EXPANDING HEALTHY FOOD INCENTIVES ACROSS NEW YORK

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 New York’s agriculture and retail.

IMAGINE THE ECONOMIC IMPACT OF HEALTHY FOOD INCENTIVES, IF THEY WERE AVAILABLE ACROSS NEW YORK¹

FAMILIES

$53M – $104M

Extra in their pockets to spend on fruits and vegetables each year

STATEWIDE ECONOMIC CONTRIBUTION

$117M – $228M

ECONOMIC MULTIPLIER

2.2

Contribution to New York’s economy for every $1 spent on incentives

LABOR INCOME

$27M – $53M

for Agricultural sector

$2M – $4M

for Retail sector

JOBS

525 – 1,025

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.

¹ The ranges highlighted in this brief are 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 Field & Fork Network. For the full details of methodology and findings see: fairfoodnetwork.org/incentivesimpact

FOR MORE INFORMATION:

Eli Zigas, SPUR, ezigas@spur.org
Holly Parker, Fair Food Network, hparker@FairFoodNetwork.org

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