

# SNAP HEALTHY INCENTIVES

SNAP healthy incentive programs encourage healthy eating by making nutritious food more accessible and affordable through coupons, discounts, gift cards, bonus items, or extra funds.

Research shows that incentive programs are an effective way to promote healthy eating and improve [food and nutrition security](#). Improving what Americans eat can significantly reduce diet-related chronic diseases and disparities.

**Interested in starting a SNAP healthy incentive program?**

Visit the FNS [website](#) to learn more.



## Where are incentives offered?

- Stores: from small, local markets to large national chains
- Farmers markets
- Online SNAP retailers



## What are some types of incentives?

- Extra funds (e.g. “double bucks”)
- Percentage discount
- Coupon for future purchases
- Bonus food items



## What foods can be incentivized?

- Fruits
- Vegetables
- Dairy
- Whole grains

## An example of how SNAP healthy incentives can improve health:



Extra funds for fruits and vegetables



More fruits and vegetables purchased



More fruits and vegetables eaten



Improved health and well-being



Fewer diet-related diseases