Healthy Incentives Program Monthly Update | February 2026

HIP Facts and Figures

FY26 to date:

HIP Households **90.4K**

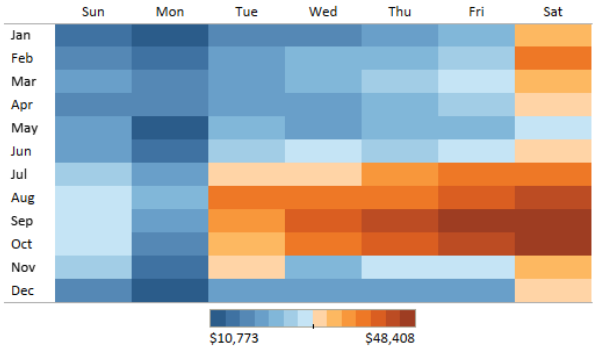
HIP Incentives **$13.1M**

HIP Transactions **505.6K**

HIP Vendor Locations **526+**

In February 2026, 31,488 Returning SNAP households used their HIP Incentives while 973 used HIP for the first time.

Average Daily HIP Incentives

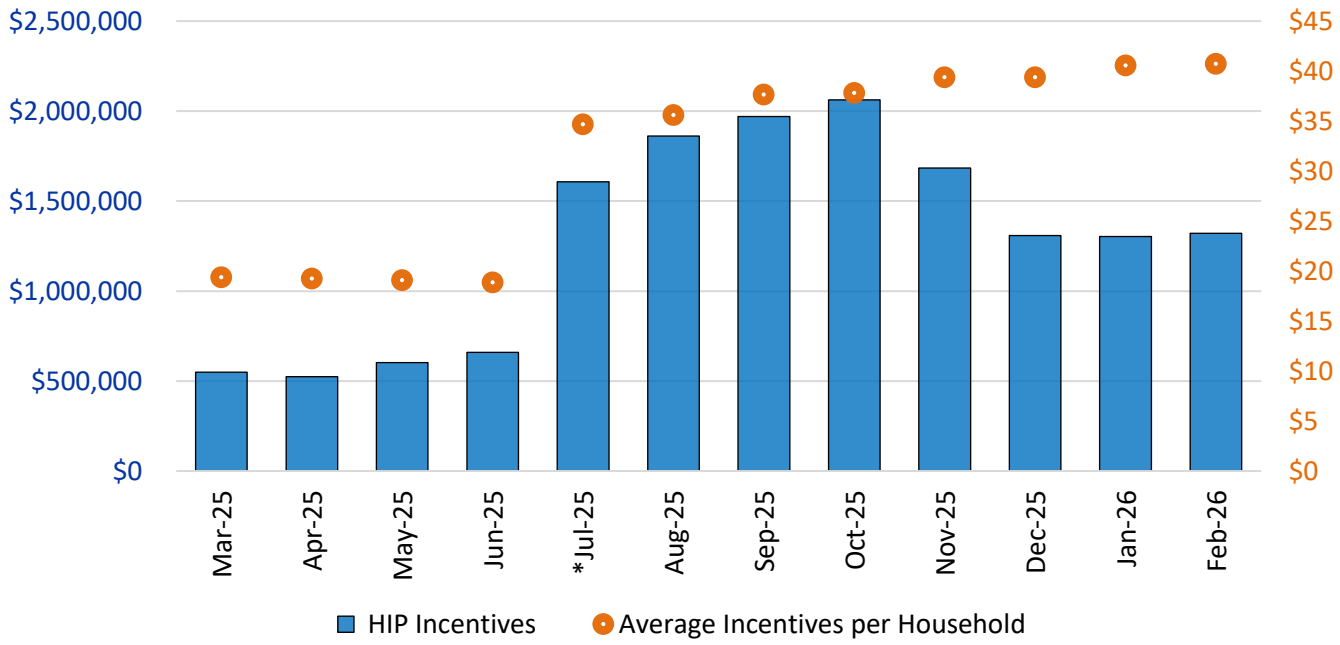


Households with a recipient age 60+ **60%**

HIP clients with a disability. **37%**

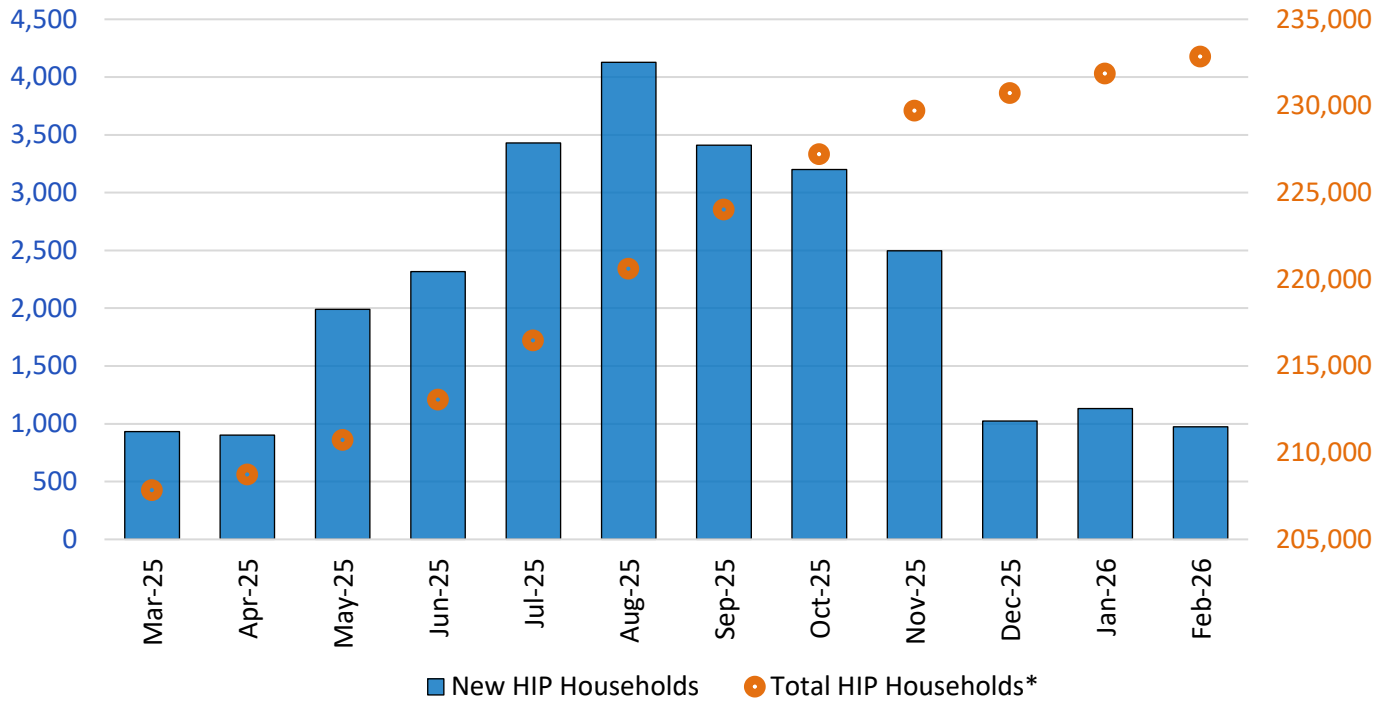
Households with a recipient under age 18. **21%**

HIP Incentives by Month

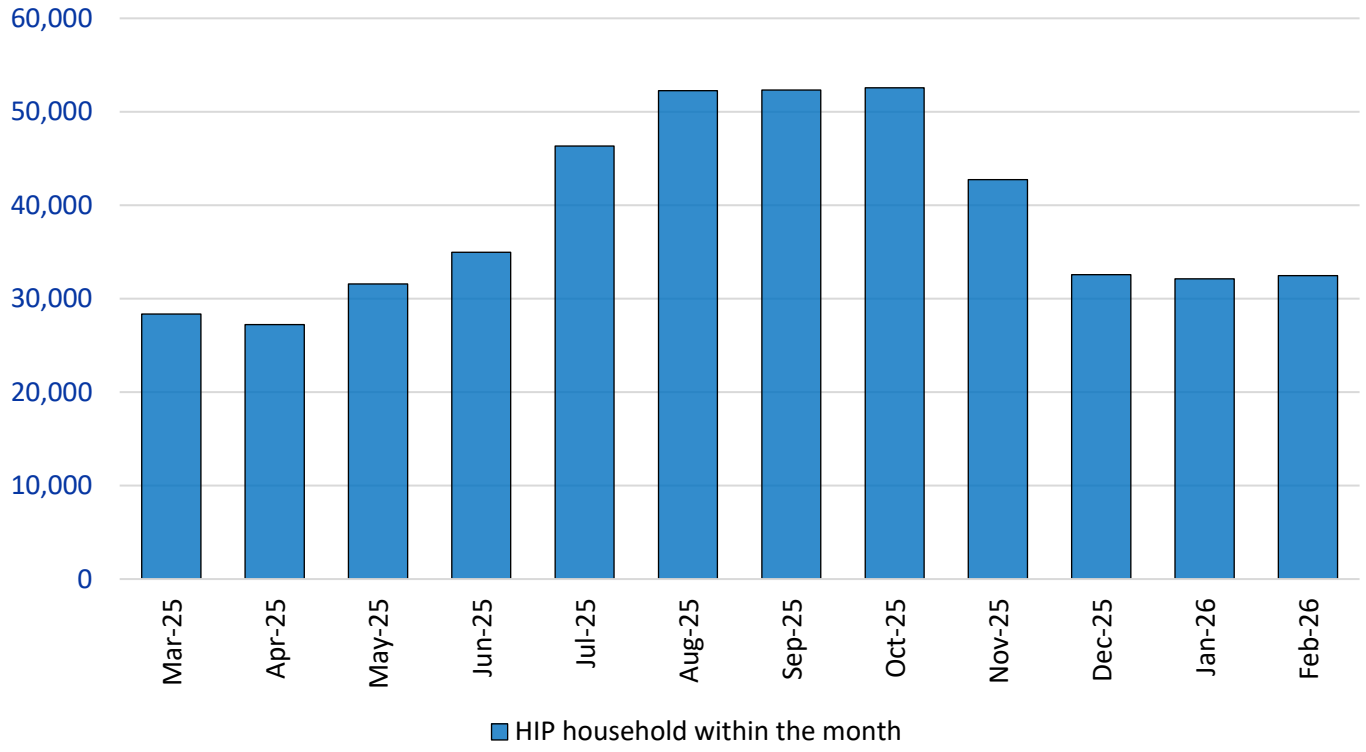


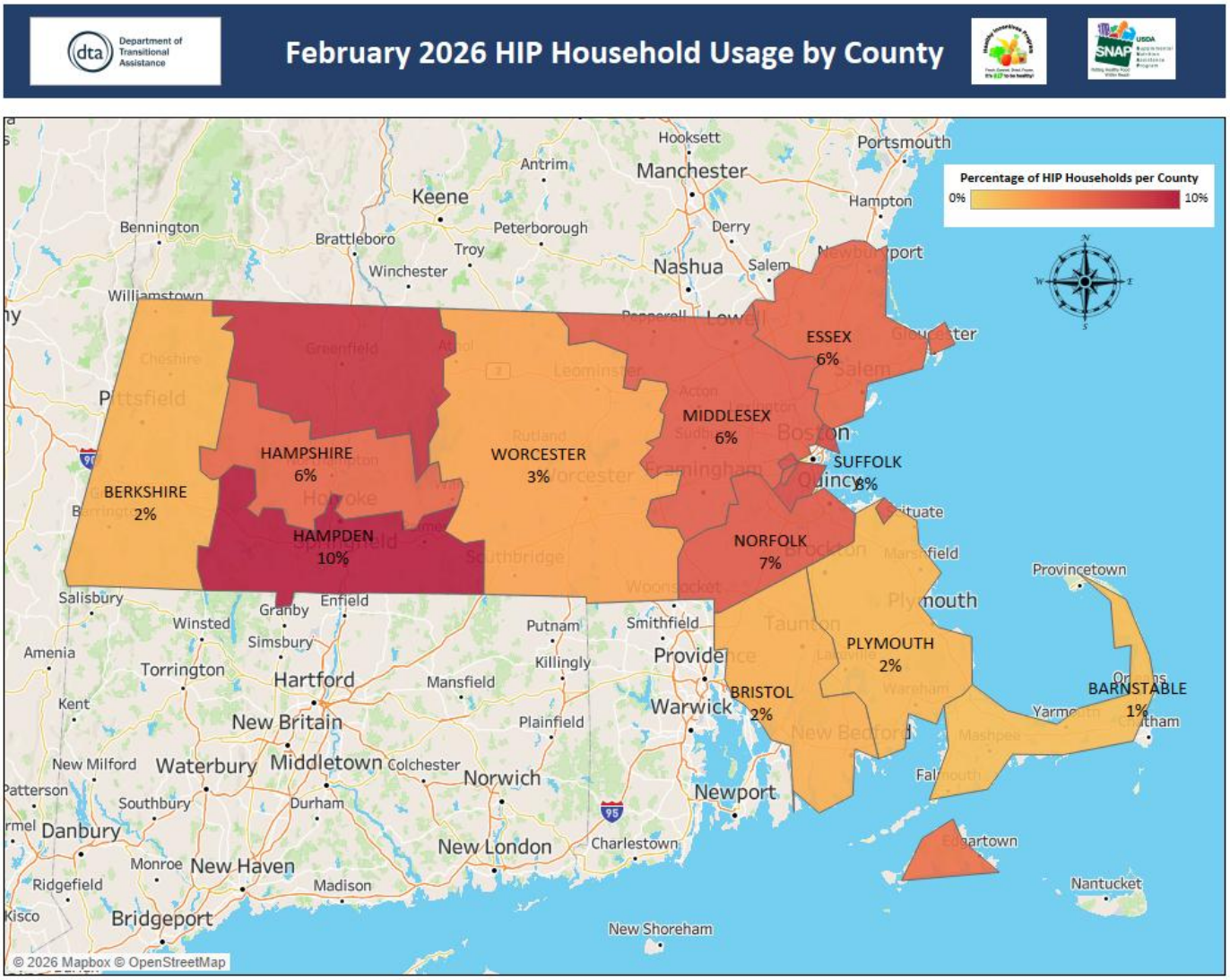
See HIP Timeline in Additional Information for context on this chart.

New HIP Households by Month



HIP Households within the Month





Note: This heatmap has been updated to reflect the percentage of SNAP Households that used their HIP benefits.

ADDITIONAL INFORMATION

Healthy Incentives Program (HIP)	HIP is a Massachusetts program that helps SNAP households get more fruits and vegetables at participating local farms by adding state funds to eligible EBT card purchases, up to a monthly limit. SNAP households are automatically enrolled in HIP. Find HIP locations at DTAFinder.com. HIP retailers include participating: - farmers' markets - farm stands - mobile markets - community supported agriculture (CSA) farm share programs Important: A SNAP balance is required to use the HIP incentive for a purchase.
HIP Monthly Cap	The HIP monthly cap is dependent on household size: $40, $60, or $80.
FY26 HIP Funding	$27.5M
Fiscal Year (FY)	Fiscal Year 2026 runs from July 1, 2025, through June 30, 2026.
Healthy Incentives Program (HIP) Timeline	Apr 4, 2017 – The first HIP incentive is earned. Sep 10, 2017 – Incentives exceed initial 3-year projection of $1.25M. Apr 15, 2018 – Incentives uptake equals program funding, requiring suspension. May 23, 2018 – Supplemental funding allows the program to restart. July 1, 2018 – HIP receives $4M in state funding for fiscal year 2019. May 25, 2019 – Program restarts. July 1, 2019 – HIP receives $6.5M in state funding for fiscal year 2020. Feb 24, 2020 – Incentives uptake exceeds funding projections, requiring pause. March 4, 2020 – Supplemental funding allows the program to restart. May 17, 2020 – Baker-Polito Administration increase HIP funding by $5M in response to the Food Security Task Force recommendations during COVID-19. July 1, 2020 – HIP receives $13M in state funding for fiscal year 2021, with prior appropriation continued. July 1, 2021 – HIP receives $13M in state funding for fiscal year 2022, with prior appropriation continued. July 1, 2022 – HIP receives $12M in state funding for fiscal year 2023; prior appropriation continued. July 1, 2023 – HIP receives $5M in state funding for fiscal year 2024. July 1, 2024 – HIP receives $15M in state funding for fiscal year 2025. December 1, 2024 - HIP cap changed to $20 per household. June 2025 – HIP receives $7.5M in supplemental funding. July 1, 2025 – HIP receives $20M in state funding for fiscal year 2026. July 1, 2025 - HIP cap changed to $40 per household. September 1, 2025 – tiered HIP caps restored to $40/$60/$80 per household.
FY HIP Households	Total number of HIP Households that have utilized HIP within the fiscal year.

FY HIP Incentives	Total amount of HIP Incentives that have been processed within the fiscal year. Note: Client total calculation methodology has been updated for increased accuracy. For updated data on past years, please submit a public records request through our online form."
FY HIP Transactions	Total number of HIP transactions that have occurred within the fiscal year.
Households with a recipient age 60+	Number of unique households that have a recipient over age 60 since April 2017 divided by the total number of unique households since April 2017.
HIP Clients with a disability	Number of clients categorized as disabled since April 2017 divided by the total number of clients since April 2017.
HIP Households with a recipient under the age of 18	Number of unique households with a recipient under the age of 18 since April 2017 divided by the number of HIP households since April 2017.
HIP Incentives by Month	Total amount of HIP incentives utilized within the month.
Average Incentives per Household	The total amount of HIP incentives utilized within the month divided by the Total HIP Households (within the month). The Average Incentives Per Household calculation has been updated on 3/22/2022 to reflect only households that earned HIP within the month. (*See the HIP Fact Sheet Data Excel file*)
New HIP Households	The number of new HIP households within the month that did not previously utilize HIP.
Total HIP Households	The cumulative unique number of households that have utilized HIP since April 2017. *This count was standardized in November 2023.
HIP Households within the month	The total number of households that have utilized HIP within the month.
Percentage of HIP Households per County	Number of unique households that have utilized HIP in the current reporting month in each county divided by the total number of SNAP Households in the same month.