

The Gus Schumacher Nutrition Incentive Program

Since its inception as a pilot program in the 2008 Farm Bill, the Gus Schumacher Nutrition Incentive Program (GusNIP) has proven to be a successful public-private partnership that has expanded healthy food options for families and created new markets for farmers and food retailers across the country.

How It Works

GusNIP is a competitive grant program that partially funds state and local nutrition incentive initiatives, which motivate Supplemental Nutrition Assistance Program (SNAP) participants to use their benefits to buy fruits and vegetables at participating farmers markets and grocery stores. GusNIP also includes a Produce Prescription that allows healthcare providers to issue produce vouchers to patients with low income and promote healthier diets.



Motivates Families to Eat More Fruits and Vegetables: People who use nutrition incentives eat more fruits and vegetables than the average American.



Helps People Lead Healthier Lives: Incentives and produce prescriptions are expanding food as medicine, with impacts rivaling prescription therapies for heart health and offering new hope for improved diabetes and glucose control.



Puts More Money in Farmers' Pockets and Boosts Local Economies: GusNIP generates a powerful ripple effect through local economies, benefiting farmers and businesses alike. In 2023, nutrition incentives injected \$107 million into America's food economy— a 25% increase from 2022.

Strong Support for Nutrition Incentives

Nutrition incentives are a proven bipartisan solution that are ready to scale. In 2023, 234,571 Americans participated in nutrition incentives at 4,612 farmers markets, grocery stores, and medical clinics. More than 600 farm, food, and health leaders support strengthening GusNIP through changes in the Farm Bill.

Learn more at FruitVegIncentives.org.

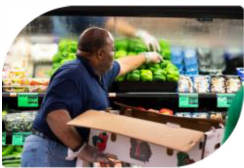


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Priorities for a Bipartisan Farm Bill

GusNIP is the only federal program dedicated to helping SNAP families eat healthier by improving access to fruits and vegetables, while also benefitting American farmers and food retailers. However, many communities across the nation—especially in rural communities—are unable to offer nutrition incentives and less than 1% of SNAP shoppers participate.

Improvements in the Farm Bill will help ensure that more farmers markets and grocery stores across the country are able to offer nutrition incentives so that more families can use their SNAP dollars to eat healthier.



Make a Strong Investment to Scale Nutrition Incentives into states, communities, and rural areas that are currently unable to offer these incentives.



Reduce the Match Requirement to enable more partners in states and rural communities to benefit from GusNIP.



Prioritize Projects That Directly Benefit Farmers and Small Businesses such as community-owned food retailers that partner with local producers.



Create Path to Grow and further scale incentives in states with strong programs.



Facilitate Adoption of Evidence-based Best Practices in produce prescription implementation and integration into clinical workflows.