vouchers and complete the transaction.

The Challenges



APPALACHIAN
R&D COUNCIL



- Some participants are elderly or limited in mobility, making voucher pick ups and shopping a challenge, logistically and/or physically.
- Not every cashier at every store has been trained on voucher redemption and the transaction may be paused until other staff can come assist.
- Folks presenting their vouchers may feel self conscious or stigmatized.
- Inconsistent experiences can create fear of embarrassment or unwanted attention and make participants reluctant to use their vouchers.
- Scarcity mentality can lead participants to hoard vouchers rather than redeeming them.



“This is not just a hand out it will save my life.”

“I have cooked things I have never tried because of the recipes.”

“I tried my first beet today and they are good.”

“We would not be eating if it wasn't for this program right now.”

“I feel better and I have lost weight.”





Ashley Cavender,
Equitable Nutrition & Food Access Program
Director

ashley@arcd.org/ 423-427-0547

Follow us on social media!

Website: arcd.org

Please feel free to reach out at any time with
questions.





**DOUBLE UP
FOOD BUCKS™
COLORADO**

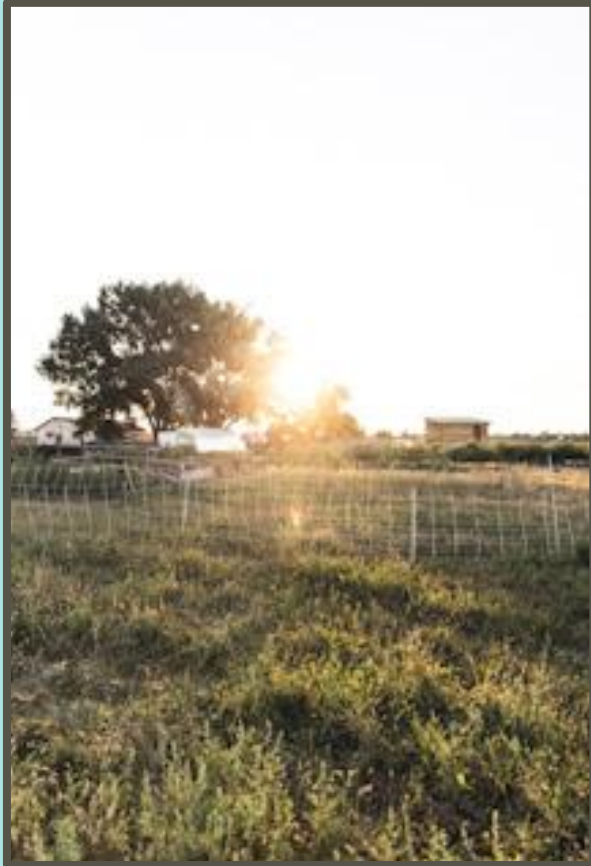
A PROGRAM OF



We strengthen connections with and between farms, ranches, and communities so that all Coloradans have equitable access to fresh, nutritious foods.

We conduct policy advocacy for systems change, manage programs that increase food access and support local producers, and work alongside community partners to inspire collective action.

3 distinct areas of Colorado—Wellington, Arvada, Walsh



1 Mile long and 1 Mile wide
The rest.... Farm Land!

General Program Overview

We have **118** active Double Up Food Bucks sites in **29** counties, with **48** of those being **brick and mortar** locations.

54 are located in **rural communities**, and at least **8** are in rural areas that are also **low-income, low-access**, where geographic isolation and affordability create significant barriers to food access.

Walsh Community Grocery is our most **hyper rural** partner and is the **only** year-round partner we have within a **~150 mile radius**.

Grounded in Community, Across Colorado

As a statewide program, we rely on relationships with local, grassroots partners. By showing up and making connections across the food system, we meet communities where they are. This is how we first connected with Walsh Community Grocery in Southeast Colorado.



Community Food Navigators (fka Advocates)

We share power *and* our outreach funding with local community-based partners who know their communities best.

They understand where SNAP shoppers are already buying produce and what's needed locally, and they act as a continuous feedback loop so we are centering community feedback in our program implementation and improvements.

We rely on their leadership to shape how the program expands and operates in each community.



WALSH COMMUNITY GROCERY STORE

PULLING TOGETHER WE ALL WIN

OPEN MONDAY – SATURDAY

719-324-5421

535 N COLORADO, WALSH CO



Get free fruits & vegetables with your SNAP and P-EBT benefits



**HYPER RURAL
FOOD DESERT**

Offering our
Community
Healthy Options!



Meta Jo Riseling, Store Manager/ Shareholder





WHAT IS COLORADO SNAP PRODUCE BONUS?

1. Shoppers use SNAP benefits to buy qualifying fruits and vegetables at participating locations

UP TO \$60 PER MONTH
HASTA \$60 AL MES

2. Get a dollar for dollar match back on their EBT card

NO SIGN-UP REQUIRED
SIN NECESIDAD DE REGISTRARSE

3. Use their bonus at any SNAP retailer, to buy any SNAP item





Questions?

For information about Double Up Food Bucks Colorado program implementation, marketing and outreach, or Community Food Navigators, please contact Caitlin@NourishColorado.org

For information on Walsh Community Grocery, please contact Meta Jo at walshgrocery@outlook.com

For information on value chain coordination + Here & Now Farm, please contact Laurel@NourishColorado.org

PRx South Central NY: Program Overview

Increase food & nutrition security

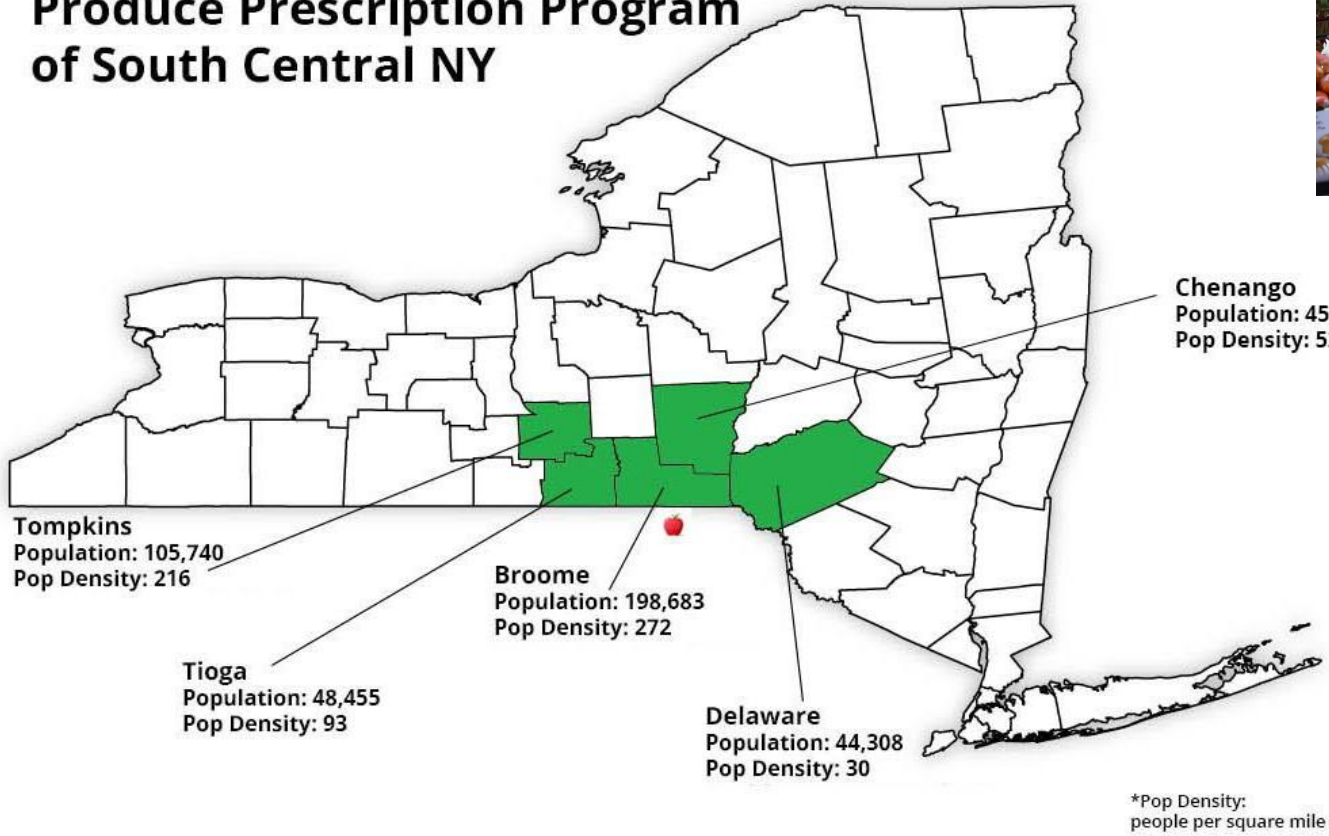
Improve health outcomes & decrease costs

Improve local economies & food system

- Est. 2017
- 5 Counties (Broome, Chenango, Delaware, Tioga, Tompkins)
- 500+ participants (2024);
- 340 anticipated for 2026
 - Additional 300+ from 1115 Medicaid waiver
- 40 redemption locations
 - Farm-direct (farmers' markets, CSA / farm shares, farm stands)
 - Brick and mortar (independent rural grocery and regional grocer)
- 6 - 8 months (\$60/month)
- 2.4 FTE

Who We Serve & Who We Are

Produce Prescription Program of South Central NY



Russell Farms: Family Owned and Operated



Eligibility of Patients

Diagnosis or At-Risk of...

- High Blood Pressure
 - Heart Disease
 - Type 2 Diabetes
 - Prediabetes
- ...and living with food insecurity

Who Do Is Prescribing/Enrolling?

- Registered Dietitians
- Wellness Coordinators
- Nurse Navigators
- Community Health Workers
- Student Resource Navigators



How does it work?

- Patient is screened
- Enrolled, including survey
- Patient attends 3 visits over six – eight months
- Patient receives \$120 in vouchers per visit, OR enrolls in a CSA/Farm Share

Patient Support

At the First Visit

- Vouchers/Paperwork
- Getting Started Guide
- Kitchen Reinforcements

On-Going

- Weekly PRx Hello
- Social Media & Website Final Visit
- Post-Survey/1:1 Feedback



Hello, PRx Friends!

You need 5 servings of fruit + veg every day. That's 35/week. Our program provides approximately 12-15/week.

Watch this video to learn about getting the right balance of food in your diet <https://youtu.be/zJfTwmJne0>. **WITHOUT** changing your entire routine!

Produce Rx Program

RURAL HEALTH
NETWORK
Serving South Central New York

Getting Started Guide

**SHOPPING • TRANSPORTATION
TIPS & TRICKS FOR STORAGE & USE**

FARM STANDS & GROCERY STORES

Lone Maple Farm - Fruit & Vegetable Farm Market

607-724-6877 | 2001 Hawleyton Road, Binghamton

Hours: Everyday 10am-6pm (May - October)

Other incentive programs: SNAP

Accessibility: Designated parking spaces

Parking: On-site parking asphalt and gravel lot

Bus: no public transportation

Russell Farms

607-972-5793 | 2911 Old Vestal Road, Vestal

1488 Hawleyton Turnpike, Brackney, PA

Hours: Vestal: Open May - November

Monday - Saturday 8am-7pm/ Sunday 8am - 6pm

Brackney: Open all year

Thursday - Sunday 9am-5pm (Dec-Aug)

Everyday 9am - 6pm (Sept-Nov)

Other incentive programs: FMNP, SNAP

Accessibility: Designated parking spots (both locations)

Parking: On-site parking gravel & paved (both locations)

Bus: 57 Sycamore/Stewart or Lourdes (Vestal location)

No public transportation to Brackney location

Valley View Farm Fresh Produce

(607) 213-4027 | 39891 NYS Rt 79, Richford

Hours: May - Dec Daily 9-6; produce June- Nov

Other incentive programs: none

Accessibility: Wheel chair accessible building

Parking: Gravel, on-site parking

Bus: No public transportation

VINES Farm Stand

607-205-8108 | 126 Susquehanna St, Binghamton

Hours: Wednesdays 3:30 pm-5:30 pm, June 15 - October 26

Other incentive programs: SNAP

Accessibility: Flat, outdoor setting

Parking: On-site parking asphalt and gravel lot

Bus: Route3 Carroll/Hawley

Incentives: Vouchers and CSAs

What is eligible?

Fresh & cut fruits & vegetables

What is NOT eligible?

Value-Added items (like salsa, jam, sauce), juice, dried fruits or vegetables, non-produce items.

CSA/Farm Shares available for home delivery and community based pick up locations.

Local food can be challenging without support; especially if you are just reintroducing produce into your meal planning.

Produce Prescription Program

Expires June 3, 2023



\$5 Fruit and Vegetable
VOUCHER
XY88

- For use at participating Farm Shares, farmers' markets, farm stands and grocery stores (see back cover).
- Only valid for fruits and vegetables.
- Not redeemable for cash; no change provided.

VENDORS Return To: RURAL HEALTH NETWORK
c/o FaHN, 455 Court Street, Binghamton, NY 13904
kmillercorcoran@rhnsnycny.org | 607-692-7669

ProduceRx ID _____

CLU #1037



THIS INFORMATION FOR PRICE CHOPPER ONLY
Valid on minimally processed fresh, frozen or canned fruits and vegetables with Price Chopper AdvantEdge card. Limit 2 Price Chopper coupons per customer, per offer, per day; may be combined with one manufacturer coupon per product purchased, unless prohibited. Void if copied or altered. Not valid on Instacart delivery or pick up orders. Offer effective Sunday, May 15, 2022 through Saturday, June 3, 2023 in our Endicott, Oneonta, Sidney, Owego, Chenango Bridge, Delhi and Binghamton stores only.



- Three booklets that include \$120 (24 \$5 vouchers)
 - Vouchers Prepped with PRxID
 - Spent at Retail Locations
 - Vendors return monthly for reimbursement

Questions and Discussion

Contact Us!

eraml@fairfoodnetwork.org

Laurel@NourishColorado.org

Caitlin@NourishColorado.org

washgrocery@outlook.com

Ashley@arcd.org

kmillercorcoran@rhnscny.org

russellfarmsinfo@gmail.com

www.nutritionincentivehub.org

