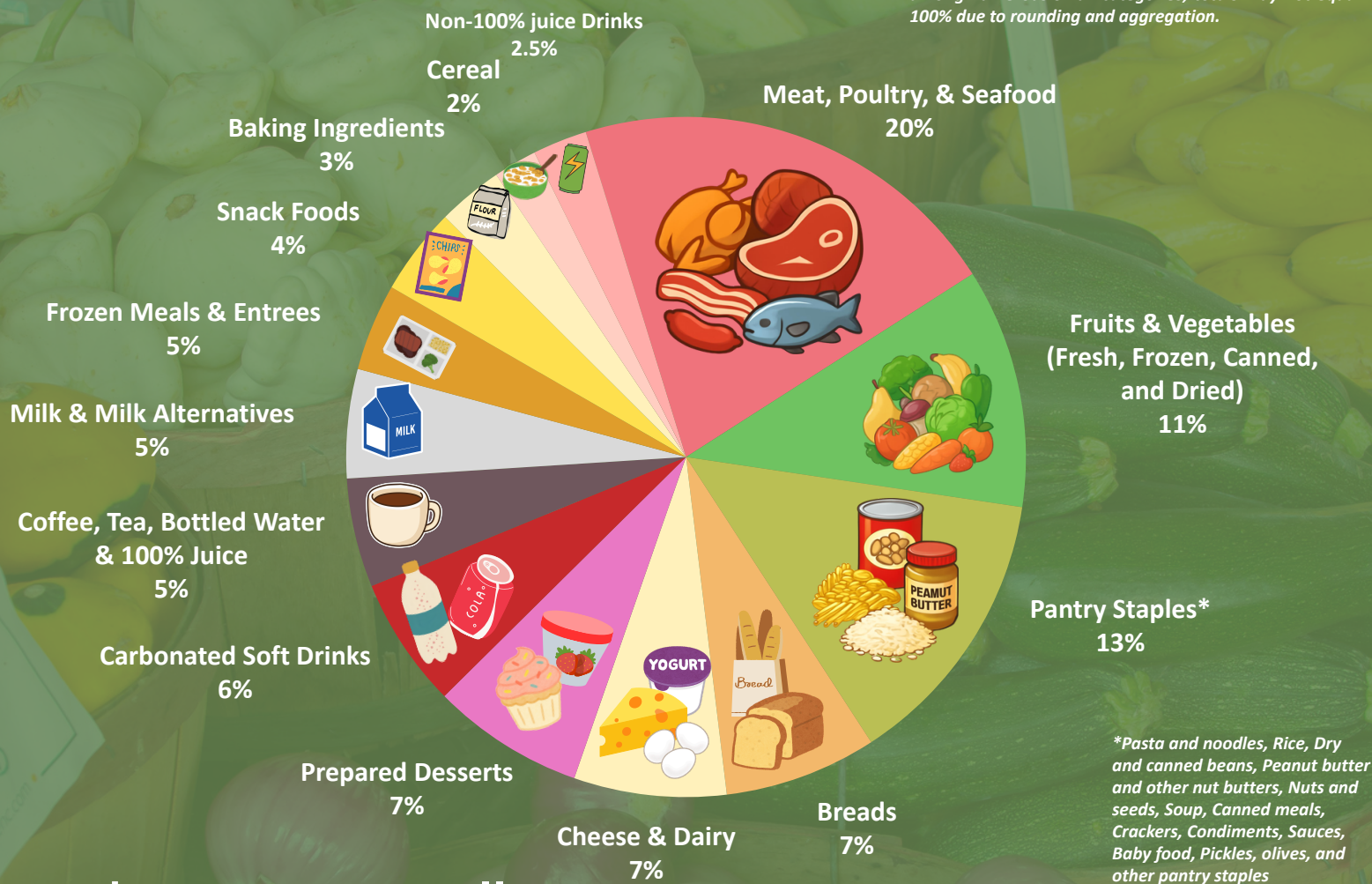


The SNAP Dollar in New Hampshire: Where It Goes and How Nutrition Incentives Change Purchasing



SNAP Spending In NH

What foods are being purchased with SNAP dollars:



Source: U.S. Department of Agriculture, Food and Nutrition Administration. Foods Typically Purchased by SNAP Households.

Percentages are approximate, rounded from USDA food purchase categories. Remaining spending is distributed among numerous small categories; totals may not equal 100% due to rounding and aggregation.

Where NH SNAP Dollars Are Spent

Retailer type	Approx. SNAP dollars
Superstores	49%
Supermarkets	25%
Online grocery	10%
Dollar/general merchandise stores	5%
Convenience stores/gas stations	5%
Medium & large grocery stores	3%
Other (small groceries, specialty, farmers markets, etc.)	~3%

Within NH's Nutrition Incentive Network, farmers markets account for nearly three times the SNAP redemption volume of participating corner stores.

Source: U.S. Department of Agriculture, Food and Nutrition Administration. SNAP Benefit Redemption Patterns.

How Incentives Support Healthy Food Purchases

When nutrition incentives were available, SNAP shoppers increased their own fruit and vegetable spending from \$4.80 to \$7.63 per transaction. With the incentive added, the average fruit and vegetable purchase increased to \$15.26 per transaction, tripling the amount of fruits and vegetables purchased.

	Without incentives	With incentives
SNAP dollars spent on fruits & vegetables	\$4.80	\$7.63
Incentive added	—	\$7.63
Total fruits & vegetables purchased	\$4.80	\$15.26

The Nutrition Incentive Impact

Granite State Market Match and DoubleUp Food Bucks NH:

- 86 participating locations
- \$450,000+ annual incentives redeemed
- \$4,000,000+ in SNAP spending supported
- 150,000+ annual transactions
- 1,000,000+ Pounds of NH grown Fruits and Vegetables from NH Farmers
- 4,300+ NH Households Served

Nutrition incentives help SNAP shoppers stretch their benefits while increasing access to fruits and vegetables and supporting New Hampshire food producers.



www.granitestatemarketmatch.org
www.nhfoodbank.org

