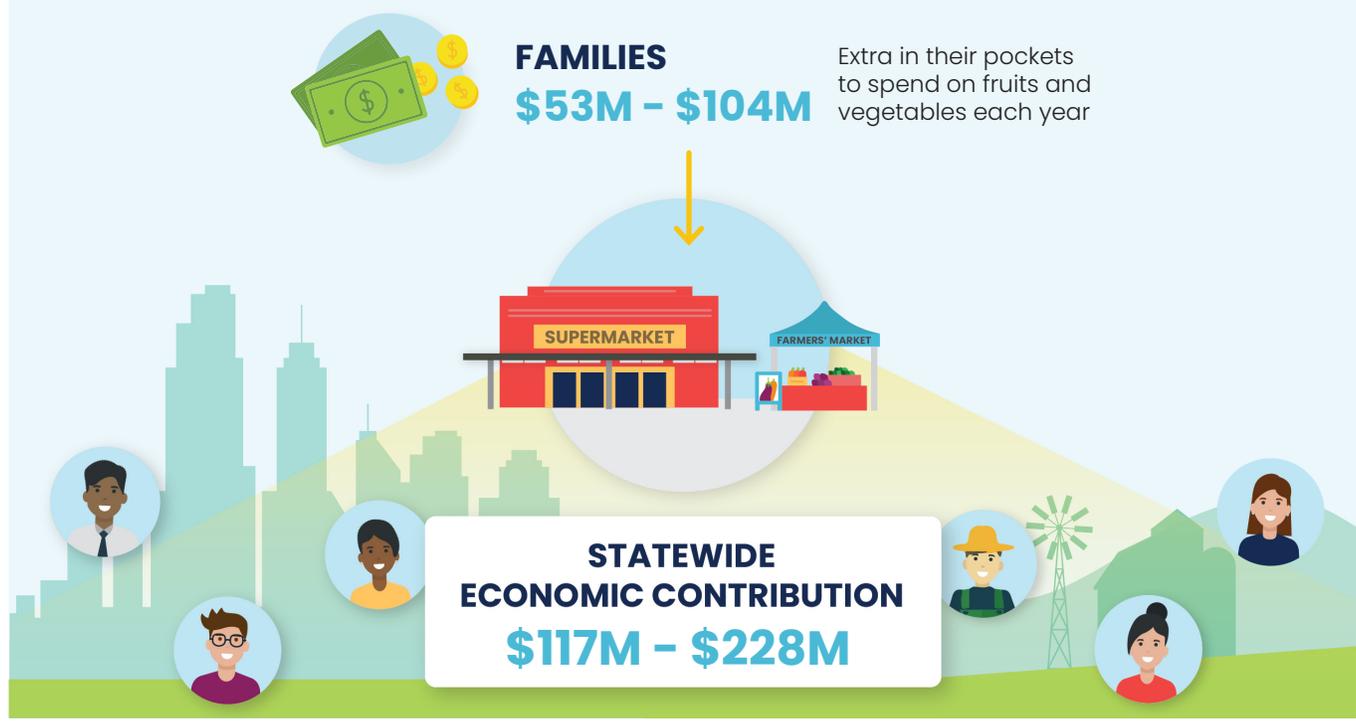


# EXPANDING HEALTHY FOOD INCENTIVES ACROSS NEW YORK

## THE RETURN ON INVESTMENT

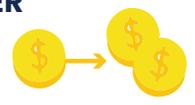
For more than a decade, healthy food incentive programs have increased the purchasing power of low-income families to buy fruits and vegetables at grocery stores and farmers' markets, thereby helping to reduce hunger, improve nutrition and support New York's agriculture and retail.

### IMAGINE THE ECONOMIC IMPACT OF HEALTHY FOOD INCENTIVES, IF THEY WERE AVAILABLE ACROSS NEW YORK<sup>1</sup>



**ECONOMIC MULTIPLIER**  
**2.2**

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



**LABOR INCOME**  
**\$27M - \$53M**

**JOBS**  
**525 - 1,025**

**\$527K - \$1M**  
for Agricultural sector

**\$2M - \$4M**  
for Retail sector



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 Field & Fork Network. For the full details of methodology and findings see: [fairfoodnetwork.org/incentivesimpact](https://fairfoodnetwork.org/incentivesimpact)

<sup>1</sup> 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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Field & Fork Network



Colorado State University

