

Gus Schumacher Nutrition Incentive Program

A smart investment in American health and agriculture

A Common-sense, Market-based Solution to Two National Challenges

The Cost of Poor Nutrition

- America spends more than \$1.1 trillion *annually* treating diet-related chronic diseases. Poor diets are the leading cause of chronic disease.
- Just 1 in 10 Americans eat the recommended servings of fruits and vegetables.
- SNAP participants eat even fewer fruits and vegetables than the national average. Surveys consistently show cost is the top barrier.



American Farmers Losing Market Share

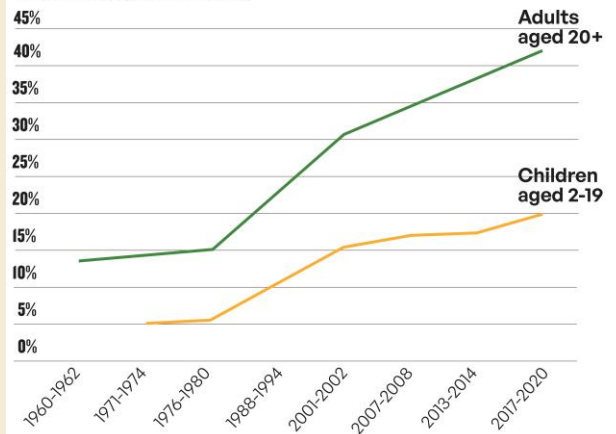
- American fruit and vegetable farmers face rising labor costs, burdensome regulations, and unfair trade competition.
- Since 2000, the share of imported vegetables has tripled, and more than half of the fruit consumed in the US is now imported.
- U.S. fruit and vegetable production has declined by 36% and 6.5% respectively since 2003 while America's overall GDP has more than doubled.

We can reverse these trends.

GusNIP is a win-win: it supports healthy eating, strengthens local food economies, and stretches federal dollars further.

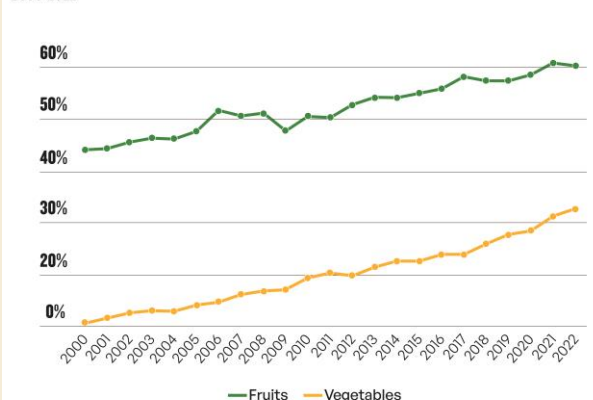
Obesity is soaring for adults and children

Percent of U.S. population with obesity



Percentage of U.S. Fresh Produce from Imports

2000-2022



Source: Fruit and Tree Nut/Vegetable and Pulse Yearbooks, USDA ERS

The Gus Schumacher Nutrition Incentive Program

GusNIP Delivers Results



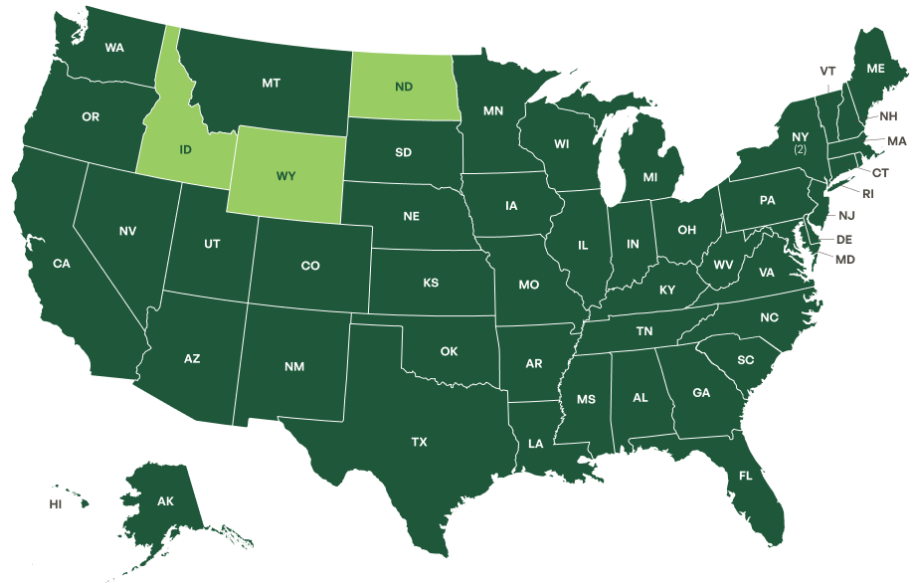
SNAP Incentive participants eat more produce than the average American, not just the average SNAP recipient.



Produce Rx participants with uncontrolled diabetes lowered their blood sugar (A1C) levels by 17%.



Scaling nutrition incentives would save America's healthcare system more than \$40 billion annually.



Current GusNIP-funded programming

No current GusNIP-funded programming

Our Recommendations for 2025



Fund GusNIP at scale. Today, fewer than 2% of SNAP authorized retailers can offer produce incentives—missing a key opportunity to boost demand for US-grown fruits and vegetables and lower healthcare costs.



Cut red tape. Simplify requirements so programs can operate efficiently and direct more resources to communities.



Drive produce prescription's utilization in healthcare. These physician-endorsed programs are a proven, cost-effective way to improve health outcomes.



GusNIP is a smart, scalable, and cost-effective solution—a program we can all get behind.