Spring 2017

Fruit and Vegetable Bucks: Adams County Grocery Store Snap Incentive Program

Meredith A. Cox ’17, Gettysburg College
Amy B. Dailey, Gettysburg College
Kim Davidson, Gettysburg College
Kathy Gaskin, Adams County Food Policy Council
Etta Saltos, Adams County Food Policy Council
Audrey Hess, Adams County Food Policy Council
Megan Shreve, South Central Community Action Programs, Inc.
Cherry Arvin, South Central Community Action Programs, Inc.
Elizabeth Weller, Amazing Heart Farm

Follow this and additional works at: http://cupola.gettysburg.edu/student_scholarship

Part of the Community-Based Research Commons, Food Security Commons, Health Policy Commons, and the Social Welfare Commons

Share feedback about the accessibility of this item.

Cox, Meredith A.; Dailey, Amy B.; Davidson, Kim; Gaskin, Kathy; Saltos, Etta; Hess, Audrey; Shreve, Megan; Arvin, Cherry; and Weller, Elizabeth, 'Fruit and Vegetable Bucks: Adams County Grocery Store Snap Incentive Program' (2017). Student Publications. 505.
http://cupola.gettysburg.edu/student_scholarship/505

This is the author's version of the work. This publication appears in Gettysburg College's institutional repository by permission of the copyright owner for personal use, not for redistribution. Cupola permanent link: http://cupola.gettysburg.edu/student_scholarship/505

This open access poster is brought to you by The Cupola: Scholarship at Gettysburg College. It has been accepted for inclusion by an authorized administrator of The Cupola. For more information, please contact cupola@gettysburg.edu.
Fruit and Vegetable Bucks: Adams County Grocery Store Snap Incentive Program

Abstract
Veggie Bucks provides a 50% discount on all fresh fruits and vegetables sold through Kennie's Market produce department at the point of sale for the 5 highest cost items. The incentive period ran January - April, 2017. Intended outcomes include an increase in the number of fresh fruits and vegetables purchased by SNAP recipients at Kennie's Market locations in Biglerville and Gettysburg by 10% in January-April 2017 compared to baseline figures obtained in 2016, and to familiarize SNAP recipients with fresh fruits and vegetables and to provide information about the ACFMA markets’ Double Dollars program. SNAP recipients were invited to sign up for the program upon showing their ID and EBT card and were provided a Kennie’s Frequent Shopper card if they did not have one already.

Keywords
Produce, Program, Food Justice

Disciplines
Community-Based Research | Food Security | Health Policy | Social Welfare

Comments
Research funded by Food Insecurity Nutrition Incentive (FINI) Grant and presented at Undergraduate Research on the Cycle (UROC) during Gettysburg College's Year of Food (2016-2017).

Authors
Meredith A. Cox, Amy B. Dailey, Kim Davidson, Kathy Gaskin, Etta Saltos, Audrey Hess, Megan Shreve, Cherry Arvin, and Elizabeth Weller

This poster is available at The Cupola: Scholarship at Gettysburg College: http://cupola.gettysburg.edu/student_scholarship/505
**Background**

- In Adams County Pennsylvania, 8.5% of the population lives below the federal poverty line, 11% report being food insecure, and one in 13 county residents receives Supplemental Nutrition Assistance Program (SNAP) benefits.
- Many low-income individuals face the challenge of not having enough income to purchase desirable foods like fresh fruits and vegetables. Most report that bills for housing, electricity and car payments are paid and essential. Food is the one expense that can be variable, so many try to spend as little as possible on it.
- The most recent county community health needs assessment found that only 4% of residents report eating the recommended 2.5 cups of vegetables a day, a number that has not changed since the last assessment in 2011. This, coupled with limited exercise, is having a tremendous impact on the health of our community, where 68% are overweight or obese.
- With rich agricultural potential, a growing interest in a local foods movement, growth of farmers markets in the county, and the stated community need for greater access to healthier food, the Adams County Food Policy Council (ACFPC) has brought together stakeholders to make a number of strides toward improving the health of our community.
- Through this collaboration, the Council applied to the Food Insecurity Nutrition Incentives (FINI) Grant Program through the United States Department of Agriculture.

**Program Aim**

The goal of the Adams County Grocery Store SNAP Incentive for Produce in Winter/Early Spring is to assist county residents who receive SNAP assistance to purchase additional fresh fruits and vegetables.

**Program Description**

- Veggie Bucks provides a 50% discount on all fresh fruits and vegetables sold through Kennie’s Market produce department at the point of sale for the 5 highest cost items. Incentive period: January - April 2017.
- Intended outcomes: Increase the number of fresh fruits and vegetables purchased by SNAP recipients at Kennie’s Market locations in Biglerville and Gettysburg by 10% in January-April 2017 compared to baseline figures obtained in 2016.
- An additional goal of the Veggie Bucks promotion is to familiarize SNAP recipients with fresh fruits and vegetables and to provide information about the ACFMA markets’ Double Dollars program.
- SNAP recipients were invited to sign up for the program upon showing their ID and EBT card and were provided a Kennie’s Frequent Shopper card if they did not have one already.
- Kennie’s created a register system which used Shopper Card data numbers for the purpose of providing discounts on fresh produce.
- A total of 200 participants were enrolled as of 1/24/17.

**Evaluation Methods**

- Pre-program surveys (n=173): community and student volunteers collected brief baseline surveys at sign-up tables or with local agencies. Surveys were also available at Kennie’s customer service counter.
- Questions included sociodemographic variables, fruit and vegetable consumption, and experiences of food insecurity. signing up for the program or attending store tours.
- Post-program surveys: Participants were asked about their perception of the program – ease of use, did it enable them to stretch their monthly food budget, did it enable them to purchase more fruits and vegetables.
- The project team will use the results of these surveys to guide future plans for sustaining the project and for providing customer point of view for the process evaluation.
- The project team will meet post-program to complete a self-assessment of the process, including areas of challenge and success experienced while implementing the project. Results of the self-assessment and of the SNAP customer surveys will be shared with USDA.
- Kennie’s Market provides reports at the end of every month to identify the total discounts given to the customer group. Kennie’s will also prepare a comparison report for the customer group at the end of the program, comparing total fresh produce sales for a specific time period before the program and total produce sales during the incentive period for measuring the increase achieved.
- This evaluation research has been approved by the Gettysburg College Institutional Review Board.

**Pre-Program Survey Results**

**Participant characteristics**

- **Education Level**
  - College graduate: 45.0%
  - Some college or college graduate: 20.0%
  - High school diploma/GED: 30.7%
  - No high school completion/GED: 19.3%

- **Daily servings of fruits and vegetables**
  - 3 servings: 21.4%
  - 2 servings: 32.6%
  - 1 serving: 46.2%

**Barriers to consuming fresh produce**

- *Chi-square .05*

**Worried About Money for Food**

- Don't know how to cook
- Can't afford vegetables
- Don't want to eat them
- Frustrated

**Skipped meals in past month**

- Adults skipped meals in past month
  - Yes: 40.9%
  - No: 59.1%

**Table 1. Association between worrying whether food would run out before we got money to buy more**

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>No</th>
<th>%</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>40.9</td>
<td>59.1</td>
<td>&lt;0.05</td>
<td></td>
</tr>
</tbody>
</table>

**Sustainability**

ACFPC has a performance history of sustaining projects designed to improve access of low-income consumers to fruits and vegetables. The SNAP Double Dollars program conducted in partnership with the ACFMA markets has grown since 2011. The Healthy Options program, also conducted in partnership with the ACFMA, assists low-income families who do not qualify for SNAP income between 160%-250% of the Federal Poverty Income Guidelines to purchase healthy local food at ACFMA markets. The program began in 2011, and has grown steadily since then. All the funds used to pay for the SNAP Double Dollars and Healthy Options programs have been raised privately. With additional funding from Gettysburg Hospital and a grant from the Food Trust, ACFPC has been able to expand the program to allow Healthy Options families to purchase WIC-eligible fruits and vegetables in the fall/winter months.

**Pre-Program Analysis Summary**

As hypothesized, the biggest barrier SNAP participants face is the expense associated with buying fresh fruits and vegetables. Over 70% of participants reported that it is difficult to buy fresh fruits and vegetables because they are too expensive. While there were additional barriers, such as food preferences and lack of time or a place to cook, the overwhelming majority reported primarily financial barriers. As Veggie Bucks was designed to reduce this barrier, we hypothesize that the post-survey results will show that participants were able to better meet their families’ nutritional needs while participating in this program by increasing fruit and vegetable consumption rates. We also expect to see a reduction in the number of adults who had to skip meals in the past month.

Usage

<table>
<thead>
<tr>
<th>Week</th>
<th>Sales ACFMA</th>
<th>Sales Healthy Options</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>WK1</td>
<td>$244.33</td>
<td>$138.02</td>
<td>$382.35</td>
</tr>
<tr>
<td>WK2</td>
<td>$293.69</td>
<td>$163.16</td>
<td>$456.85</td>
</tr>
<tr>
<td>WK3</td>
<td>$313.16</td>
<td>$200.79</td>
<td>$513.95</td>
</tr>
<tr>
<td>WK4</td>
<td>$211.92</td>
<td>$140.21</td>
<td>$352.13</td>
</tr>
<tr>
<td>WK5</td>
<td>$362.38</td>
<td>$242.51</td>
<td>$604.89</td>
</tr>
<tr>
<td>WK6</td>
<td>$620.59</td>
<td>$488.64</td>
<td>$1,109.23</td>
</tr>
<tr>
<td>WK7</td>
<td>$432.17</td>
<td>$462.11</td>
<td>$894.28</td>
</tr>
<tr>
<td>WK8</td>
<td>$462.11</td>
<td>$488.64</td>
<td>$950.75</td>
</tr>
<tr>
<td>WK9</td>
<td>$488.64</td>
<td>$513.95</td>
<td>$1,002.59</td>
</tr>
<tr>
<td>WK10</td>
<td>$663.70</td>
<td>$513.95</td>
<td>$1,177.65</td>
</tr>
<tr>
<td>WK11</td>
<td>$2,613.09</td>
<td>$6,705.78</td>
<td>$9,318.87</td>
</tr>
</tbody>
</table>

**Acknowledgements**

This work was supported by USDA FoodInsecurity Nutrition Incentives Award 2010-75003-23220, Campus Kitchen program, the Co-op Bank of Berks, York Community, and the Wells Fargo Community Partnership Grant.