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INTERNATIONAL  
PROGRAMS



# USDA NIFA

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE



# FINI Grants Program

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# Food Insecurity Nutrition Incentive Grant Program

Due Date for proposals: **December  
16, 2015, 5 p.m. EST**

Only Submitted through [Grants.gov](http://Grants.gov)



# FINI Primary Goal

- **FINI GRANT PROGRAM:** to support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase.



# For FINI Grants: Fruits & Vegetables

- NIFA Defines “fruits and vegetables” as any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium.)
- P. 5 of the RFA.

# NIFA: Priority to Projects that:

- Maximize share of funds used for direct incentives to participants;
- Test innovative or promising strategies that contribute to our understanding of how best to increase fruit and vegetable consumption among SNAP participants;
- Develop innovative or improved benefit redemption systems that could be replicated or scaled;



# NIFA: Priority to Projects that

(continued)

- Use direct-to-consumer sales marketing; and
- Demonstrate a track record of designing & implementing successful nutrition incentive programs connecting low-income consumers & agricultural producers;



# NIFA: Priority to Projects that:

(continued)

- Provide locally or regionally produced fruits & vegetables, also include any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium), & especially **culturally appropriate** fruits & vegetables for the target audience; &
- Located in underserved communities, particularly Promise Zones & StrikeForce.



# The Term “Incentive”

- Means any financial or non-financial inducement that would increase the purchase and consumption of eligible F&V by SNAP clients.
- Examples of allowable: vouchers, coupons, and tokens for eligible F & Vs; other SNAP-Eligible items received for having purchased F & Vs; direct point of sale discounts on eligible F & Vs.
- See p. 6 of the RFA.



# The Term “Incentive” cont.

- Examples of unallowable incentives include, but are not limited to, giveaways of alcohol, tobacco, firearms, and lottery tickets.
- Incentives not allowed may not be paid for with either Federal or matching funds. (See pages 6-7 in RFA for incentive information.)



# Program Area Description: FINI Pilot Projects (FPP)

- Funding level: Not to exceed \$100,000
- Period of Performance: project period not to exceed one year.
- Program code: FPP
- FPPs are aimed at new entrants seeking funding for a project in the early stages of incentive program development. FPPs must have support from the state SNAP agency.

# FINI Projects (FP)

- Funding level: Not to exceed \$500,000
- Period of Performance: project period not to exceed four (4) years
- Program code: **FIP**
  - Aimed at mid-sized groups developing incentive programs at the local or state level
  - Should have established relationships with necessary partners & collaborators
  - Must have the support of the state SNAP agency



# FINI Large Scale Projects (FLSP)

- Funding level: Awards of \$500,000 or greater
- Period of Performance: project period not to exceed four (4) years
- Program code: **FLSP**
  - **Designed to create or support multi-county, State-wide and regional incentive programs.**
  - **Should have established relationships with necessary partners & collaborators.**
  - **Must have the support of the state SNAP agency.**



# FINI Eligible Applicants

<b>1. Government agencies eligible</b>	<b>See pages 14 &amp; 15 in the RFA for full details</b>			
	<b>Examples</b>	<b>Examples</b>	<b>Examples</b>	<b>Examples</b>
<b>2. Non-Profit organization (s) eligible</b>	Emergency Feeding Organization	Agricultural Cooperative	Producer network or association	Community Health Organization
Non-Profit examples continued:	Public benefit corporation	Economic development corporation	Farmer's Market	Community Supported Agriculture
Non-Profit examples continued:	A buying club	A SNAP-authorized retailer	<b>State, Local, or tribal agency</b>	



# FINI Eligible Applicants

- Note: All applicants must demonstrate in their application that they are a government agency or non-profit organization.

# FINI Eligible Applicants

(continued)

- To be eligible to receive a FPP, FP, or FLSP grant, applicants must propose projects that:
  - Have support of the State SNAP agency;
  - Increase the **purchase of fruits and vegetables** by low-income consumers participating in SNAP by providing incentives at point of purchase; cont.

# FINI Eligible Applicants

(continued)

- Also to be eligible to receive a FPP, FP, or FLSP grant, applicants must propose projects that:
- Agree to participate in the FINI comprehensive program evaluation;
- Include effective and efficient technologies for benefit redemption, systems that may be replicated; cont.

# FINI Eligible Applicants

(continued)

- Ensure the same terms and conditions apply to purchases made by individuals with SNAP benefits and with incentives under the FINI grants program as applied to purchases made by individuals who are not members of households receiving benefits as provided in 7 C.F. R . 278.2 (b);

(Cont.) 7 C.F.R. 278.2 (b) on page 5 &6 of the RFA means:

~ 7 C.F.R. 278.2(b) is what we call the equal treatment provision of the regs. Basically it says that no retailer food store may single out SNAP clients for special treatment in any way.

This citation is intended to ensure that retailers don't have special check-out lanes for SNAP clients or charge different prices for products based on a customer's SNAP participation, etc.; and



# FINI Eligible Applicants

(continued)

- Lastly, include **effective** and **efficient** technologies for benefit redemption systems that may be replicated in other States and communities.



# FINI Partners & Collaborators

- Only the **applicant** must meet the requirements mentioned earlier for grant eligibility. Project partners and collaborators need not meet the eligibility requirements.



# New Users of Grants.gov

- Start the process early
- See the details for new & current users of grants.gov in the RFA
- Start the day before or early in the day to submit to grants.gov
- Do not wait until the last minute

# FINI Evaluation

- **Background :**
- **Evaluation is a critical part of the FINI grant program. NIFA seeks to determine best practices, including valuable lessons learned.**
- **FINI grant program requires a project self-evaluation by each grantee & participation in the program evaluation conducted by the independent evaluator.**

# FINI Pilot Project (FPP) Evaluation

- Must include a process analysis, a self-assessment of their success in developing a viable project.
- Document the process, challenges, & success of implementation & operations.

# FINI Projects (FP) Evaluation

- Must include a process analysis, a self-assessment of their success in developing and operating a viable project. Preliminary results of this self-assessment **must be** included in the **annual report** to NIFA & to the independent evaluator.
- The process assessment should contain enough timely information over the course of the project to improve program outcomes.

# FINI Large-Scale Projects (FLSP)

- Must include a rigorous: (1) process assessment that documents the process, challenges, & success of implementation & operations &
- (2) an outcome assessment that documents the project's effectiveness in increasing fruit & vegetable purchases among SNAP participants.

# FINI Large-Scale Projects (FLSP) continued.

- Outcome self-assessments must follow guidelines developed by the independent evaluation contractor in collaboration with grantees to ensure an appropriate level of comparability of methods, outcomes, and measures.
- Preliminary results are included in the annual report to NIFA & to the independent evaluator.

# FINI Projects & FINI Large-Scale Projects: Evaluation

- Cooperation with the independent evaluator by:
  - Supporting implementation of evaluation requirements;
  - Meeting periodically with staff from NIFA, FNS, the independent evaluation contractor, and other FINI grantees

# FINI Projects & FINI Large-Scale Projects: Evaluation (cont.)

- Cooperation with the independent evaluator by:
  - Facilitating access to or providing documentation of project implementation, operations, costs, and outcomes; and
  - Facilitating site visits & interviews with project staff, partners, & program participants. (see p. 21-22 of the RFA)

# Specific Program & Incentive Information

- Additional important information that must be included in each type of proposals: See page 24 of the RFA, regarding evaluation
- Section (g) important to include in every proposal: incentive level, type of incentive, type of SNAP retailer, etc. see p. 24 for details.



# FNS- Contacts

- Eric Williams, Evaluation Questions,  
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- Dan Cline- SNAP Policy Questions,
- [Daniel.Cline@fns.usda.gov](mailto:Daniel.Cline@fns.usda.gov)



# FNS- Policy & Evaluation

- FNS will lead the discussion on policy issues and evaluation questions.
- Stay tuned.



# Wrap- Up

*The discussion on match, cost-sharing or business for the projects is handled by the Office of Grants and Financial Management:*

*Susan Bowman,*

*[sbowman@nifa.usda.gov](mailto:sbowman@nifa.usda.gov) or Adriene Woodin, [awoodin@nifa.usda.gov](mailto:awoodin@nifa.usda.gov)*



# FINI Webinar Link- Posted and Recorded

- The webinar will be posted roughly 4 days after this presentation:
- <http://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program>



# Thank you for your time!

- Additional program questions: Jane Clary: [jclary@nifa.usda.gov](mailto:jclary@nifa.usda.gov)
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