



The Southern California Nutrition Incentive Program, also known as *! Más Fresco! More Fresh!*, rewards CalFresh participants for purchasing fruits and vegetables by providing financial incentives that can be used to purchase additional fruits and vegetables. This program makes it easier and more affordable to purchase and consume plenty of fruits and vegetables each day.

Eating fruits and vegetables lowers the chances of getting heart disease, diabetes, high cholesterol, and some types of cancer. It also helps people maintain a healthy weight. The more fruits and vegetables you eat, the healthier you will be!

## Southern California Nutrition Incentive Program



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The Southern California Nutrition Incentive Program is a partnership between the University of California San Diego Center for Community Health, United States Department of Agriculture, and Northgate González Market. The primary goal of this research program is to increase the purchase and consumption of fruits and vegetables among CalFresh participants by providing financial incentives at the point-of-purchase, and to evaluate the effect of financial incentives on the purchase and consumption of fruits and vegetables among CalFresh participants.

The Southern California Nutrition Incentive Program provides financial incentives to CalFresh participants when they purchase fresh fruits and vegetables with CalFresh benefits on their electronic benefit transfer (EBT) card at participating Northgate González Markets in Los Angeles, Orange and San Diego Counties. CalFresh participants who enroll in this research program will earn one dollar for every CalFresh benefit dollar spent on fresh fruits and vegetables. The financial incentive dollars earned can then be used to purchase additional fresh fruits and vegetables. In this way, the program helps to increase the purchasing power and consumption of fruits and vegetables among CalFresh participants.

Program participants can earn either \$10, \$20, or up to \$40 per month for 12 months, depending on which group they are randomly assigned to. After 12 months a new group of CalFresh participants will have the opportunity to enroll in the program and receive financial incentives for 12 months. In addition to providing financial incentives, the program includes ongoing fruit and vegetable discount pricing promotions. In-store nutrition education is also provided, including healthy food shelf-labeling, cooking classes, and store tours to increase healthy eating knowledge and self-efficacy among CalFresh participants. The Southern California Nutrition Incentive Program will run from 2016 to 2020.

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