

# WHOLESOME WAVE'S NATIONAL NUTRITION INCENTIVE NETWORK

Wholesome Wave is transforming individual, community, economic, and environmental health by facilitating a national network of nutrition incentive practitioners dedicated to leveraging simple solutions at the local level into long term policy change. Wholesome Wave builds the capacity of network members to deliver nutrition incentive program benefits to their customers, farmers, and communities. As network members, they participate in a community of innovation and learning, have their impact aggregated as part of a national data set, and serve as policy advocates.



## What is a Nutrition Incentive Program?

Nutrition incentive programs encourage consumers to spend their federal nutrition benefits (SNAP, WIC, etc.) on healthy foods, such as fresh fruits and vegetables, at farmers markets, mobile markets, CSAs and other retail stores, by offering a financial match based on how much the customer spends. For information on the impact of nutrition incentive programs, visit [www.wholesomewave.org/publications](http://www.wholesomewave.org/publications).

## 2014 Network Impact

**50,119**

Consumers and their households

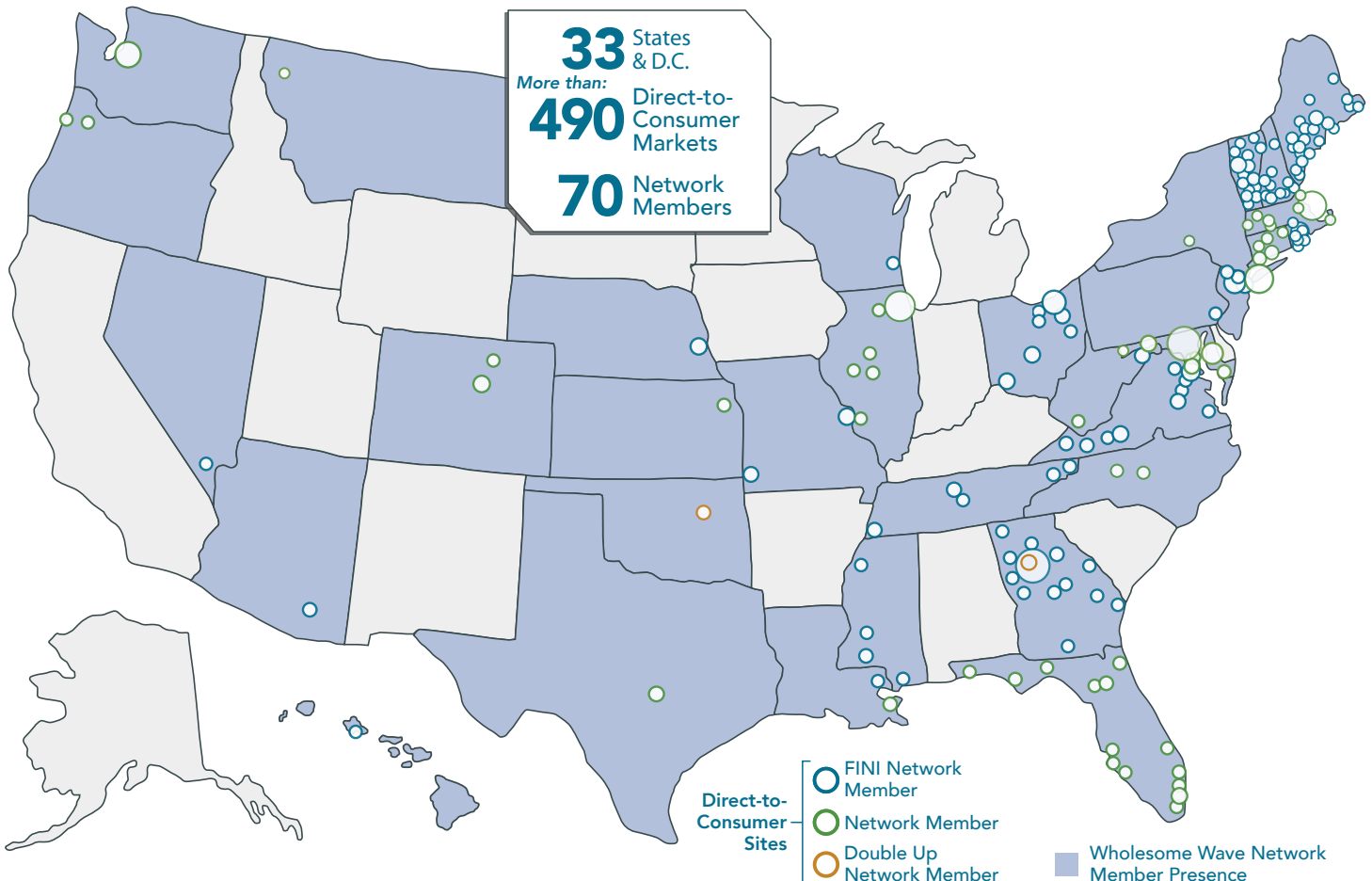
**5,641**

Participating Farmers

**\$3.3million**

Total Nutrition Incentives and Federal Benefits\* Redeemed

## Network Member Sites (Projected 2015)



\*SNAP, WIC CVV/FMNP, Senior FMNP



## THE GROWTH OF NUTRITION INCENTIVE PROGRAMS

Wholesome Wave's Founding Board Chair, Gus Schumacher, began to lay the groundwork for the advent of nutrition incentive programs in the 1980s, first as the Commissioner of Food and Agriculture for MA, and then as Undersecretary for the USDA, leading to the creation of the WIC Farmers Market Nutrition Program (FMNP) and Senior FMNP. Since then, the field of incentive programs has grown exponentially. The following is a short history of the field in the last ten years.

### 2005 1<sup>ST</sup> NUTRITION INCENTIVE PROGRAM

The New York City Department of Health and Mental Hygiene begins the Health Bucks Program.

### 2007 USDA WAIVER OBTAINED

Crossroads Farmers Market (MD) obtains a formal USDA pilot waiver to operate a nutrition incentive program.

### 2008 DVCP LAUNCHES

Wholesome Wave launches the Double Value Coupon Nutrition Incentive Program in CA, MA, and NY

### 2010 OBSTACLE FOR INCENTIVES MINIMIZED

Wholesome Wave and its partners work with the USDA to ease the waiver policy on nutrition incentives at farmers markets.

### 2014 \$100 MILLION IN FUNDING

The 2014 Farm Bill introduces the Food Insecurity Nutrition Incentive (FINI) Program, which provides \$100 million in grants for nutrition incentive programs over the next five years.

### 2015 \$31.5 MILLION ALLOCATED THROUGH FINI GRANT PROGRAM

Wholesome Wave receives a \$3.77 million grant to support expansion of its national network of nutrition incentive programs.

## Network Services

### TOOLS AND TECHNICAL ASSISTANCE



Members have access to tools, toolkits and direct assistance to build their capacity from a Stage 1 to a Stage 4 member. Subjects include:

- Program Operations
- Communications, Outreach and Marketing
- Fundraising

### ADVOCACY AND EDUCATION



Members are engaged as policy advocates and educators to inform public policy.

### DATA COLLECTION AND EVALUATION



Wholesome Wave has a national incentive program data set based on reporting from members. Wholesome Wave provides common metrics and data reporting platforms for members to submit their data and for evaluators to conduct research.

### COMMUNITY OF PRACTICE

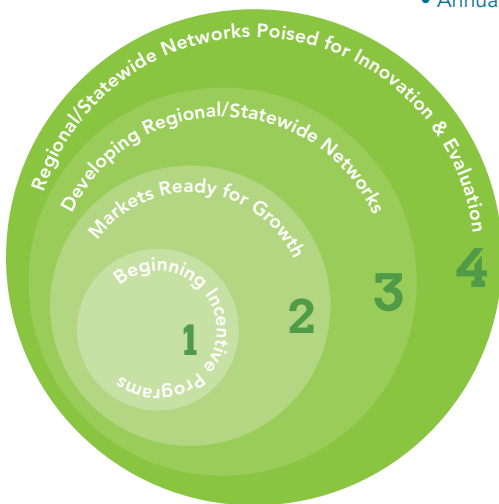


Members interact, share ideas, resources, solutions and build the body of knowledge for nutrition incentive programs through five platforms:

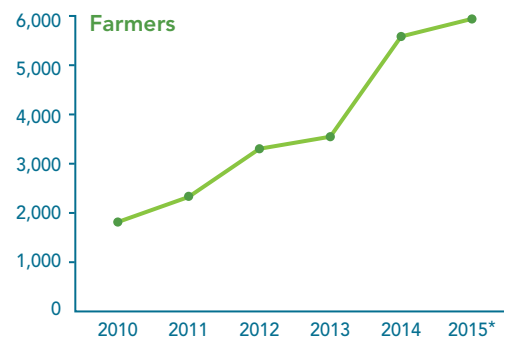
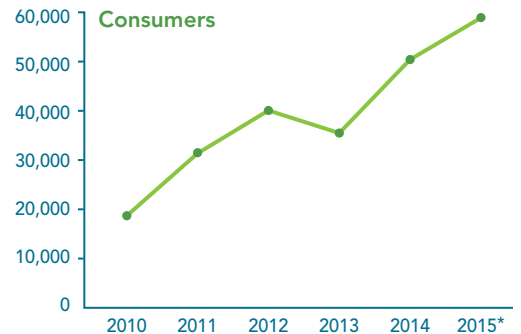
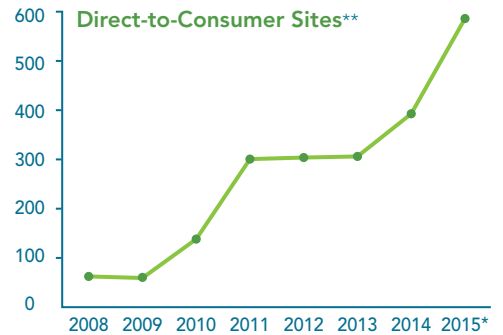
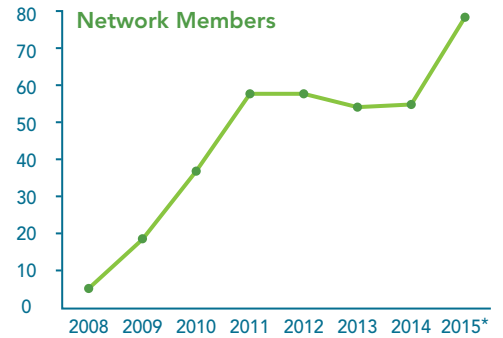
- Listserv
- Topical webinars
- Annual conference
- Newsletter
- Resource library

## Network Member Capacity Building

Through our network, we build the capacity of nutrition incentive practitioners, advancing them from a Stage 1 to Stage 4 member.



## Network Growth



\* Projected

\*\* Includes Farmers Markets, Mobile Markets, and Community Supported Agriculture (CSA) sites

Interested in joining the network? Contact us at [nutritionincentivenetwork@wholesomewave.org](mailto:nutritionincentivenetwork@wholesomewave.org).