



HIP Facts and Figures

FY24 to date:

HIP Households **155K**

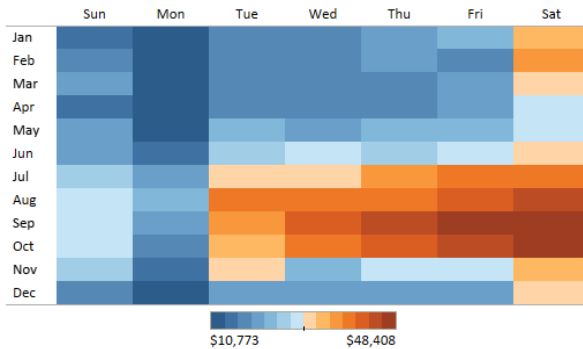
HIP Incentives **\$11M**

HIP Transactions **542K**

HIP Vendor Locations **631+**

SNAP families used 27% more in HIP Incentives in January 2024 compared to the same period in 2023.

Average Daily HIP Incentives

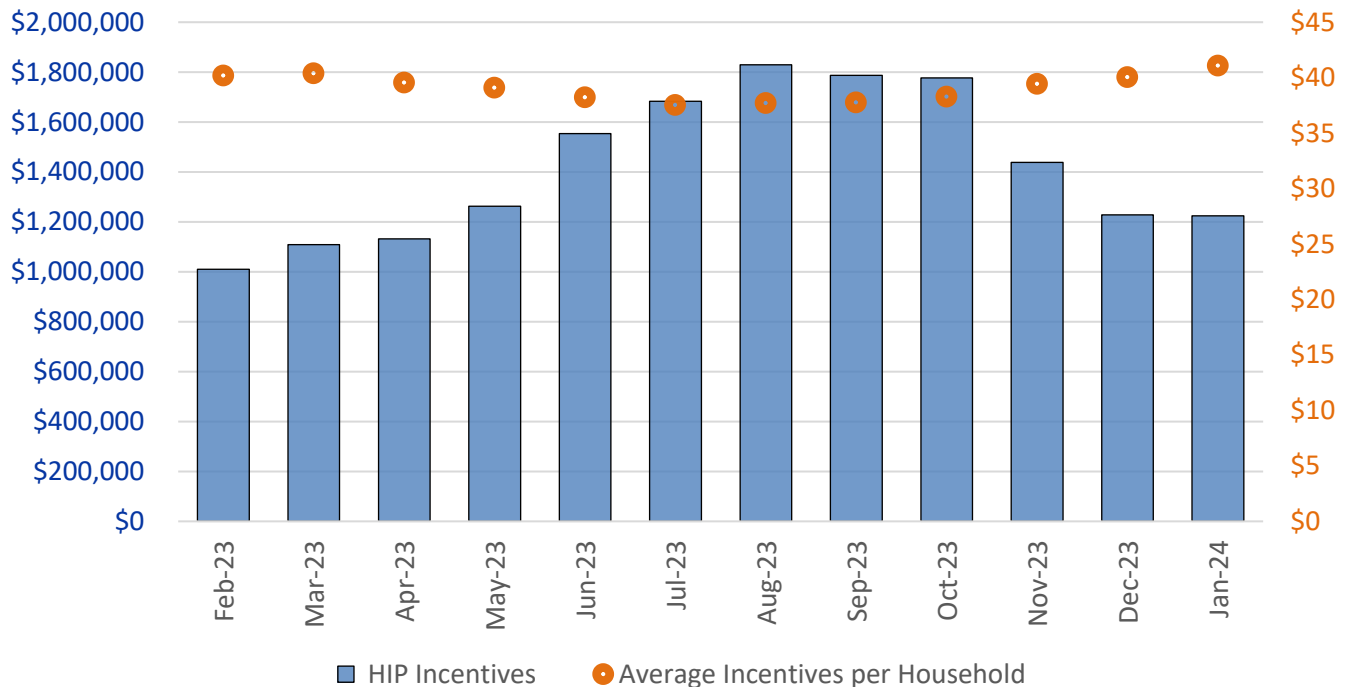


Households with a recipient age 60+ **57%**

HIP clients with a disability **34%**

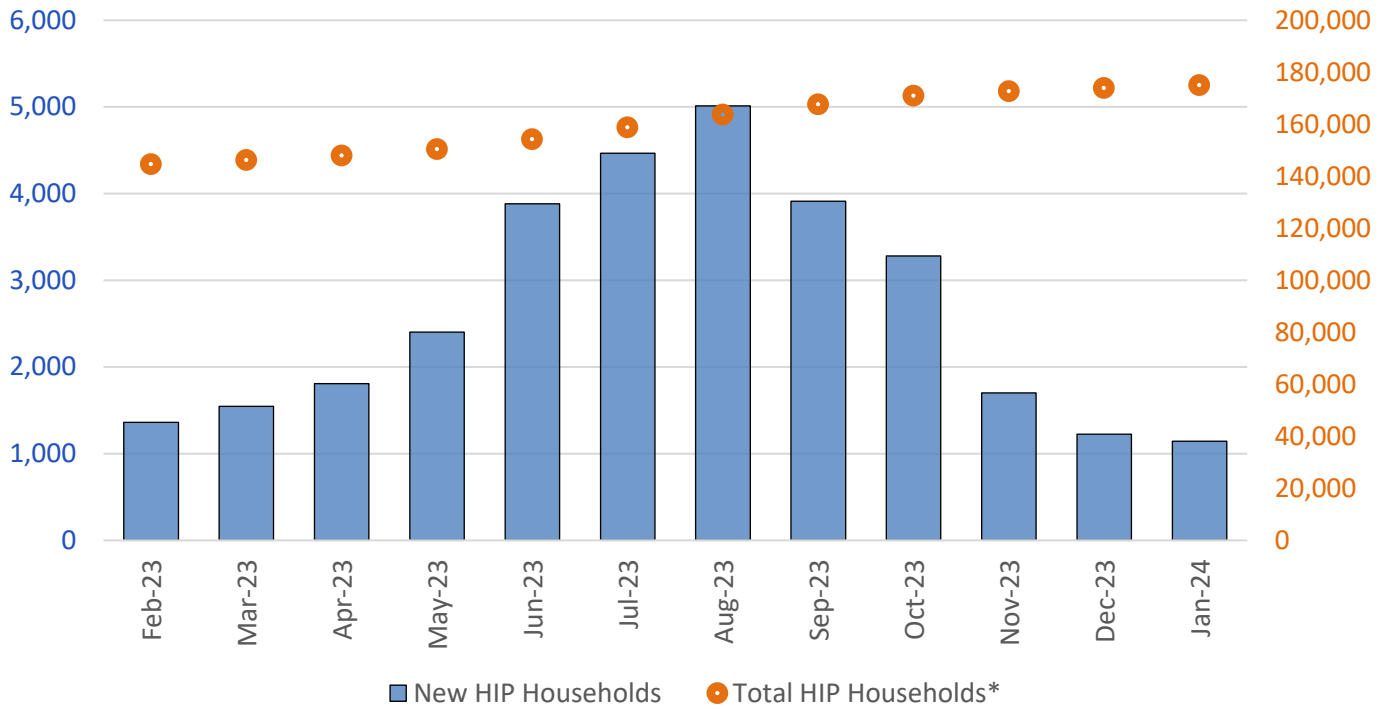
Households with a recipient under age 18 **23%**

HIP Incentives by Month

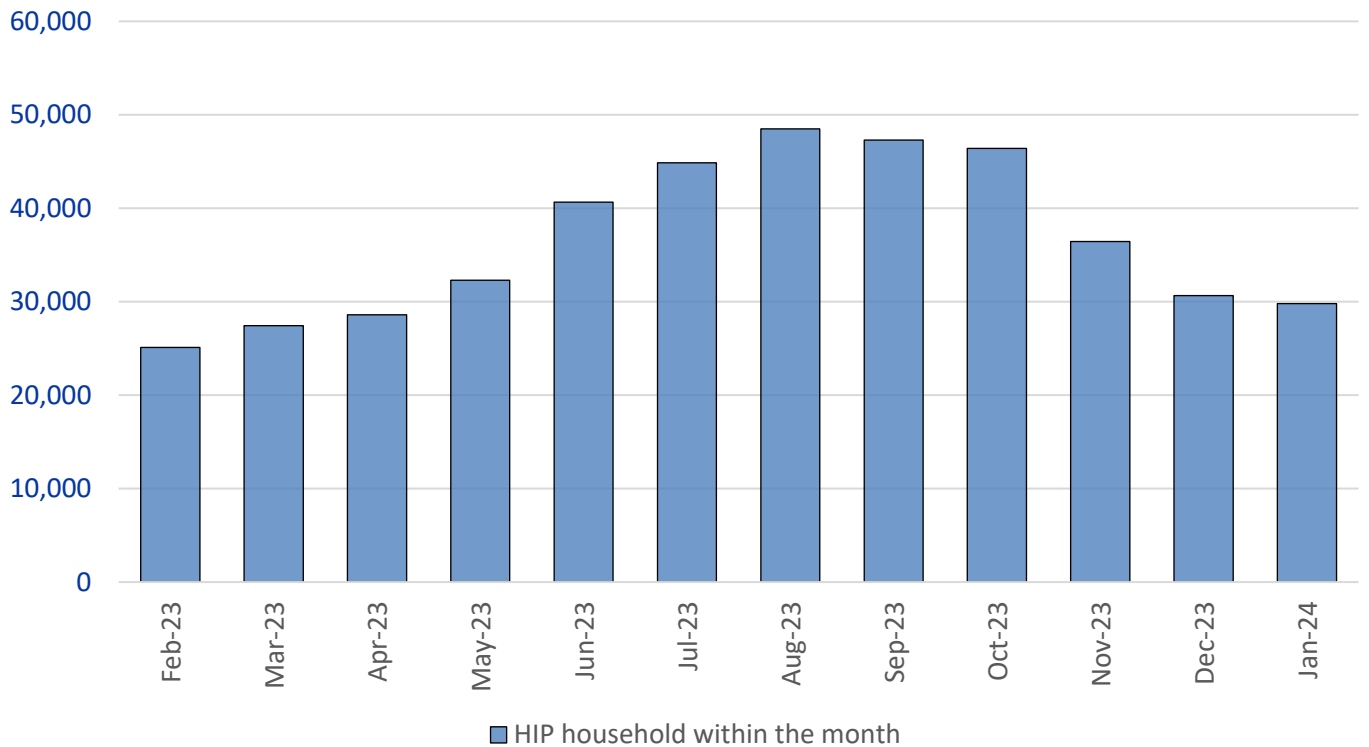




New HIP Households by Month

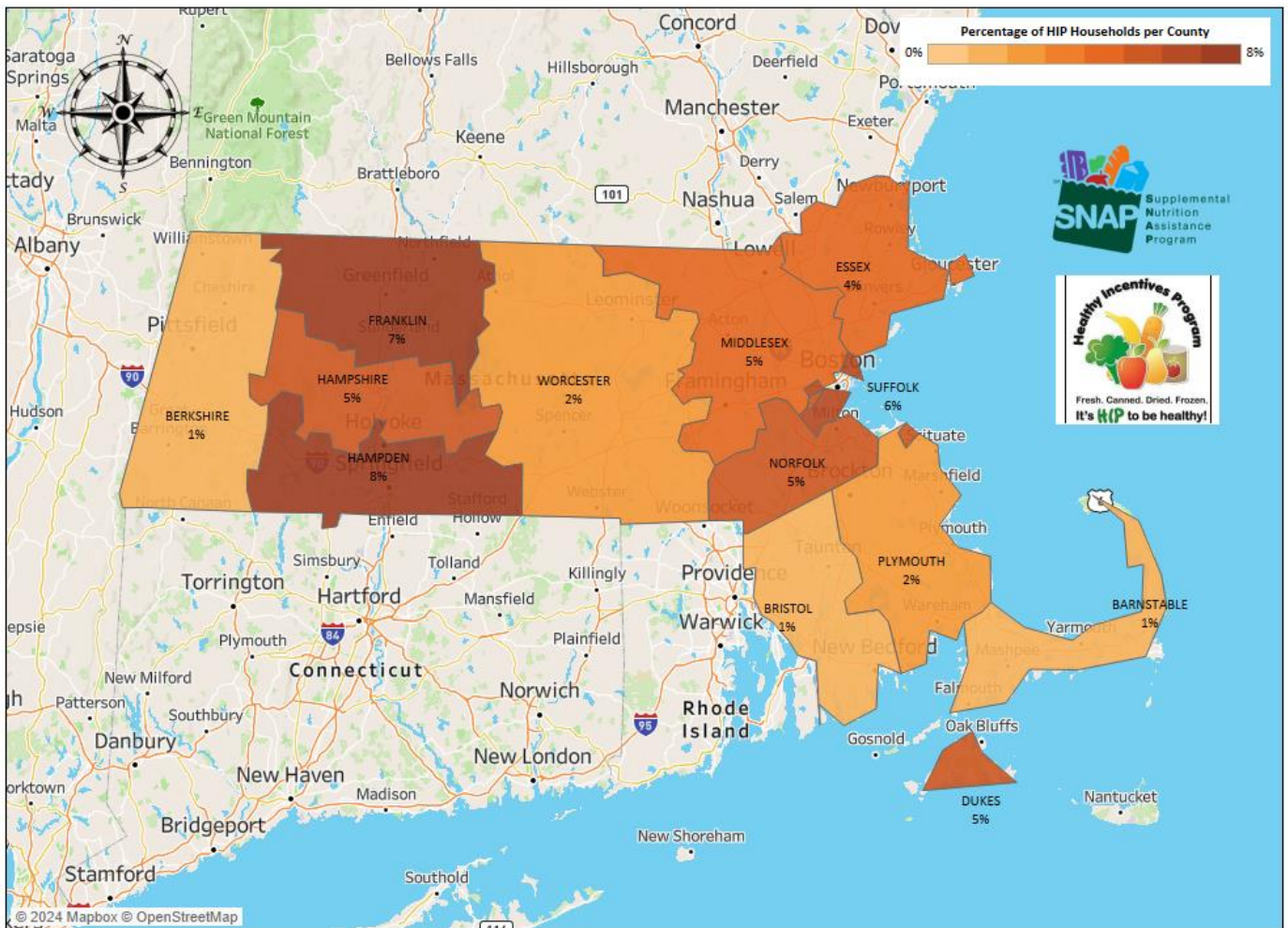


HIP Households within the Month





January 2024 HIP Household Usage by County



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



ADDITIONAL INFORMATION

| <p>Healthy Incentives Program (HIP)</p> | <p>Eating fruits and vegetables each day is important for your health. HIP helps you buy more fruits and vegetables for your household.</p> <p>We automatically enroll SNAP households in HIP.</p> <p>Use your SNAP benefits at one of our HIP retailers to buy fruits and vegetables. You will receive \$1 for each dollar you spend on eligible fruits and vegetables, up to a monthly limit. Our HIP retailers include:</p> <ul style="list-style-type: none"> - farmers' markets - farm stands - mobile markets - community supported agriculture (CSA) farm share programs <p>Important: You must have a SNAP balance to earn the HIP incentive benefits.</p> | | | | | | | | |
|--|--|----------------|-----------------|-------------|------|-------------|------|------------|------|
| | <p>Your monthly cap is based on your household size.</p> <table border="1" data-bbox="613 835 1068 1003"> <thead> <tr> <th>Household Size</th> <th>HIP Monthly Cap</th> </tr> </thead> <tbody> <tr> <td>1-2 persons</td> <td>\$40</td> </tr> <tr> <td>3-5 persons</td> <td>\$60</td> </tr> <tr> <td>6+ persons</td> <td>\$80</td> </tr> </tbody> </table> | Household Size | HIP Monthly Cap | 1-2 persons | \$40 | 3-5 persons | \$60 | 6+ persons | \$80 |
| Household Size | HIP Monthly Cap | | | | | | | | |
| 1-2 persons | \$40 | | | | | | | | |
| 3-5 persons | \$60 | | | | | | | | |
| 6+ persons | \$80 | | | | | | | | |
| <p>FY24 HIP Funding</p> | <p>\$5M</p> | | | | | | | | |
| <p>Fiscal Year (FY)</p> | <p>Fiscal Year 2023 runs from July 1, 2022 through June 30, 2023</p> | | | | | | | | |
| <p>Healthy Incentives Program (HIP) Timeline</p> | <p>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.</p> | | | | | | | | |





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|---|---|
| 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 spent within the fiscal year. |
| 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. |

