USDA
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HEALTHY INCENTIVES FOR HEALTHIER EATING

HIP (Healthy Incentives Pilot) was implemented in Hampden County, MA from November 2011 to December 2012. A sample of 7,500 SNAP households was randomly selected to participate in HIP. For more information, see http://www.fns.usda.gov/hip/healthy-incentives-pilot.

HOW HIP WORKED

HIP offered 30 cents back for every SNAP $1 spent on targeted fruits and vegetables.

$10 spent on HIP targeted fruits and vegetables → earned → **$3** SNAP credit to participant's EBT card for future SNAP purchases

HEALTHIER PURCHASES

11% more was spent in SNAP benefits on targeted fruits and vegetables by HIP participants than non-HIP participants.

HEALTHIER DIETS

26% more targeted fruits and vegetables (about ¼ cup more per day) were eaten by HIP participants than non-HIP participants.

HEALTHIER HOMES

2/3 of HIP households said they bought larger amounts and a greater variety of fruits and vegetables because of HIP.

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