Department of Transitional Assistance

Healthy Incentives Program

2026 Vendor Application Questions

The Commonwealth of Massachusetts is seeking to add farm retailers to the Healthy Incentives Program (HIP). We will review all applications and select retailers based on the evaluation criteria that can be found here: mass.gov/HIPNOO

- **Contact Information**
  - Name, phone number and mailing address

- **For Existing HIP Retailers:**
  - FNA (previously called FNS) number
  - Current locations where the vendor is selling

- **For New HIP Retailers:**
  - FNA (previously called FNS) number, if available
  - Where the vendor would like to sell
  - USDA retailer type

- **General Sales Information**
  - Best estimates of past fruit and vegetable sales (if applicable)
  - Percentage of fruits and vegetables grown directly, sourced from another farm in MA, or sourced from farms in broader Northeast region

- **Proposed Sales Locations**
  - Where the vendor wants to sell, how many locations and what type(s) of point(s) of sale (farm stand, CSA, delivery, farmers market, etc.)
  - Expected HIP sales amount at each location
  - Sales months for each location

- **Why You Want to Offer HIP at These Locations**
  - The main reasons for the vendor wanting to offer HIP at the proposed location(s) and what led them to apply

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- **Customer Experience**
  - How do you make sure everyone feels welcome and has a good experience at your location?
  - If a customer speaks a different language than you or your staff, how would you make sure they receive the same quality of service as other customers?
  - What would you do if a customer receiving government benefits was treated poorly by a staff member or another customer?

- **Your Business and the Community**

  Federal USDA statistics show that some groups of households experience higher rates of food insecurity. These households include single parent households, Black and Hispanic households, households in principal cities, households in rural areas, people with disabilities, and women living alone. This section will contain questions that focus on these groups of households.
  - Does your business model include anything that may make it easier for these households to access your proposed location(s) and use HIP to buy fruits and vegetables?
  - Has your business ever operated in the community where you propose to sell? Do you and/or staff live in the community? Does your business work with any community organizations in your area that serve SNAP clients?
  - Are you able to provide services in a language other than English spoken by community members who you wish to serve?
  - Are you able to provide culturally relevant produce for the community you wish to sell to?

- **Additional Comments:**
  - What personal and community experiences have shaped the way you think about food access in the way you run your farm or business?
  - Is there anything else you would like to share with us about why your business is a good fit to add HIP locations in your community?