

With any new program or promotion, your customers may have questions. This resource provides grocers with helpful information to address concerns customers may have about nutrition incentive programs.

Questions may come from the following groups:

- Shoppers who do not qualify for SNAP and may feel frustrated that they are not getting the same deal as other shoppers.
- SNAP shoppers that don't understand how the program works, or think it may be too good to be true.

The frequency of questions and concerns decreases over time by building shopper awareness and empowering your front-line staff & store managers with quick and easy ways to answer common questions.

Tips and Recommendations:

1. **Keep things simple and clear.** For example: “This is a program funded by USDA, specifically designed to support SNAP participants. Our store works with [*insert grantee project organization*] and we must follow the rules of the program.”
2. **Stick to the question the shopper is asking.** A shopper may respond to answers provided with silence. It's not necessary to add in details or try to persuade them about the program's value & benefits.
3. **Emphasize your store's commitment to serving everyone in the community.** Have other examples this ready to go if needed. Share ways other store programs benefit local organizations and your community as a whole.
4. **Empower all store staff with the right information to respond to customer concerns:**
 - Build this into new staff orientation and regular employee training
 - Partner with your grantee organization. Often they provide training materials, cashier pocket guides, slide decks, or in-person training to staff groups.
 - Develop a one sentence explanation that any staff member in the store can provide if a customer expresses a concern about the program.
 - Dedicate a store champion or point of contact that all staff can direct shoppers with additional questions to for more information (store owner, front-end manager, etc.)
5. **Consider which marketing tools may increase program awareness & understanding.** In-store signage can't be beat for shoppers that are in the aisles with their shopping lists in-hand. But what ways could your store's webpage, social media and other platforms be used to increase understanding and dispel myths?
 - Connect with your grantee organization on what information they would have ready to go for these channels, or what they may have an interest in partnering with you on.



- They may have very active platforms themselves and can connect you in the message by simply tagging your store name & location.

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