



## HOW TO PREPARE YOUR STORE FOR A NUTRITION INCENTIVE PROJECT

Nutrition Incentive (NI) and Produce Prescription (PPR) projects offer a great way to increase sales, improve customer loyalty and better serve your customers and community. Having a few key pieces in place will make it easier to launch a nutrition incentive program and can help your store be ready to go when a grantee in your area is looking for food retail partners.

### POS CAPABILITIES

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Understanding your POS system and how it may or may not conduct efficient and accurate electronic incentive transactions is an important first step. In recent years, NGAF TA Center has worked with several of the most commonly used POS systems in grocery retail to better understand the functions that are required. [Reach out discuss opportunities](#) with your specific in-store technology.

### STAFF TRAINING

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Like any promotion or program, nutrition incentive projects are best sold by your frontline employees. Stores that are committed to continuous learning and improvement will most easily understand and implement a nutrition incentive project. Consider the way your store onboards new employees and regularly communicates with frontline staff. Grantee partners appreciate knowing that store staff participate in periodic training related to new promotions, products or policies. Grantees typically assist by providing training materials, nutrition incentive talking guides and cashier cheat sheets for your employees to use. Nutrition incentive projects function best when store staff and customers understand the project basics.

### WHAT WILL IT COST ME?

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There can be costs associated with nutrition incentive projects to upgrade POS systems, add new software plugins, incorporating incentives into loyalty programs, staff training, or printing and other marketing costs. The costs amount can vary greatly, from little or no expense to substantial investments. For more details on potential costs, see the resource [Financial Considerations for Grocers](#).



## **GATHER RELEVANT DATA**

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Grantees are looking for stores that effectively serve low-income shoppers and those using SNAP for payment. They are also interested in partners that prioritize selling produce. To assess these factors, grantees will often ask for store sales data related to SNAP/ NAP and produce. These metrics may include monthly SNAP sales, total produce sales and percentage of produce sales compared to overall store sales. Grantees may also be interested in produce-sourcing practices and whether partnerships with local and regional suppliers are prioritized.

If you are ready and willing to share this information, grantees will be better able to implement their program design and assess their budgets. Grantees keep this data confidential and use it only for project planning purposes. Many are willing to sign an NDA, if that is of interest to you. Better data leads to better project design.

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