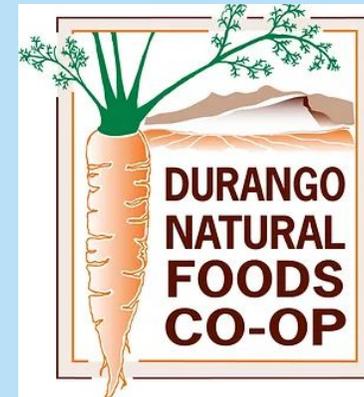


# What's Fresh With GusNIP

## *A Retailer Perspective on Nutrition Incentives*



# Today's Presentation

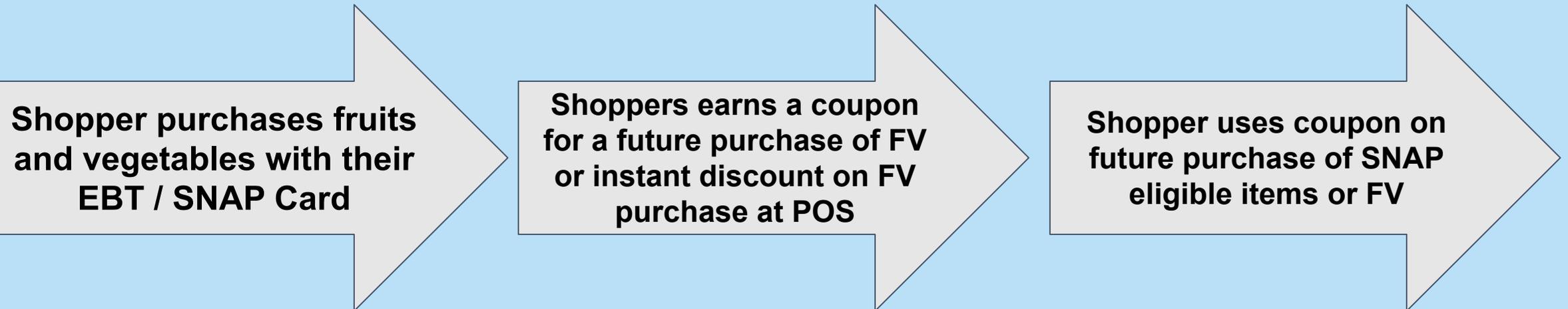
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- Introductions
- What are Nutrition Incentives?
- What is GusNIP?
- Nebraska Double Up Food Bucks Survey
- Grocer Panel
- Q&A

# What are Nutrition Incentives?

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Nutrition incentive projects (including SNAP) increase the purchase of fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase.



# What is GusNIP?

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The Gus Schumacher Nutrition Incentive Program (GusNIP) is authorized under the 2018 Farm Bill to provide funding opportunities for projects providing incentives to increase the purchase of fruits and vegetables by low-income consumers.

# Types of Grants

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**1) Nutrition Incentive Grants** – develop and evaluate projects to increase the purchase of fruits and vegetables by low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase.

**2) Produce Prescription Grants** – conduct projects that demonstrate and evaluate the impact of financial or non-financial incentive prescriptions of fresh fruits and vegetables in addition to nutrition education opportunities to increase procurement and consumption of fruits and vegetables, reduce individual and household food insecurity, and reduce healthcare usage and associated costs

# Nebraska Introductions

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## No More Empty Pots (NMEP)

NMEP is a 501(c)(3) grassroots nonprofit organization. Since 2010, programs and partnerships have addressed food security, education, and economic opportunity with a systems approach to solutions so that there will be “no more empty pots”. NMEP is intentional in service to the community, meeting each person where they are and supporting their growth and potential.

<https://nmepomaha.org/mission-vision-values/>



## University of Nebraska-Lincoln, Nebraska Extension

Nebraska Extension brings University of Nebraska expertise and research in 8 key areas of impact directly to Nebraskans in each of the state’s 93 counties. Nebraskans turn to Nebraska Extension to strengthen agriculture and food systems, inspire their communities, and enhance health and wellbeing.



<https://extension.unl.edu/about-extension/>



# Fair Food Network is a national nonprofit and investor that grows community health and wealth through food.

From expanding healthy food access through our signature **Double Up Food Bucks** program to **investing in food and farm businesses**, our approach is designed to create an immediate impact and long-term systems change.

Ultimately, our work aims to support the growth of **healthy people, thriving economies, and resilient food and ag systems.**

# Oasis Fresh Market - A.J. Johnson

- “Your community market that’s more than just a grocery store”
- Opened May 2021 in the heart of North Tulsa, OK
- The first and only Black-owned grocery store in Tulsa in 50+ years
- First full service grocery store in North Tulsa in 14 years
- First and only store in Tulsa to offer Double Up Food Bucks
- Part of Oasis Projects – a nonprofit organization. Supports housing, financial literacy, immunizations, family and children’s services, and legal aid.



# Jon Henry General Store - Jon Henry

- Located in New Market, VA
- The General Store builds upon his family's past-time of produce peddling along Rt 11.
- The General Store opened in 2018 in New Market's oldest building: Abbie Henkel House of 1802. The store again serves as a community general store featuring an array of essential eats, gifts, and unique finds.
- Offers Virginia Fresh Match and CSA box for SNAP shoppers



# Durango Natural Foods Co-op – Jordan Duncan

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- Located in Durango, CO
- Member-owned grocery store that welcomes all shoppers while offering special benefits to members who buy a share in the business.
- From a food buying club in 1973 to its first 10×30 ft. rented room located in the back of 700 Main Avenue, DNF once operated on an all-volunteer basis and donations, using an unlocked, red fishing tackle box as its cash register
- Offers Double Up Food Bucks



# About the Nutrition Incentive Hub



The Nutrition Incentive Hub is a coalition of partners, created by the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE), that supports Gus Schumacher Nutrition Incentive Program (GusNIP) grantees, applicants, and other GusNIP audiences.

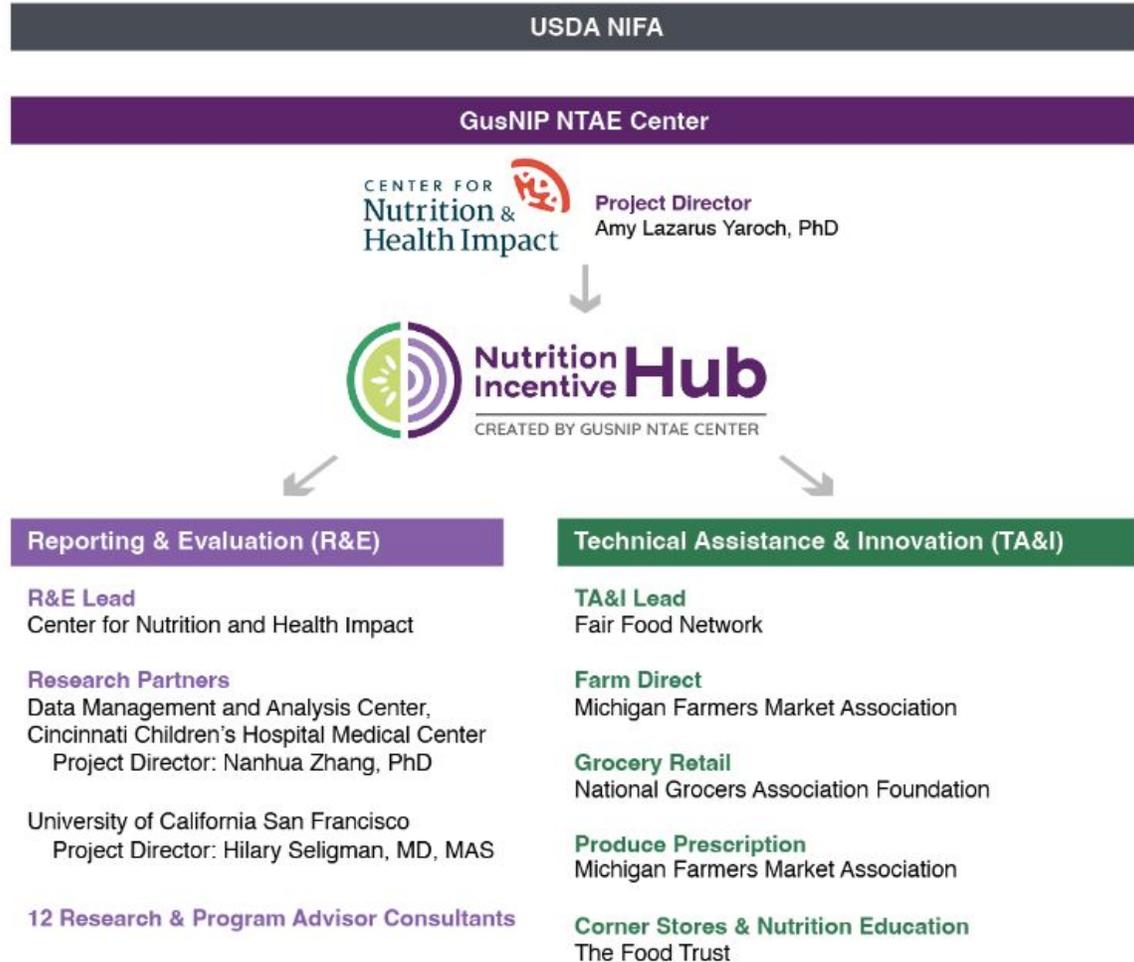
**Our objective:** Strengthen access to fruits and vegetables

**Our goal:** Make safe, nutritious food available to all Americans

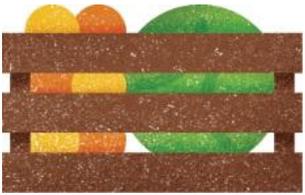
- Supporting Gus Schumacher Nutrition Incentive Program (GusNIP) grantees and applicants
  - Funded through 2018 Farm Bill
  - Formerly known as the Food Insecurity Nutrition Incentive Program (FINI)



# What is the NTAE and Nutrition Incentive Hub?



# Goals of Double Up Food Bucks



**Families** bring home more healthy food



**Farmers** increase sales, farm profits



More food dollars stay in local economy, **strengthening our Nebraska communities**



**DOUBLE UP™**  
**NEBRASKA**

# Four Program Components

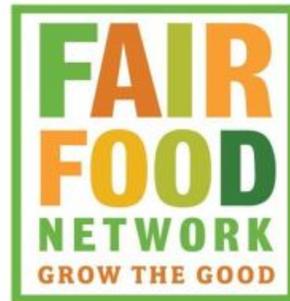
**N** EXTENSION



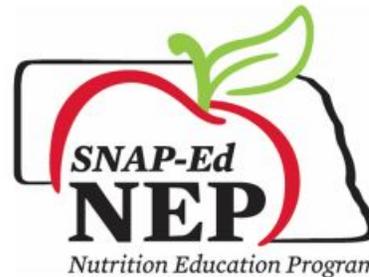
1. High Fidelity Implementation
2. Nutrition Education
3. Reporting and Evaluation
4. Network Engagement

# Leveraging Dollars and Community Capacity

## Funders \$ and In-Kind Contributors



## Implementation & Outreach



# Implementation Technology

 <p><b>Nebraska Double Up Food Bucks Program</b> Programa Double Up Food Bucks de Nebraska</p> <p>Nebraska Community Foundation P.O. Box 83107 • Lincoln, NE 68509-3107 (402) 323-7330</p> <p>Pay to the order of authorized Nebraska Double Up Food Bucks Vendor Pagar a la orden del proveedor autorizado de Nebraska Double Up Food Bucks</p> <p>Vendor must have a vendor ID number certified by the Nebraska Department of Agriculture El proveedor debe tener un número de identificación de proveedor certificado por el Departamento de Agricultura de Nebraska</p> <p>Good for the purchase of fresh fruits, vegetables, and herbs ONLY. Any other use constitutes fraud. Valido para la compra de frutas, verduras y hierbas frescas. Cualquier otro uso es considerado fraude.</p> <p>THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER</p>	<p><b>Central Bank</b> 238 Madison Street Jefferson City, MO 65101 Account # 132032858</p>	<p>80-63 865</p>	<p><b>10000</b></p>
	<p>Stamp authorized NDFB Sello NDFB autorizado</p>	<p>12/31/23 Last Date of Use Última fecha de uso</p> <p>Pay Exactly Pagar exactamente</p> <p><b>\$2.00</b></p> <p>No Change Given No proporcionar cambio</p>	<p>Vendor Number here Número del proveedor aquí</p>

Certified Vendor Must Redeem by January 31, 2024.  
El proveedor certificado debe canjear antes del 31 de Enero del 2024.

3



**Retail Data System**  
6515 So. 118th St, Suite 200  
Omaha, Ne. 68135  
www.rdspos.com

Here is your Double Up Food Bucks coupon for 2.59



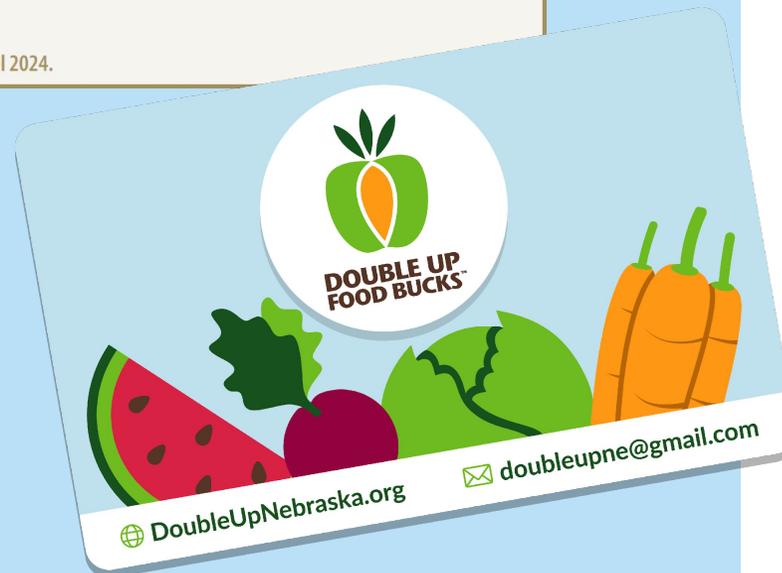
0298436002594

DoubleUpNebraska.org  
Expires 01/25/2023

CASHIER NAME: RDS TECHNICIAN  
STORE:00001 REGISTER:018 CASHIER:0099  
TICKET#:0081 27OCT2022 14:09:10

Thank You for Shopping with Us!  
Please come again soon!  
Have a great day!

- Paper – B&M, Farm Direct
- Shopper card – B&M
- Register coupon – RDS B&M partners only



# Implementation Technology

## IT'S AS EASY AS 1, 2, 3!



1  
When you check out, swipe your EBT card for your fresh fruits and vegetable purchases.



2  
Buy \$2 SNAP eligible foods, get \$2 Double Up rewards for now or future use. We match what you spend - up to \$20 per day.



3  
Bring your Double Up rewards back to the store to buy more fresh fruits or vegetables.

## Brick & Mortar

 <b>DOUBLE UP FOOD BUCKS</b>	<b>Nebraska Double Up Food Bucks Program</b> Programa Double Up Food Bucks de Nebraska	 238 Madison Street Jefferson City, MO 65101 Account # 132032858	80-63 865	10000
	Nebraska Community Foundation P.O. Box 83107 • Lincoln, NE 68509-3107 (402) 323-7330	Stamp authorized NDFB Sello NDFB autorizado	12/31/23 Last Date of Use Última fecha de uso	Pay Exactly Pagar exactamente
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THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER		Certified Vendor Must Redeem by January 31, 2024. El proveedor certificado debe canjear antes del 31 de Enero del 2024.		

# Implementation Technology

## 1 VISIT THE INFO BOOTH TO GET STARTED!

Purchase your SNAP-eligible food tokens with your EBT card and get FREE Double Up Food Bucks to spend on locally grown fruits, veggies, and herbs.

## 2

### PURCHASING TOKENS



Buy \$2 SNAP tokens, get \$2 Double Up rewards for now or future use. We match what you spend - up to \$20 per day.

## 3



Spend your Double Up rewards on any fresh fruits or vegetables.

# Farm Direct

<p><b>Nebraska Double Up Food Bucks Program</b> Programa Double Up Food Bucks de Nebraska</p> <p>Nebraska Community Foundation P.O. Box 83107 • Lincoln, NE 68509-3107 (402) 323-7330</p> <p>Pay to the order of authorized Nebraska Double Up Food Bucks Vendor Pagar a la orden del proveedor autorizado de Nebraska Double Up Food Bucks</p> <p>Vendor must have a vendor ID number certified by the Nebraska Department of Agriculture El proveedor debe tener un número de identificación de proveedor certificado por el Departamento de Agricultura de Nebraska</p> <p>Good for the purchase of fresh fruits, vegetables, and herbs ONLY. Any other use constitutes fraud. Valido para la compra de frutas, verduras y hierbas frescas. Cualquier otro uso es considerado fraude.</p> <p><small>THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER</small></p>	<p><b>Central Bank</b> <small>238 Madison Street Jefferson City, MO 65101</small></p> <p>Account # 132032858</p> <p>Stamp authorized NDFB Sello NDFB autorizado</p> <p>Vendor Number here Número del proveedor aqui</p>	<p>80-63 865</p> <p>10000</p> <p>12/31/23 Last Date of Use Última fecha de uso</p> <p>Pay Exactly Pagar exactamente</p> <p><b>\$2.00</b></p> <p>No Change Given No proporcionar cambio</p>
	<p>Certified Vendor Must Redeem by January 31, 2024. El proveedor certificado debe canjear antes del 31 de Enero del 2024.</p>	

# Implementation Technology

1



2

OUR STORE  
NOW ACCEPTS  
THE DOUBLE  
UP CARD!

When you check out,  
swipe your EBT card  
for your fresh fruits and  
vegetable purchases.

Let your cashier know that you  
want to scan your  
**FRESH PRODUCE FIRST!**



Earn the first  
half of the  
month only

Brick & Mortar



# Implementation Technology



Bring your Double Up rewards back to the store to buy more fresh fruits or vegetables.

# 90-day Expiration

**ATTENTION  
DOUBLE UP SHOPPERS**



Starting August 11, 2022, all benefits on your shopping card will have an expiration date of 90 days.  
Create an account to check your balance at [www.mydoubleup.com](http://www.mydoubleup.com)

## Brick & Mortar



# Implementation Technology



When you check out, swipe your EBT card for your fresh fruits and vegetable purchases.



You will earn a penny for penny match on those purchases, up to \$20 a day, in the form of Double Up Food Bucks rewards.

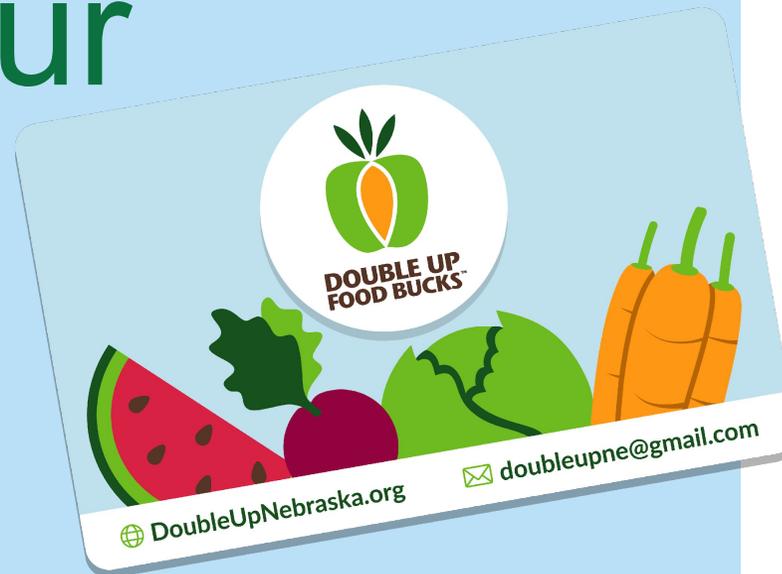


Bring your Double Up rewards back to the store to buy more fresh fruits or vegetables.

RDS B&M partners only



**Grocers –  
How do  
nutrition  
incentives  
work in your  
store?**



3



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6515 So. 118th St, Suite 200  
Omaha, Ne. 68135  
www.rdspos.com

Here is your Double Up Food Bucks  
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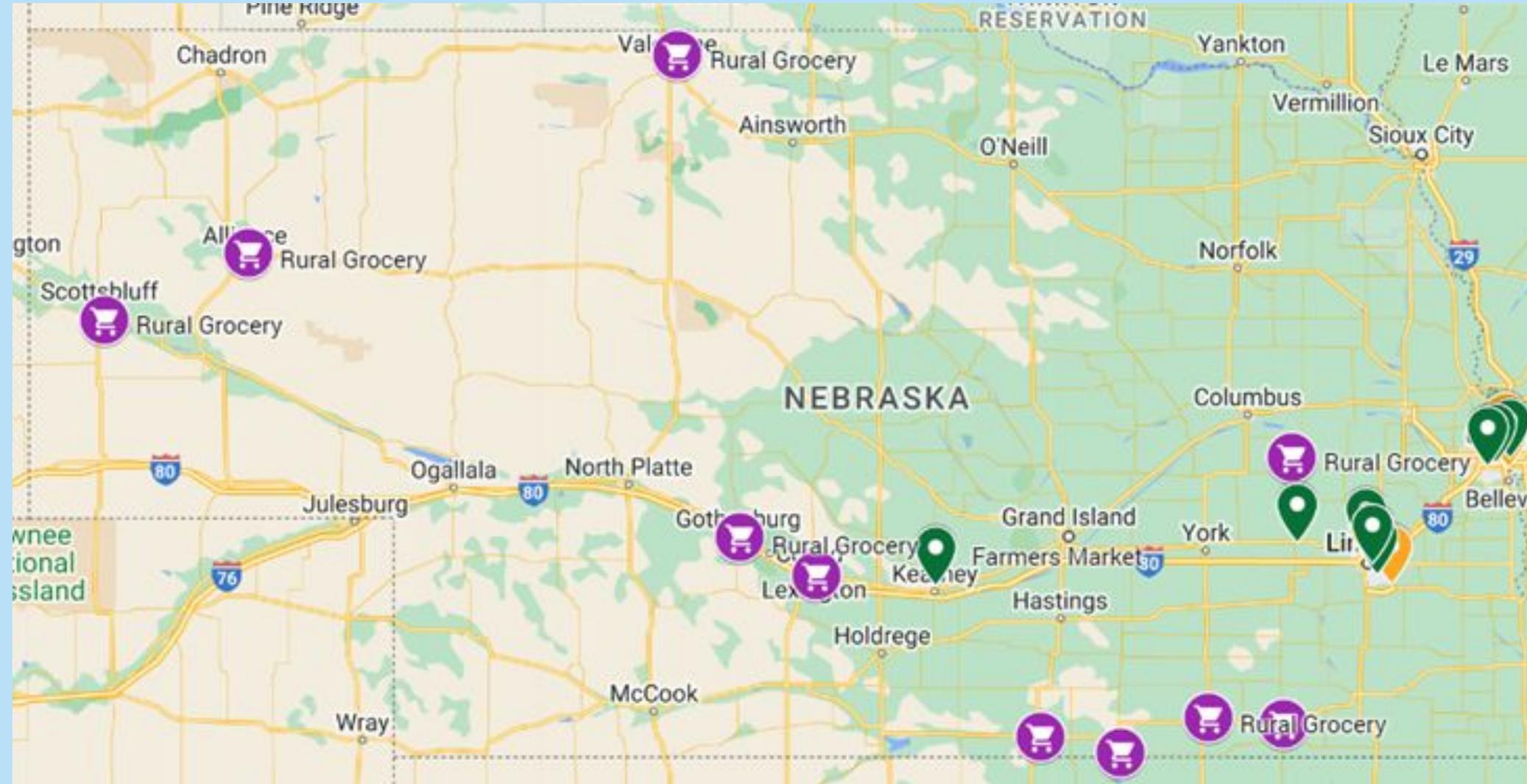
# Implementation Reach

## Farm Direct

Omaha (4)  
Lincoln (3)  
Seward  
Kearney  
Columbus

## Brick & Mortar

Omaha  
Lincoln (2)  
David City  
Fairbury  
Hebron  
Superior  
Red Cloud  
Lexington  
Gothenburg  
Valentine  
Alliance  
Gering



# Rural Grocery Data Collection



**Background:** 10 managers or owners of stores at participating rural NDUFB brick & mortar sites participated in a *30-minute phone interview and a brief web questionnaire*

- **The following topics were covered:**
  - Benefits & Challenges of implementing NDUFB
  - Local Produce Procurement
  - Marketing Strategies
  - Produce Department Changes

## **Data Collection:**

April through August 2023

- Store Owner Interview & Survey
- Customer Survey (see poster)

# Rural Grocery Survey



- 70% of grocers reported they were mostly to completely satisfied with...
  - training and onboarding received before and during initial program launch
  - economic impact of the program on the community so far
- 80% of grocers reported being mostly to completely satisfied with...
  - the technology used to implement the program
  - economic impact on the store, and instore nutrition education provided (e.g., food demonstrations, recipes, handouts, etc)

# Rural Grocery Interviews



**DOUBLE UP™**  
**NEBRASKA**

## Perceived Benefits

- Increased business
- Customer retention rates
- Demonstrating care for customers & community
- Helping people eat healthier

## Perceived Challenges

- Training and information retention
- Program related technology
- Promotion and marketing strategies



# Grocers – What are the benefits/ challenges of working with Nutrition Incentives?



# Rural Grocery Perspective



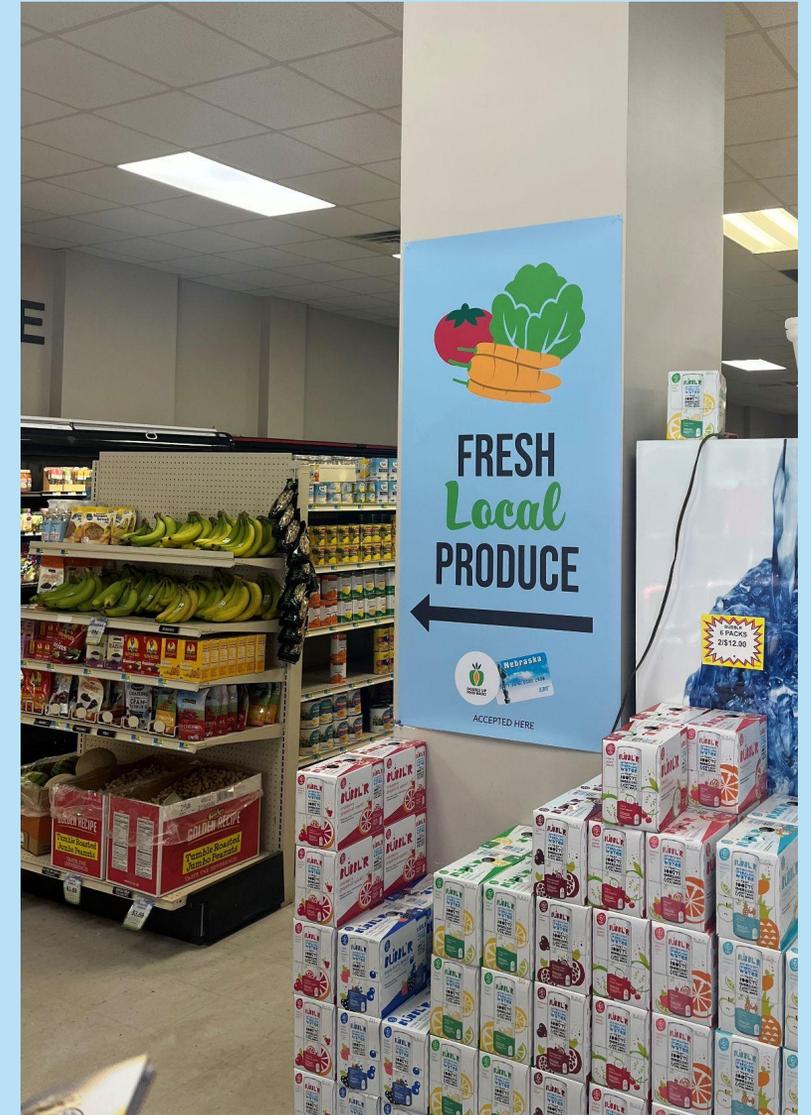
## Local Produce Procurement

- Grocers were flexible re: local produce purchases, stating they will purchase “anything anyone wants to sell,” “whatever is available,” or will purchase local produce from **“anyone who is open to having a consistent stock.”**
- Average number of local farms stores partnered with to procure local produce was 3.1, minimum=1; maximum=5.
- Most indicated that the number of local farms they partner with often fluctuates.

## Produce Department Changes

- Resetting or rearranging produce section and expanding food selections to reflect DUFB qualifying items.
- Adding new signage advertising DUFB
- Modifications to refrigeration and cooling spaces to accommodate more space.

**Grocers – Share  
your experience  
with local sourcing  
of fruits and  
vegetables**



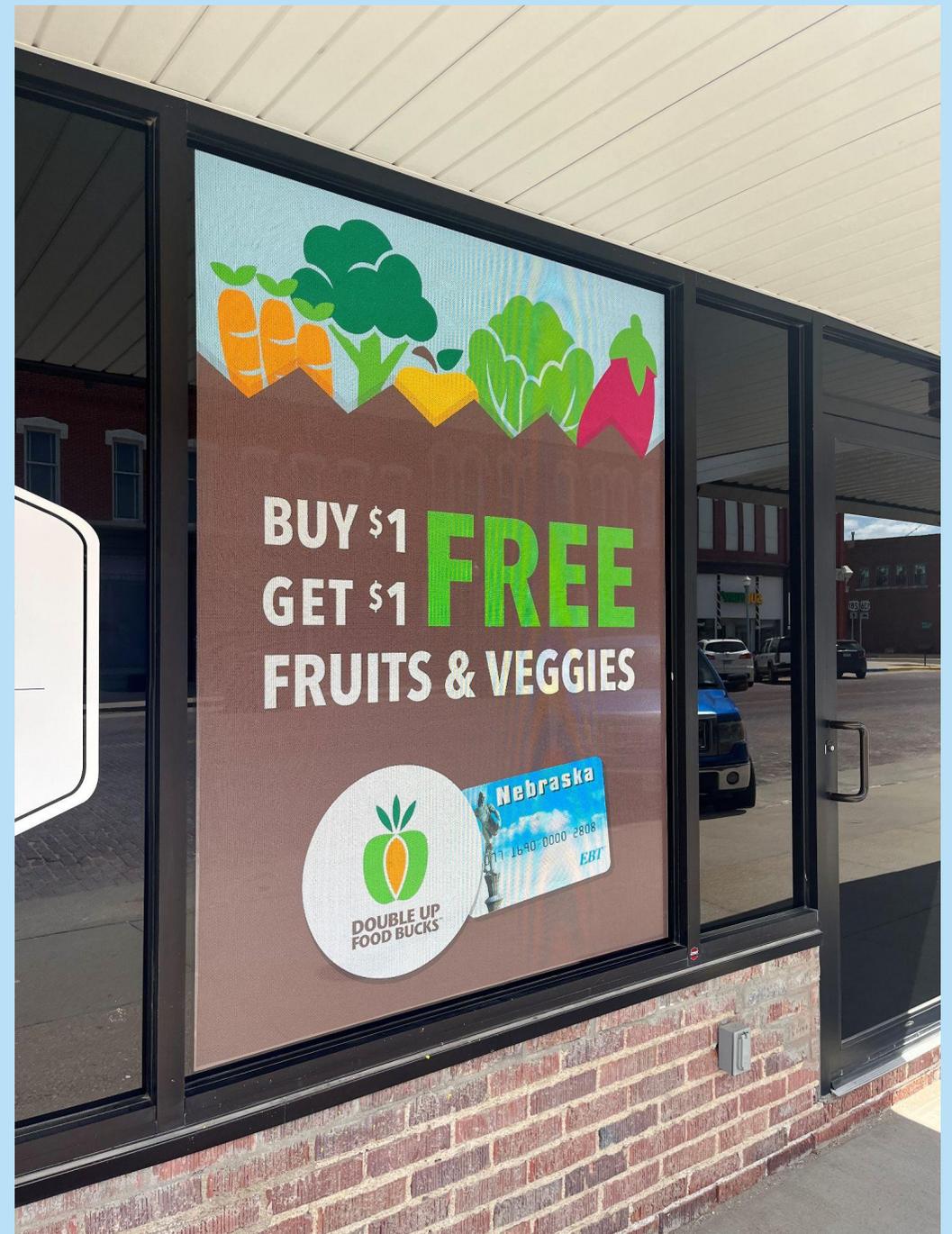
# Rural Grocery Perspective

## Marketing strategies

- In-store food demos provided by DUFEB extension services
- Awareness of the program raised through customer surveys
- Marketing handouts - program-provided pamphlets, fliers, and tear-offs
- Advertising on Facebook/social media
- Word of mouth from customers or employees
- Spreading awareness through local newspapers



**Grocers –  
Share your  
experience  
marketing your  
Nutrition  
Incentive  
Program**



# **Q&A and Discussion Time with Grocer Panel**

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# Contact Us!

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- **Vanessa Wielenga** | No More Empty Pots | [vwielenga@nmepomaha.org](mailto:vwielenga@nmepomaha.org)
- **Lisa Franzen-Castle** | University of Nebraska-Lincoln, Nebraska Extension | [lfranz2@unl.edu](mailto:lfranz2@unl.edu)
- **Rachel Hoh** | Fair Food Network/ Nutrition Incentive Hub | [ta@nutritionincentivehub.org](mailto:ta@nutritionincentivehub.org)
- **AJ Johnson** | The Oasis Projects | [aj@theoasisprojects.org](mailto:aj@theoasisprojects.org)
- **Jon Henry** | Jon Henry General Store | [jonhenrygeneralstore@gmail.com](mailto:jonhenrygeneralstore@gmail.com)
- **Jordan Duncan** | Durango Natural Food Co-Op | [frontend@durangonaturalfoods.coop](mailto:frontend@durangonaturalfoods.coop)