Background

Fruit & Vegetable (F&V) Consumption
• Few Americans meet F&V recommendations
• Affordability and availability are key barriers in low-income populations
• Financial incentives have increased F&V purchases in farmers’ markets
• Few studies have tested the effectiveness of incentives in supermarkets or in combination with other retail interventions

Project Goal

Through research, education, and extension, generate and disseminate new knowledge to promote F&V purchases and consumption among families in under-resourced communities, thus reducing health disparities, improving human nutrition, and preventing unhealthy weight gain among children.

Research Objective

Assess the effectiveness of a double value coupon incentive program, combined with Cooking Matters at the Store education program, on the purchase and consumption of healthful fresh, frozen or canned F&V among low-income families shopping at a large supermarket chain.

Study Timeline

Results

• Enrolled 605 parents/caregivers
• Characteristics of Study Population:
  • Average Household Size: 4
  • 50% food insecurity
  • 37% SNAP
  • 84% female
  • 7% Cooking Matters participation
  • 3,386 coupons redeemed (81%)
  • 0.83 average weekly shopping trips
  • Mean spending per transaction: $68
  • FFQs completed by higher income, lower food insecurity participants

Primary Outcomes:
• Change in weekly spending on F&V
• Change in daily consumption of F&V (servings) for parent/caregiver and child

Secondary Outcomes:
• Change in weekly spending on F&V by SNAP participation and Cooking Matters participation

Limitations
• High Loss to follow-up among lowest-income
• FFQ fairly crude measure
• FFQ timing may have biased outcomes (pre: late fall; post: early fall)
• Cooking Matters participation a challenge

Conclusions & Implications
• Intervention increased total F&V spending (23%); larger effects among SNAP households (43%)
• No detectable overall increase in consumption
• Same-day coupon worked well
• More research needed with SNAP populations in retail settings

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