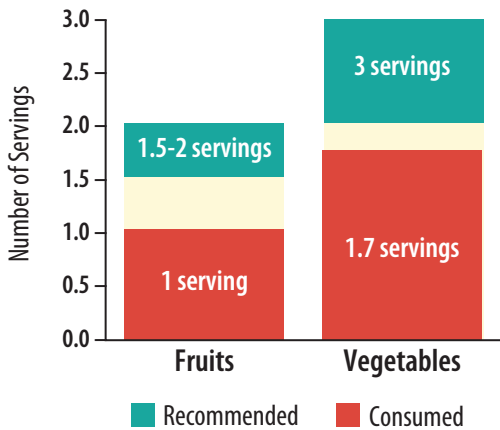




Healthy Food Pricing Incentives: Designing successful programs

The Problem. People don't eat enough fruits and veggies.



People with low incomes are less likely to meet recommendations (particularly for veggies) than higher income people. And they are less able to afford the purchase of healthy foods like fruits and vegetables.



Lee-Kwan SH, Moore LV, Blanck HM, Harris DM, Galuska D. Disparities in State-Specific Adult Fruit and Vegetable Consumption — United States, 2015. MMWR Morb Mortal Wkly Rep 2017;66:1241–1247. DOI: <http://dx.doi.org/10.15585/mmwr.mm6645a1>.

Incentives Work!

They increase purchases and consumption of fruits, vegetables and other healthy foods.



A healthy food pricing incentive is a monetary award that reduces the prices of healthy foods, making them more affordable.

Some features of incentives are associated with increases in fruit and vegetable intake or purchases:

- Providing incentives electronically.



- Issuing incentives on more than one occasion rather than once.
- Offering incentives for longer periods of time (more than 24 weeks).

- Including a broader selection of healthy foods beyond fresh produce.



- Allowing redemption in stores in contrast to farmers markets.



While other features are not...

- Larger incentives not related to the effectiveness of the program.



- Adding additional interventions to the incentive - such as education - did not increase effectiveness.

Note ▶ But we need to learn more about these and other elements of incentive programs to design the best approaches.

The full report is available [here](#).

Our findings are based on two research projects. We conducted a [systematic literature review](#) that identified 3793 potential articles and included 29 studies in the final analysis. We conducted [key informant interviews](#) with 14 healthy food pricing incentive experts.