

August 1, 2025

The Honorable Robert F. Kennedy, Jr.  
Secretary  
U.S. Department of Health and Human Services  
200 Independence Avenue, S.W.  
Washington, D.C. 20201

The Honorable Brooke Rollins  
Secretary  
U.S. Department of Agriculture  
1400 Independence Avenue, S.W.  
Washington, D.C. 20250

Dear Secretary Kennedy and Secretary Rollins,

We write today to commend your efforts to make Americans healthy and urge you to utilize nutrition incentive programs to advance those efforts. To further the Make America Healthy Again (MAHA) Commission's goal of identifying solutions to our chronic disease epidemic with the highest return on investment for American taxpayers, we applaud the Commission for including nutrition incentives in its initial findings report and urge the Commission to expand support for nutrition incentives in its forthcoming comprehensive strategy. In addition to achieving measurable health outcomes, nutrition incentives advance USDA's goal of putting farmers first in policy solutions.

Incentive programs—which provide shoppers with a dollar-for-dollar match when their supplemental nutrition benefits are spent on fruits and vegetables—have a proven record of motivating behavior change among low-income shoppers. Today, fewer than one in ten Americans eat the recommended daily servings of fruits and vegetables. Due to the higher per-calorie cost of fruits and vegetables versus other grocery items, low-income shoppers eat even less produce than the average American. It is therefore statistically significant that **low-income shoppers who participate in nutrition incentive programs eat more fruits and vegetables than the average American, not just the average low-income shopper.**

Research finds that **supplemental nutrition assistance-eligible populations who participated in produce prescription programs (PRx) lower their A1C (blood sugar) levels by between 6% and 17%, with the largest decrease occurring among those with uncontrolled diabetes.** If achieved at scale, this behavior change will drive down costs for America's healthcare system. While the potential cost-savings to American taxpayers and health insurers resulting from an increase in produce consumption on this scale is difficult to predict, it is estimated to be upwards of \$40 billion annually.

Nutrition incentives have been tested and are ready to scale. In the 2018 Farm Bill, Congress and President Trump expanded the Gus Schumacher Nutrition Incentive Program (GusNIP), which provides competitive grants to state and local nutrition assistance incentive and produce prescription programs. GusNIP advances USDA Secretary Rollin's vision for USDA's nutrition programs by creating new opportunities to connect America's farmers to nutrition assistance and empowering states to take ownership of nutrition policy.

GusNIP's enabling legislation directs programs to increase the share of supplemental nutrition assistance and incentive dollars spent with American fruit and vegetable farmers. At a time when American fruit and vegetable growers are being undercut by foreign competition, supplemental nutrition assistance and nutrition incentive benefits are a much-needed source of revenue.

As of 2025, 34 state governments have seen GusNIP's value in supporting their state's fruit and vegetable industry while simultaneously improving health outcomes among their residents and appropriated match funding from their state budgets. These appropriations help federal funds go further and ensure that states are invested in the success of their nutrition incentive programs.

GusNIP's current funding level—roughly \$50 million annually—is a down payment but not full-fledged investment in improving the health of low-income Americans. Current federal spending on nutrition incentives is simply inadequate to allow every supplemental nutrition assistance recipient or farmer to participate in a nutrition incentive program. We urge the MAHA Commission to begin the process of scaling GusNIP to achieve population-level impact. **Within the decade, every SNAP recipient in all 50 states should be able to participate in a nutrition incentive program.**

After years of struggling to motivate SNAP recipients to eat healthier diets, we have finally found a solution that works and supports American farmers – it's a win-win scenario! We stand committed to working with the Commission to seize this opportunity and capitalize on the health savings to be realized by allowing 42 million low-income Americans to put healthier, more nutritious food on their tables.

Sincerely,

**National Groups**

Alliance to End Hunger  
Bread for the World  
Fair Food Network  
Farmers Market Coalition  
Farmers Market Pros  
International Fresh Produce Association  
Mobile Market Coalition  
National Co+op Grocers  
National Farm to School Network  
National Grocers Association  
National Sustainable Agriculture Coalition  
North American Blueberry Council  
ProVeg International Inc.  
Save the Children  
Society for Nutrition Education and Behavior  
Wholesome Wave

**Farmers and Farmers Markets**

Alaska Farmers Market Association  
Arcadia Center for Sustainable Food & Agriculture  
Argus Farm Stop  
Atchison Farmers' Market  
Backyard Market Inc  
Bainbridge Island Farmers Market Association  
Bascom Farm  
Bellingham Farmers Market Association  
Birdhouse Farmers Market  
Bremerton Community Farmers Market  
Brooklyn Grange Farm  
Caledonia Farmers Market  
Camas Farmer's Market  
Cascade Community Markets  
Catskills Agrarian Alliance  
Chewelah Farmers Market  
City Green, Inc.  
City of Charlottesville: Parks & Recreation, City Markets  
City of Issaquah, Washington Farmers Market  
City of Renton Farmers Market  
Columbia Farmers Market  
Community Care Ministries DBA Harvest House  
Community Farm Alliance  
Cowlitz Community Farmers Market  
Cultivate Kansas City  
Dallas Farmers Market  
DC Greens  
Dorey Park Farmers Market  
Double K Farm LLC  
Downtown Yakima Farmers Market  
Emerson-Garfield Farmers Market  
Emporia Farmers Market  
Farm Connect Montana  
Farm Fresh Rhode Island  
Farmers & Crafts Market of Las Cruces  
Farmers Market Federation of New York  
Farmers Market of Medina County  
Feast Down East  
Five Rivers MetroParks - 2nd Street Market  
FRESHFARM  
Friends of Lincoln Park Farmers Market  
Frog Song Organics LLC  
Full Earth Farm  
Garden Variety Harvests  
Gentle Time Farm

Glynwood Center for Regional Food and Farming  
Greene Farmers Market  
Grove Street Farmers Market  
Harrisonburg Farmers' Market Association  
Hillsdale Farmers' Market  
Hitchcock's Markets  
Hopewell Farmers Market  
Independence Farmers Market  
Jefferson County Farmers Market  
Kenmore Farmers Market  
Laurel's Crown LLC  
Lawrence Farmers Market  
Loudoun Farmers Markets-Leesburg and Cascades  
Loveland Farmers Market  
Lynchburg Grows  
MAHA Farm  
Maine Federation of Farmers' Markets  
Maine Organic Farmers and Gardeners Association  
Make a Difference Farms  
Mancos Valley Farmers Market  
Market Central  
Mass Farmers Markets  
Matanuska Community Farmers Market  
Mayim Farm LLC  
Michigan Farmers Market Association  
Middletown Farmers Market  
Minnesota Farmers' Market Association  
Montavilla Farmers Market  
Montclair Community Farms  
Mount Washington Valley Farmers' Market  
Neighborhood Roots  
New Growth  
New Mexico Farmers' Marketing Association  
Newtown Farmers Market  
North Carolina Farmers Market Network  
Northeast Organic Farming Association of New Hampshire  
Northeast Organic Farming Association of Vermont  
Ohio Farmers Market Network  
Okmulgee Farmers Market  
Olympia Farmers Market  
Oregon Farmers Markets Association  
Osprey Hill Farm  
Petaluma Bounty Farm  
Port Angeles Farmers Market  
Port Angeles Farmers Market  
Potato Growers of Michigan, Inc.

Poughkeepsie Farm Project  
Proctor Farmers' Market  
Project GROWS  
Punta Gorda Farmers Market  
Queen Anne Farmers Market  
Rappahannock County Farmers Market  
Red Hills Farm Alliance  
Reno County Producers Market  
Rock Steady Farm  
Rocky Butte Farmers Market  
Santa Fe Farmers' Market Institute  
Sauntering Roots Farm  
Seacoast Eat Local  
Seattle Farmers Market Association  
Seattle Neighborhood Farmers Markets  
Shalom Farms  
Shelton Farmers Market  
Snohomish Farmers Market  
South Whidbey Tilth Farmers Market  
St. Petersburg Saturday Morning Market  
Staunton Farmers Market  
Stevenson Farmers Market  
Tacoma Farmers Market  
The Corporation for Findlay Market  
The Fruitful Field  
The Market @ 25th  
Third Place Commons  
Tumwater Farmers Market  
Urban Oasis Project  
Vancouver Farmers Market  
Virginia Farmers Market Association  
Waco Downtown Farmers Market  
Washington State Farmers Market Association  
West Virginia Food and Farm Coalition  
White Salmon Farmers Market  
Wild Edge Farm  
Wolfeboro Area Farmers Market  
Woodinville Farmers Market

**Other State and Local Groups**

Anti-Hunger & Nutrition Coalition  
Appalachian Resource Conservation and Development Council  
Basic Needs at Iowa  
Cape Coral Chamber of Commerce  
Caribbean Produce Exchange Inc.  
Ceres Community Project

Christ the King Lutheran Church, Nashua  
Coastal Enterprises, Inc.  
County of Hawai'i  
Cultivating Community  
Delray Beach Community Redevelopment Agency  
Deru Wine Co.  
DMARC Food Pantry Network  
Eat Drink Rhode Island  
Encore Engagements  
Everyone's Harvest  
Experimental Station  
Feeding Florida  
Feeding Southwest Virginia  
Feeding Tampa Bay  
Field & Fork Network  
Florida Impact  
Food Access Los Angeles  
Food in Neighborhoods  
FoodShare South Carolina  
Forks Community Food Bank  
Fredericksburg Food Co-op  
Freshly's Market  
Full Plates Full Potential  
Fullwell  
Good Shepherd Food Bank of Maine  
Granite United Way  
Grilla Bites Co-op Cafe  
Groundwork Center for Resilient Communities  
Grow Montana Food Policy Coalition  
Hanover Co-op Food Stores  
Hawaii Public Health Institute  
Hawaii Appleseed Center for Law and Economic Justice  
Hawaii Children's Action Network Speaks!  
Healthy1 Consulting  
Heartland Communities, Inc.  
Homeless Empowerment Program  
Hunger Action Los Angeles  
Hunger Free Oklahoma  
Hunger Free Vermont  
Iowa Healthiest State Initiative  
Iowa Hunger Coalition  
Jon Henry General Store  
Kansas Appleseed  
Kōkua Kalihi Valley, CFS  
Lakes Region Community Developers  
LEAP

Local Harvest Grocery  
Maine Equal Justice  
Marquette Food Co-op  
Mary Ann Swetland Center for Environmental Health  
Michigan Asparagus Association  
Nashua Soup Kitchen & Shelter  
New Hampshire Hunger Solutions  
Northeast Indiana Local Food Network  
Nourish Colorado  
Nourish Knoxville, Inc.  
Oakland University  
Parkview Health  
Pasa Sustainable Agriculture  
Peninsula Food Coalition  
Picnic Project  
Pinnacle Prevention  
Plowshare Cooperative Food Hub  
Produce Perks Midwest  
Project Healthy Kids  
River Street Education, Inc.  
Riverside Arts Market  
Riverside Avondale Preservation - Riverside Arts Market  
Roanoke Foodshed Network  
Rural Health Network of South Central New York  
San Luis Valley Local Foods Coalition  
Sanville Consulting, LLC  
St. Joseph Community Health Foundation  
St. Stephen's Episcopal Church  
Stilly Valley Chamber Foundation  
Stone Age Construction + Fiscal Fox Bookkeeping & Consulting  
Strengthen ND  
Sunflower Discount Market  
Sustainable Food Center  
Taste the Local Difference  
Tennessee Justice Center  
That Housewife, LLC  
The Food Basket Inc., Hawai'i Island's Food Bank  
The Food Group  
The Highland Center  
The Northern Colorado Foodshed Project  
Top Box Foods  
Tuscola Intermediate School District  
University District Food Bank  
Utahns Against Hunger  
Virginia Community Food Connections  
Virginia Fresh Match

Virginia Poverty Law Center  
Vocational Independence Program  
Voices for Virginia's Children  
Washington State University Clark County SNAP-Ed  
Washington State University Grant County SNAP-Ed  
Well Fed  
W. H. Koch Co., Inc.  
Wholesome Wave Georgia  
Wisconsin Nutrition Incentive Network  
Xavier University of Louisiana