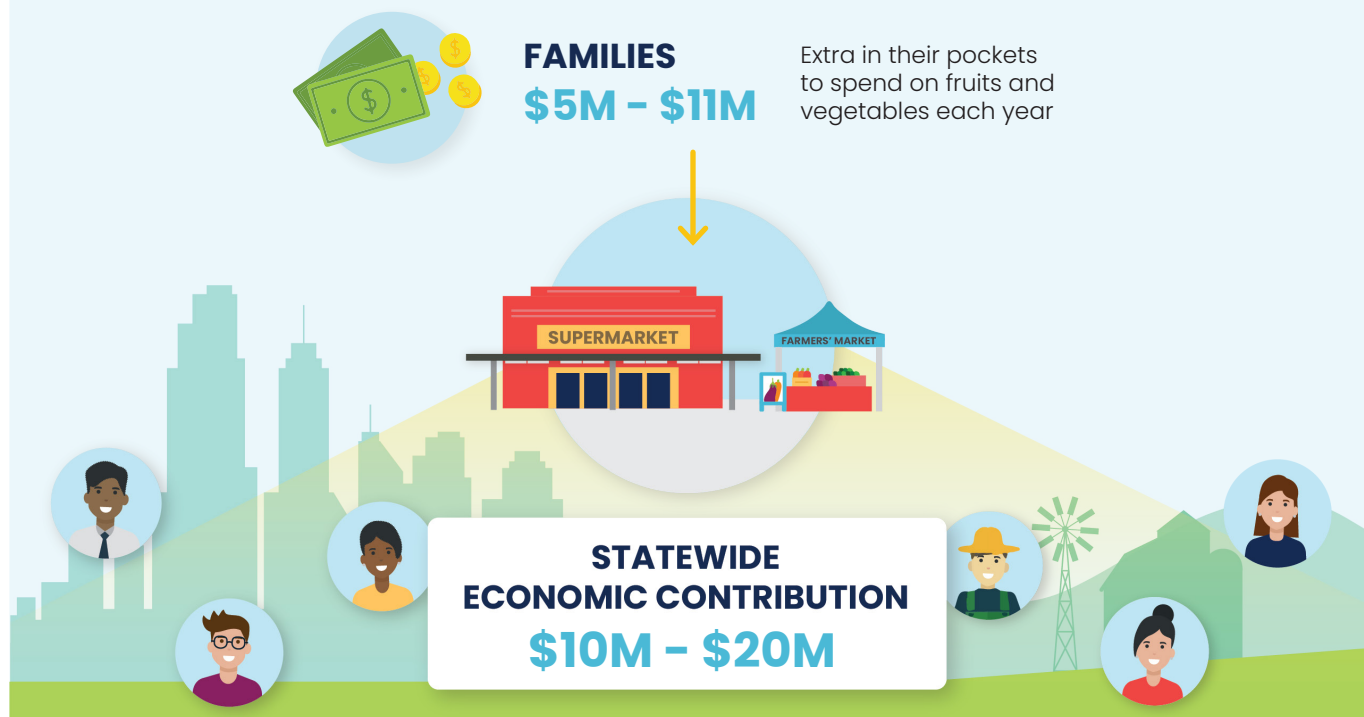


# EXPANDING HEALTHY FOOD INCENTIVES ACROSS IOWA

## THE RETURN ON INVESTMENT

For more than a decade, healthy food incentive programs have increased the purchasing power of low-income families to buy fruits and vegetables at grocery stores and farmers' markets, thereby helping to reduce hunger, improve nutrition and support Iowa's agriculture and retail.

### IMAGINE THE ECONOMIC IMPACT OF HEALTHY FOOD INCENTIVES, IF THEY WERE AVAILABLE ACROSS IOWA<sup>1</sup>



#### ECONOMIC MULTIPLIER

**1.9**

Contribution to Iowa's economy for every \$1 spent on incentives

↳ **2.5** to farm direct



#### LABOR INCOME

**\$2M - \$4M**

The research highlighted in this brief is based upon analysis conducted by a team of economists at Colorado State University, led by Dr. Dawn Thilmany, in partnership with SPUR, Fair Food Network, and a coalition of ten additional implementing partners across nine states in the US, including Iowa Healthiest State Initiative. For the full details of methodology and findings see: [fairfoodnetwork.org/incentivesimpact](https://fairfoodnetwork.org/incentivesimpact)

<sup>1</sup> The ranges presented here reflect low-bound and high-bound scenarios based on assumptions of annual SNAP participation; the percent of grocery stores, corners stores, and farm-direct retail outlets that would offer incentives; and whether a program encourages purchases of locally-grown produce.

#### FOR MORE INFORMATION:

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