Everyday more than 900,000 people in Washington don’t know where their next meal will come from. Since 2015, the Washington State Department of Health and dozens of partners have implemented Fruit and Vegetable Incentive programs to make healthy food more affordable for low-income families in Washington. With initial support from a U.S. Department of Agriculture Food Insecurity Nutrition Incentive (FINI) grant and continued support from private and state funding, Fruit and Vegetable Incentives help families on limited budgets afford more fruits and vegetables. Incentives are offered through three strategies:

**Farmers Market SNAP Incentives**
At 90 participating farmers markets, shoppers who use Supplemental Nutrition Assistance Program (SNAP) benefits get extra tokens or paper scrip to spend on fruits and vegetables at the market.

“The program is a great opportunity for me to eat fresh fruit and veggies. It was absolutely a blessing. It really helps to ensure that I can choose the healthier food. Otherwise I cannot.”
—participant

**Fruit & Vegetable Prescriptions**
At select sites, health care providers are prescribing fruits and vegetables to patients. The prescription is used like cash to buy fruits and vegetables at participating retailers.

“I can actually have options and I can debate on what I want to get. And that’s actually really nice to have for somebody, because that gives them a lot of freedom and power in such a small tiny way, but it’s big overall.”
—participant

**Complete Eats Fruit and Vegetable Coupons**
In Safeway stores, shoppers who buy at least $10 worth of qualifying fruits and vegetables using their SNAP benefits and Safeway Club Card get a coupon for use on future fruit and vegetable purchases.

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**Impact by the Numbers 2015–2018**

- **90** participating farmers markets
- **11** health systems and public health agencies offer fruit and vegetable incentives to their patients
- **169** participating grocery stores
- **$2.8 million** total $ of fruit and vegetable incentives redeemed by families and individuals with low incomes
Washington Fruit and Vegetable Incentives Advisory Network
The Fruit and Vegetable Incentives Program is a collaborative effort. In addition dozens of local implementing entities, the Department of Health convenes a cross-sector network of strategic state and local partners to assist with strategy development, outreach and promotion, technical assistance, and sustainability planning. This cross-sector network of state and local partners assists with strategy development, outreach and promotion, technical assistance, and sustainability planning.

For more information, contact FINI@doh.wa.gov or visit doh.wa.gov/FINI and doh.wa.gov/CompleteEats.