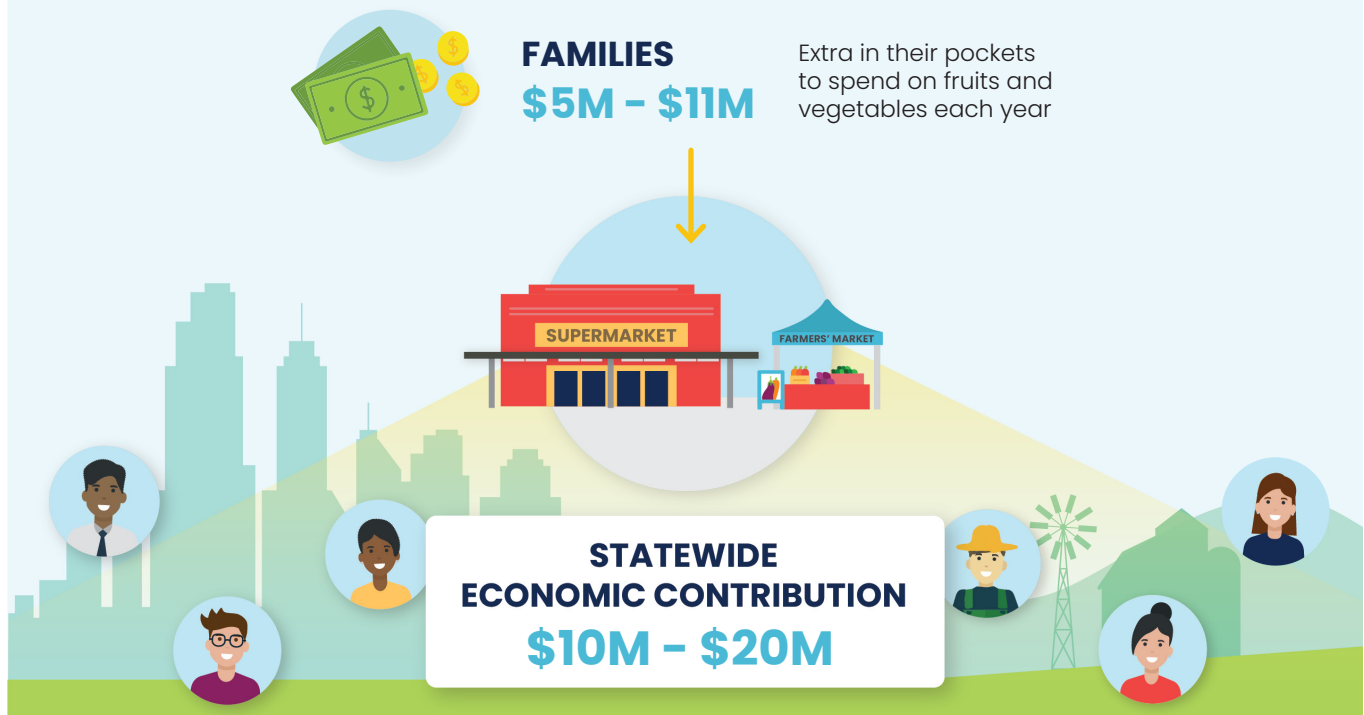


EXPANDING HEALTHY FOOD INCENTIVES ACROSS IOWA

THE RETURN ON INVESTMENT

For more than a decade, healthy food incentive programs have increased the purchasing power of low-income families to buy fruits and vegetables at grocery stores and farmers' markets, thereby helping to reduce hunger, improve nutrition and support Iowa's agriculture and retail.

IMAGINE THE ECONOMIC IMPACT OF HEALTHY FOOD INCENTIVES, IF THEY WERE AVAILABLE ACROSS IOWA¹



ECONOMIC MULTIPLIER

1.9

Contribution to Iowa's economy for every \$1 spent on incentives

↳ **2.5** to farm direct



LABOR INCOME

\$2M - \$4M

The research highlighted in this brief is based upon analysis conducted by a team of economists at Colorado State University, led by Dr. Dawn Thilmany, in partnership with SPUR, Fair Food Network, and a coalition of ten additional implementing partners across nine states in the US, including Iowa Healthiest State Initiative. For the full details of methodology and findings see: fairfoodnetwork.org/incentivesimpact

¹ The ranges presented here reflect low-bound and high-bound scenarios based on assumptions of annual SNAP participation; the percent of grocery stores, corners stores, and farm-direct retail outlets that would offer incentives; and whether a program encourages purchases of locally-grown produce.

FOR MORE INFORMATION:

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