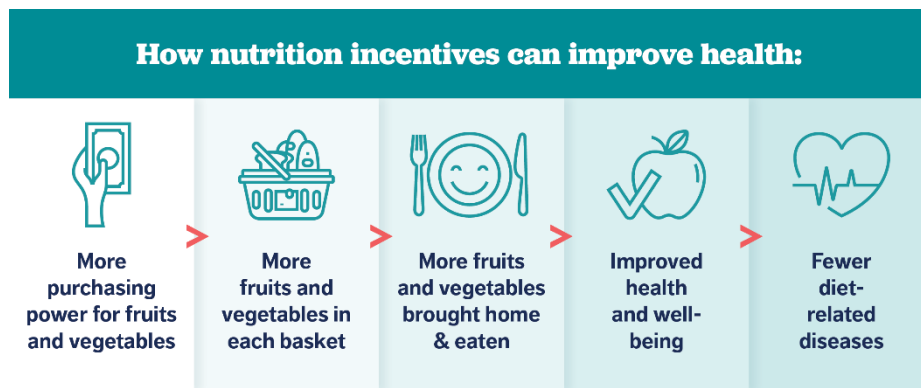


## PROGRAM GOALS AND OVERVIEW

Nutrition incentive programs are intended to increase the purchase and consumption of fruits and vegetables, and to improve the health and nutrition status of participating households. The program is administered by the National Institute of Food and Agriculture (NIFA), a federal agency within USDA, which is responsible for establishing the program rules, seeking and evaluating proposals, and awarding funding. NIFA has a vested interest in receiving accurate reporting on GusNIP outcomes.



This information is collected by grantee organizations from retailers and other food site partners. It is compiled into reports on a monthly and annual basis. To consolidate all project sites there are certain metrics that retailers are asked to share with their grantee partners.

## EVALUATION PARTNERS

The Center for Nutrition and Health Impact (CHNI) is a non-profit organization that has received funding from NIFA to lead the nationwide evaluation for GusNIP. All GusNIP grantees must submit monthly data to GSCN which is used to evaluate the impacts of the program. Being able to show that these programs are effective will help ensure continued (or even increased) funding in the future.

Lastly, your grantee organization may have different interest areas that they may be evaluating. They use this information to better understand their program participants, what influences issuance and redemption rates and how to improve experiences for all stakeholders. If these require additional metrics, they will discuss this with you at the time of partnership agreement. It is important to discuss all data sharing before beginning a project to ensure stores are able and willing to track and report the necessary information.

## CONFIDENTIALITY & DATA INTEGRITY

All data shared as part of program evaluation will be treated confidentially and will only be used for project evaluation purposes. Grocers may ask their grantee partners to sign a Non-Disclosure Agreement if that would make you feel more comfortable. See the [Non-Disclosure Agreement Template](#).

Retailers working with grantees may also develop a privacy agreement that outlines several components. This may include specifying how collected data will be used, safeguards for protecting any sensitive information, and how the data will be aggregated and anonymized. This information will often be spelled out in their Memorandum of Understanding with the grantee organization. See [Memorandum of Understanding Template](#).

## INFORMATION & DATA COLLECTED

Grantees will request general information from each operating store to compile annual reports. The type of information requested includes store locations that operate the programs, when the store is open, and when the nutrition incentives are offered. They will also ask for descriptive information that explains how the incentives were issued and redeemed, and which financial instrument was used (e.g. token, paper voucher, automatic discount, etc.) Lastly, they will ask which types of products are eligible to earn incentives and which type of products are eligible to redeem incentives.

In addition to the annual descriptive information, retailers must supply their grantee partner with the following data monthly:

- Operating days and hours (#)
- Dollar value of nutrition incentives issued (\$)
- Dollar value of nutrition incentives and/or produce prescriptions redeemed (\$)
- Number of transactions using incentives and/or produce prescriptions (#)
- SNAP sales for the previous month (\$)
- Number of SNAP transactions (#)
- Number of unique individual users of the incentive project for the previous month (if possible) (#)

There may be other data points the grantee is interested in like local and regional sourcing information. They will discuss these additional areas with you at the beginning of the partnership.

## EXAMPLES

Here are a few examples of how information is shared between retailers and grantee organizations. Since every incentive program design is different every grantee organization may have their own specific requirements and ways of sharing information.

### Reporting Example #1 *Single Store Operation*

Here, the grantee requests the information needed from the retailer each month or quarter. The retailer collects the information and returns it to the grantee. The grantee will then aggregate and organize the data in a format to send on to its evaluation partners. This process often requires a report download from the POS system and adding in information from a few other sources.

#### Store-Level Information- Reported quarterly

- Were any expenses incurred associated with establishment and operations of the program?
- List days and hours of operation
- Does your store accept nutrition assistance program benefits (e.g. WIC)?
- Did your store collaborate with nutrition education programs this quarter?
- Provide a list of fruit and vegetable products eligible for incentives

#### Incentive Program Information- Reported monthly

For each SNAP transaction report the following: date of transaction, total SNAP spend, total spend on fresh fruits & vegetables, value of incentives issued, count of coupon issued, value of coupon redeemed, count of coupons redeemed, amount of payment from tender types (cash, checks, SNAP EBT, other EBT, WIC, credit card, debit card, other).

### Reporting Example #2: *Multiple Stores Operation*

When there are multiple store fronts that operate the nutrition incentive programs, grantees may use an excel tool like the one below to better organize and track reporting information. These tools are helpful for both the grantee and retailer to track trends with program usage and see opportunities for improvement.

Monthly Report for Nutrition Incentives								
Month	Year	Site Store Num	Incentive Discounts Issued (\$)	Produce Sales (Incentive + SNAP)	Unique SNAP Customers (Eligible Participants)	Unique SNAP Customers Receiving Incentives (Participants)	Total SNAP Trans Count (All SNAP Eligible Items)	Number of Incentive Transaction
August	2024	10	\$981.93	\$11,109.24	4968			141
August	2024	16	\$3,525.34	\$15,703.75	8227			438
August	2024	24	\$572.06	\$9,446.89	7906			82

## Reporting Example #3: With a Program Branded Card

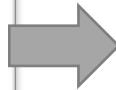
Some nutrition incentive programs will use a program branded card that is issued by a technology company. Often these will have platforms that generate the reports needed. These reports will be configured to include all metrics by the grantee. The retailer can then access the report monthly, and send along to their grantee organization.

DUFB  
**STORE:** Example Retailer  
**DATE:** 2024-08-01 to 2024-08-31

Outlet	Earn Tenders	Earn	Spends Tenders	Spend Amount	Refunded
Example Retailer	370	\$ 3,111.88	374	\$ 2,554.35	0

Date	Earn Tenders	Earn	Spends Tenders	Spend Amount	Refunded
8/1/2024	8	\$ 53.08	14	\$ 56.50	0
8/2/2024	6	\$ 55.94	11	\$ 90.98	0
8/3/2024	16	\$ 173.07	10	\$ 92.26	0
8/4/2024	5	\$ 63.76	12	\$ 71.92	0
8/5/2024	6	\$ 59.69	11	\$ 74.62	0
8/6/2024	5	\$ 46.15	6	\$ 41.52	0
8/7/2024	11	\$ 163.08	13	\$ 98.02	0
8/8/2024	14	\$ 122.12	14	\$ 104.33	0
8/9/2024	12	\$ 146.76	7	\$ 35.47	0
8/10/2024	16	\$ 121.89	8	\$ 49.33	0
8/11/2024	12	\$ 121.41	9	\$ 79.04	0
8/12/2024	13	\$ 73.25	17	\$ 132.10	0
8/13/2024	20	\$ 171.49	11	\$ 89.08	0
8/14/2024	20	\$ 140.84	17	\$ 88.66	0
8/15/2024	14	\$ 107.67	15	\$ 80.85	0
8/16/2024	8	\$ 67.92	15	\$ 111.08	0
8/17/2024	16	\$ 169.80	10	\$ 75.05	0
8/18/2024	20	\$ 101.48	23	\$ 182.84	0
8/19/2024	15	\$ 131.19	9	\$ 77.90	0
8/20/2024	16	\$ 163.39	12	\$ 42.14	0
8/21/2024	18	\$ 126.01	14	\$ 65.17	0
8/22/2024	14	\$ 117.80	12	\$ 85.44	0
8/23/2024	10	\$ 91.69	12	\$ 99.65	0
8/24/2024	11	\$ 68.98	17	\$ 144.30	0
8/25/2024	10	\$ 56.52	13	\$ 68.35	0
8/26/2024	6	\$ 37.30	9	\$ 67.42	0
8/27/2024	7	\$ 61.43	10	\$ 65.95	0
8/28/2024	15	\$ 114.98	12	\$ 83.44	0
8/29/2024	6	\$ 40.38	8	\$ 55.40	0
8/30/2024	12	\$ 110.34	11	\$ 64.39	0
8/31/2024	8	\$ 32.47	12	\$ 81.15	0



**Earn Tenders:** the number of individual tenders/transactions in which incentives were earned.

**Earn:** the dollar amount of incentives earned by shoppers.

**Spends Tenders:** the number of individual tenders/transactions in which incentives were spent.

**Spend Amount:** the number of individual tenders/transactions in which incentives were spent.

## Reporting Example #4: Item-Specific Report

Below is an example item-specific metrics requested by a grantee. Some nutrition incentive programs prioritize the purchase and distribution of locally sourced produce. Collecting and providing this information will visualize item popularity. This can help to target marketing and outreach activities.

From 8/1/2024 to 8/31/2024

Store	Sale Date	Terminal	Trans No	UPC	POSDesc	Discounts
10	08/01/24	1	2229	4316	^=MANGO, LOCAL	\$13.63
10	08/01/24	1	2229	94640	^=LETTUCE, LOC ROMAINE ORG	\$2.24
10	08/01/24	1	2229	89644900106	^=CUCUMBER, LOC JAPAN HO FARM	\$2.25
10	08/01/24	1	2229	4068	^=ONION, GREEN BUNCH	\$1.40
10	08/01/24	1	2229	4815	^=LCL WATERCRESS, BUNCH	\$3.50
10	08/01/24	5	6447	4069	^=CABBAGE, LOC HEAD CABBAGE	\$1.70
10	08/01/24	5	6447	4233	^=BANANA, LOCAL APPLE	\$1.04
10	08/01/24	5	6580	3282	^=TOMATO, ROMA	\$1.74
10	08/01/24	5	6580	3162	^=CABBAGE, LOCAL UNCHOI	\$2.50
10	08/02/24	1	2856	4069	^=CABBAGE, LOC HEAD CABBAGE	\$1.29
10	08/02/24	1	2856	18592300017	^ROSEMARY, HERB PKT	\$1.75
10	08/02/24	1	3358	4233	^=BANANA, LOCAL APPLE	\$1.63
10	08/02/24	3	4385	8800510004	^=ALFALFA SPROUT, LONE PALM	\$1.50
10	08/02/24	3	4385	8800510004	^=ALFALFA SPROUT, LONE PALM	\$1.50
10	08/02/24	3	4385	4062	^=CUCUMBER LOCAL	\$1.80
10	08/02/24	3	4435	4799	^=TOMATO, LCL BEEFSTEAK	\$2.30
10	08/02/24	3	4435	3322	^=CHOI SUM LOCAL	\$1.25
10	08/02/24	3	4435	4545	^=CABBAGE, LOC PAK CHOY	\$1.66
10	08/02/24	3	4435	4607	^=CABBAGE, KAI CHOY	\$1.42
10	08/02/24	3	4435	3163	^=CABBAGE, SHANGHAI	\$0.53
10	08/03/24	1	3406	4069	^=CABBAGE, LOC HEAD CABBAGE	\$2.27
10	08/03/24	1	3408	4032	^=WHOLE SDLS WATERMELON	\$13.65
10	08/03/24	3	4840	4164	^=ONION, LOCAL MAUI	\$7.52
10	08/03/24	3	4840	4062	^=CUCUMBER LOCAL	\$0.79
10	08/03/24	3	4840	4065	^=PEPPER, BELL GREEN LCL	\$0.79
10	08/03/24	3	4925	4233	^=BANANA, LOCAL APPLE	\$1.77
10	08/03/24	3	4925	4064	^=TOMATO, LOCAL	\$2.03
10	08/03/24	3	4925	3163	^=CABBAGE, SHANGHAI	\$1.01
10	08/03/24	3	5040	4069	^=CABBAGE, LOC HEAD CABBAGE	\$3.26
10	08/03/24	3	5040	4064	^=TOMATO, LOCAL	\$3.35
10	08/03/24	5	6997	4068	^=ONION, GREEN BUNCH	\$2.79

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