

5 Ways Grocers Can Support Nutrition Incentive Projects

A grocery store's commitment to their nutrition incentive or produce prescription project can be the the reason that it exceeds expectations or fizzles out. While grocers already juggle so many responsibilities here are five simple ways to support your project and ensure its success for your business, your grantee partner, and your shoppers.

1 WELCOME & VALUE SNAP SHOPPERS

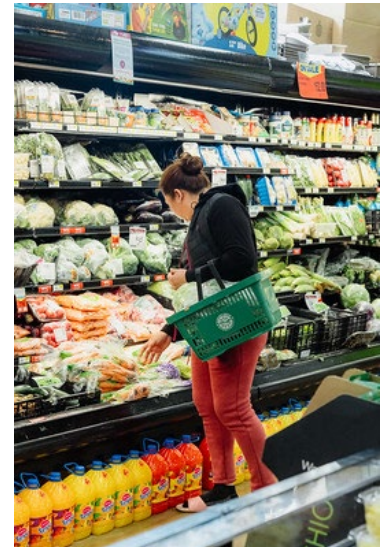
- According to the USDA, there are no major differences in the spending patterns of SNAP and non-SNAP households. Shoppers using SNAP spend 11.9% of their shopping budget on fresh produce.
- Understand the facts about who uses SNAP.
- See key takeaways from our webinar [The Evolving Landscape of SNAP](#).

➔ To learn more: review [This fact sheet](#) by Wholesome Wave Georgia

2 PROVIDE A WIDE VARIETY OF HIGH-QUALITY PRODUCE.

- Stock your produce department with fresh varieties, attractively merchandized, clean and well maintained.
- Understand which communities and cultures your store serves and provide produce items that will appeal to them.

➔ To learn more: view webinar on [Empowering Access Driving Fresh Produce Sales in SNAP](#)



3 INVEST IN STORE CHAMPIONS

- A knowledgeable and engaged cashier will be the best promoter of your NI or PPR project.
- Utilize training materials provided by grantees and ensure they are regularly updated as needed.
- Ensure there is a process for cashiers to report any issues with incentives so that they are resolved quickly.
- Ensure cashiers receive accurate information about the SNAP program and shoppers using SNAP.

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4 USE SIGNAGE TO PROMOTE THE PROGRAM

- Clear signage helps shoppers understand the program and feel comfortable using it or asking questions.
- Keep register cards or other shopper handouts well stocked, up-to-date, and visible.

➔ To learn more: view [Marketing & Outreach Tools](#) resource



5 COLLECT & SHARE DATA AND REPORTS

- Read the agreement the grantee provides carefully and be up front about what data you are able and willing to share.
- Set up automated reports or simplify the process so you can easily share data in a timely fashion.
- Know that data you share will be kept confidential and only used to support and improve the project.

➔ To learn more: view [Retailer Reporting Requirements](#)

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