

Retailer information

Name	Address	Phone Number
Farm/Business Name	Email	Additional Contact Information
FNS (SNAP retailer) number		

>If existing HIP retailer:

- a. Does your business have other FNS numbers currently enabled for HIP?
 - a. Other FNS numbers currently enabled for HIP
- b. Number of currently enabled landline and mobile HIP terminals
 - a. Types of points of sale where HIP terminals currently used
 - b. Cities/towns where HIP terminals currently used
- c. Does your business currently run a HIP-enabled CSA program?
 - a. Cities/towns where HIP CSA pickups currently offered

>If not existing HIP retailer:

Vendors eligible to participate in HIP are SNAP-authorized by USDA in one of the following categories: direct-marketing farm, farmers' market, delivery route, fruit/vegetable specialty vendor, or nonprofit buying cooperative. Please select one of the following:

- a. *My business is currently authorized by USDA in a HIP-eligible category.*
- b. *My business is currently applying to USDA in a HIP-eligible category.*
- c. *My business is not authorized by USDA in a HIP-eligible category/I am not sure.*

Proposal Information

I. Where you'll sell

1. Sales locations
 - a. How many HIP landline/HIP mobile/HIP CSA programs do you propose for DTA to enable?
 - b. In which cities/towns? Include any additional information about location (e.g. neighborhood, point of sale type, community organizations nearby).
2. Estimated sales
 - a. If you have selected multiple sales locations, in which town do you expect to do the most HIP sales?
 - b. What months do you propose to sell to customers at these HIP access points?
 - c. Enter your best estimate for your total fruit and vegetable sales from 2021.
Please include fruit and vegetable sales only. Include all payment methods: cash, credit/debit, SNAP/HIP. If this is a new business, please enter \$0.
 - d. Estimate the amount of money that you will make through HIP sales at your proposed access points over a period of one year.

II. **How you'll sell**

1. Please describe, in two paragraphs or fewer, how you will serve Priority Communities and Populations using distribution methods as described in the [HIP NOO Evaluation Criteria](#).
2. If a customer speaks a language different than your own, how do you serve this customer to make sure they get the same quality of experience at your point of sale as customers who speak your primary language?
3. People shop in different ways. Some people are used to forming a line, others not; some people are used to touching produce before buying, others not. How do you make sure everyone feels welcome and has a good experience at your point of sale?
4. If a customer made offensive comments about the race, culture, socioeconomic status, ability, or language of other customers at your point of sale, how would you respond?
5. Are you planning targeted outreach or distribution methods that will make it easier for SNAP shoppers to access your produce?

If yes, please describe your plans, and tell us what makes you or your business model well suited to carry out these plans.

6. SNAP clients with disabilities may face particular barriers to shopping for healthy produce. Are you planning targeted outreach or distribution methods that will specifically make it easier for disabled SNAP shoppers to access your produce?

If yes, please describe your plans, and tell us what makes you or your business model well suited to carry out these plans.

7. Black SNAP clients have had less access to HIP locations proportionally to SNAP clients of other demographics. Are you planning any outreach or distribution methods that will support access to your produce with a focus on Black SNAP shoppers?

If yes, please describe your plans, and tell us what makes you or your business model well suited to carry out these plans.

8. Are you able to provide services in language other than English spoken by community members who you wish to serve?

If yes, please name the language(s) and the services you provide in each.

9. Has your business ever operated in the community where you propose to sell? Do you and/or staff live in the community?

If yes, please describe.

10. Are you able to provide culturally relevant produce for the community you wish to sell to?

If yes, please describe.

Additional comments: