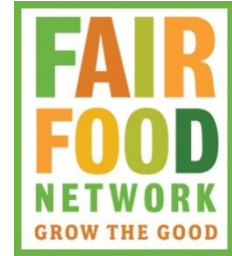


# Food Insecurity Nutrition Incentive (FINI) Grant Program

## Overview



**Background:** A new competitive grants program with the goal to increase the purchase and consumption of fruits and vegetables among SNAP participants. FINI was created by the [Agricultural Act of 2014 \(Farm Bill\)](#), section 4208. USDA will provide grants to nonprofit groups and government agencies to conduct programs that provide point-of-sale incentives for the purchase of produce. There will be a total of \$90 million available for grants in 2015, 2016, 2017, and 2018. USDA will use \$10 million over the period to cover administration and evaluation costs.

## Funding:

- [2014-2015 – \\$31.5 million](#)
- 2016 – \$18 million
- 2017 – \$18 million
- 2018 – \$22.5 million

**Eligibility:** Nonprofit and government agencies are eligible to apply for the grants. For-profit food retailers may participate in incentive programs but may not be the lead organization that receives the federal grant.

**Match:** Every proposal requires a \$1:\$1 match, meaning the Federal grant can cover no more than 50% of the total incentive program cost. Match may be provided through in-kind contributions.

## Requirements:

1. Have the support of the state SNAP agency
2. Provide point-of-sale incentives that increase the purchase of produce among SNAP participants
3. Operate with SNAP authorized retailers and conform with all regulations that govern SNAP retailers and rules protecting SNAP participants
4. Participate in a comprehensive national evaluation, as well as conduct an individual project evaluation
5. Include benefit redemption technologies that can be replicated

## Priorities:

1. Maximize the share of funds used for direct incentives
2. Use direct-to-consumer sales marketing
3. Provide locally or regionally produced fruits and vegetables
4. Promote culturally appropriate fruits and vegetables
5. Test innovative strategies to increase produce purchases by SNAP participants
6. Develop new or improved benefit redemption systems
7. Demonstrate a track record of successful nutrition incentive programs
8. Located in underserved communities particularly [Promise Zones](#) and [StrikeForce counties](#).

**Types of Grants:** There are three grant categories based on project size and duration:

1. Pilot projects (FPP): One-year grants of not more than \$100,000
2. Multi-year community-based projects (FP): Grants of up to \$500,000 total over a period of up to four years
3. Multi-year large scale projects (FLSP): Grants of at least \$500,000 total over up to four years

**Definition of Fruits and Vegetables:** Any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, oils, or salt.

**Deadline:** December 15, 2014 at 5:00pm EST

**How to Submit:** Grants must be submitted electronically through Grants.gov. Applicants must register with Grants.gov in advance. A minimum of two weeks is recommended between registration and application submission. Draft applications may be entered on the site in advance of the deadline and then updated to avoid last-minute technology snafus. More information on how to use the system can be found online at:

- <http://www.grants.gov/web/grants/applicants/grant-application-process.html>
- <http://www.grants.gov/web/grants/register.html>

**Feedback:** USDA would like comments on this initial Request for Applications and will consider them in crafting next year's request. Submit any feedback by March 29, 2015 via e-mail to [policy@nifa.usda.gov](mailto:policy@nifa.usda.gov).

#### **More information and webinars**

- [USDA website](#)
- [Request for Applications](#)