A healthy food pricing incentive is a monetary award that reduces the prices of healthy foods, making them more affordable. Incentives Work! They increase purchases and consumption of fruits, vegetables and other healthy foods. 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).
- Allowing redemption in stores in contrast to farmers markets.
- Adding additional interventions to the incentive - such as education - did not increase effectiveness.

While other features are not...

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

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.