**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.

**Setting**

- Supermarket in a low-income community

**Participants**

- Parents/caregivers of at least one child ≤18 years of age
- English speaking
- Primary shopper
- >50% of shopping done at study store

**Study Design**

- Randomized controlled trial
- Intervention arm: received 5% off all purchases plus double bucks on F&V (fresh, healthy frozen and canned), and asked to attend one of 12 Cooking Matters station-style events offered at supermarket during a 3-month period
- Control arm: received 5% off all purchases for duration of study

**Data and measures**

- **Enrollment survey:** Collected demographics, shopping habits, preferred communication method, SNAP eligibility/participation
- **Retail sales data:** Weekly spending on F&V
- **Food Frequency Questionnaire (FFQ):** Parent/caregiver and one child’s daily dietary behavior for past year (baseline & follow up)

**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

**Results**

- Enrolled 605 parents/caregivers

**Characteristics of Study Population:**

- Average household Size: 4
- 50% food insecurity
- 32% SNAP
- 83% female; 91% Non-Hispanic White
- Mean age = 37
- 12% Cooking Matters participation
- 3,432 coupons redeemed (82%)
- 0.83 average weekly shopping trips
- Mean spending per transaction: $81.42

**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 (27%); larger effects among SNAP households (45%)
- No detectable overall increase in consumption
- Same-day coupon worked well
- More research needed with SNAP populations in retail settings

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