



HIP Facts and Figures

FY25 to date:

HIP Households **188.1K**

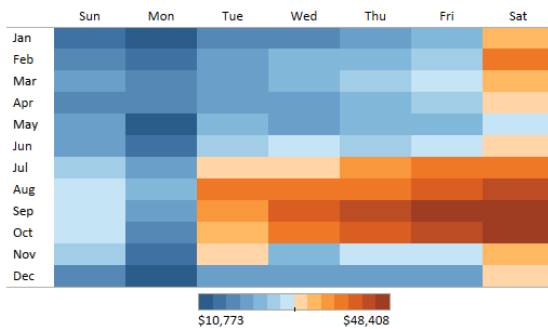
HIP Incentives **\$12.1M**

HIP Transactions **627K**

HIP Vendor Locations **550+**

In March 2025, 932 SNAP households used their HIP Incentives for the first time.

Average Daily HIP Incentives

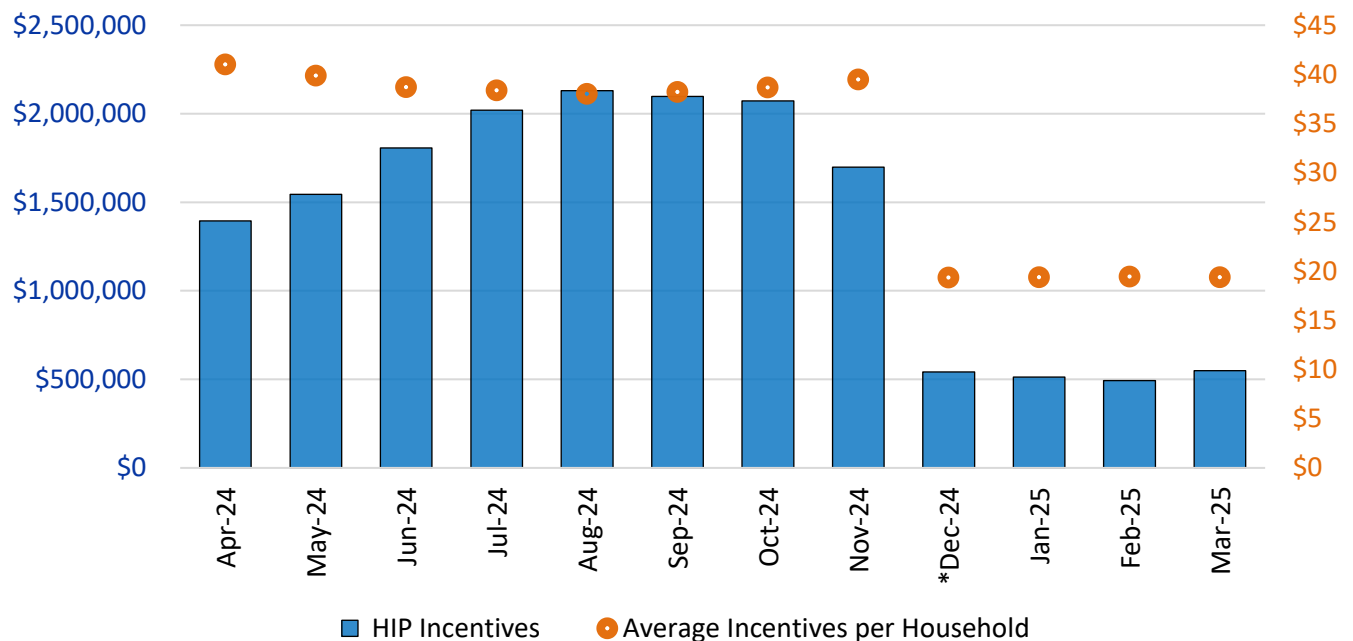


Households with a recipient age 60+ **62%**

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

Households with a recipient under age 18. **19%**

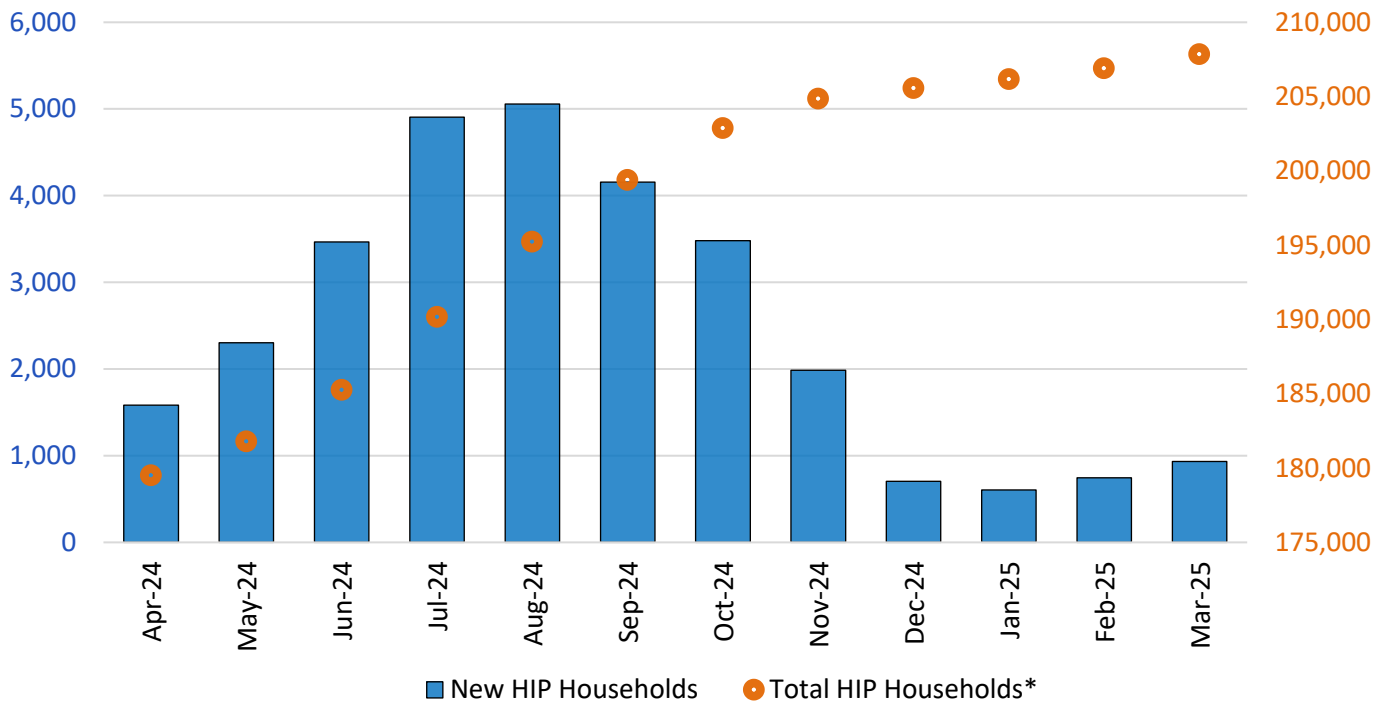
HIP Incentives by Month



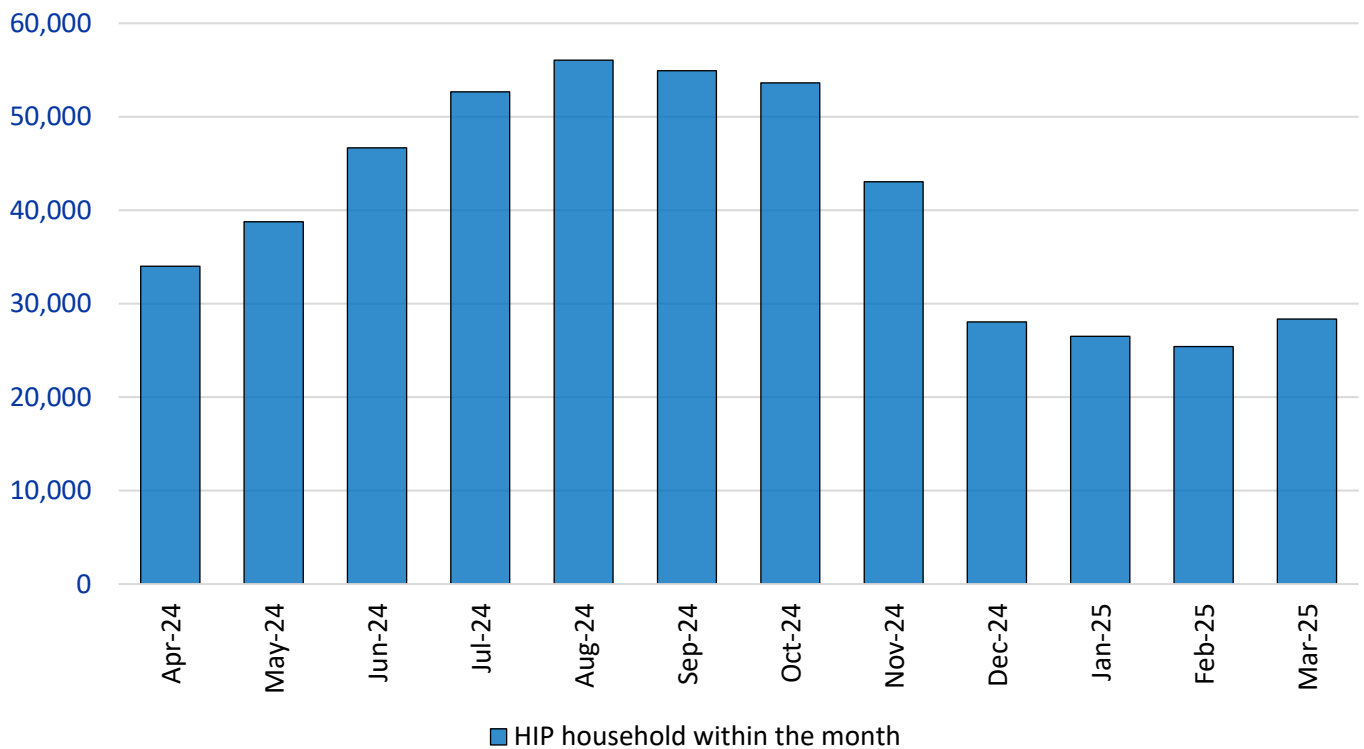
*December 2024: HIP cap changed to \$20 per household



New HIP Households by Month

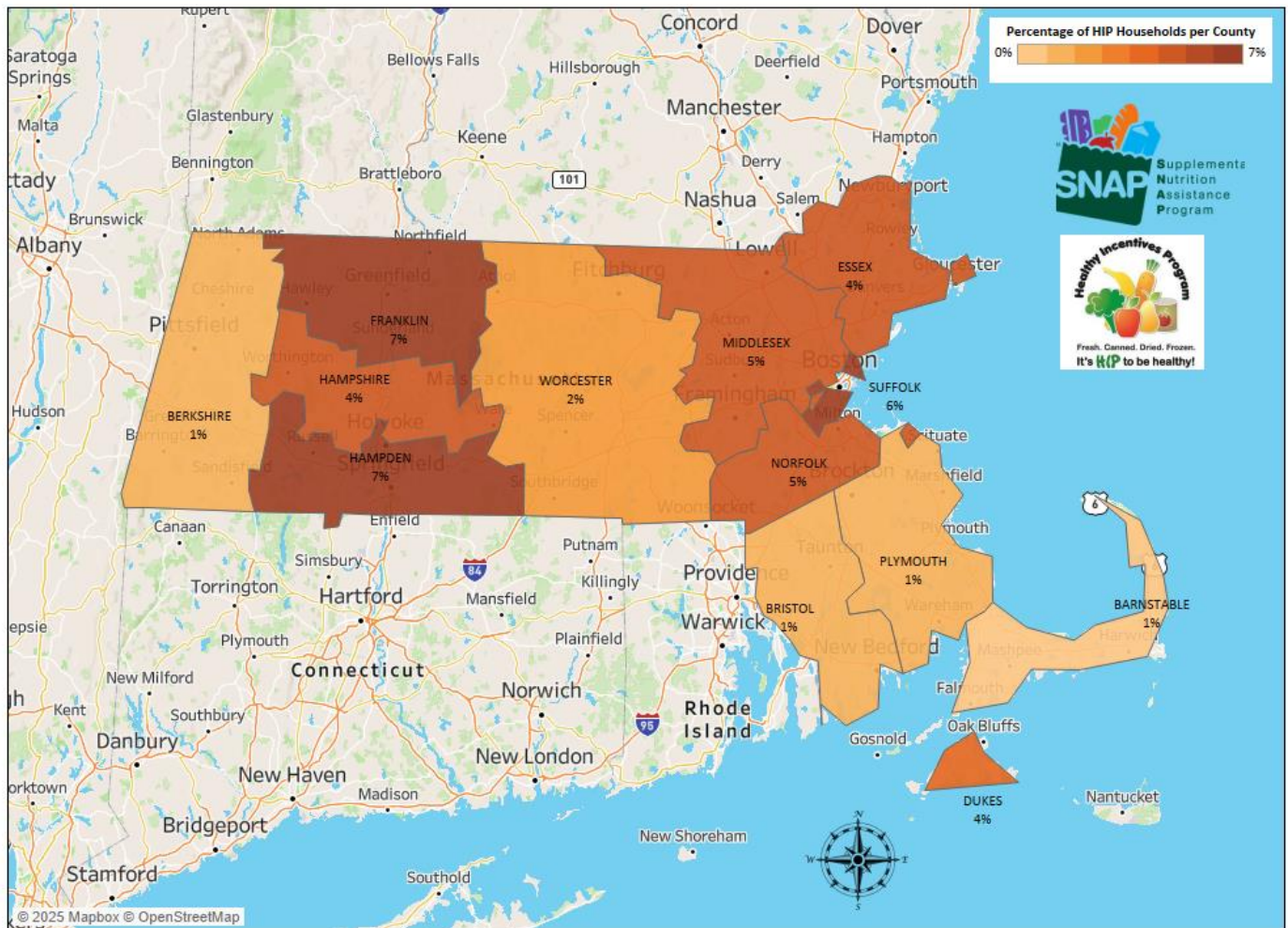


HIP Households within the Month





March 2025 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

Healthy Incentives Program (HIP)	Eating fruits and vegetables each day is important for your health. HIP helps you buy more fruits and vegetables for your household.
	We automatically enroll SNAP households in HIP.
	Use your SNAP benefits at one of our HIP retailers to buy fruits and vegetables. You will receive \$20 for each dollar you spend on eligible fruits and vegetables, up to a monthly limit. Our HIP retailers include: <ul style="list-style-type: none">- farmers' markets- farm stands- mobile markets- community supported agriculture (CSA) farm share programs
	Important: You must have a SNAP balance to earn the HIP incentive benefits.
HIP Monthly Cap	Your monthly cap is \$20.
FY25 HIP Funding	\$15M
Fiscal Year (FY)	Fiscal Year 2025 runs from July 1, 2024 through June 30, 2025
Healthy Incentives Program (HIP) Timeline	<p>Apr 4, 2017 – The first HIP incentive is earned</p> <p>Sep 10, 2017 – Incentives exceed initial 3-year projection of \$1.25M</p> <p>Apr 15, 2018 – Incentives uptake equals program funding, requiring suspension</p> <p>May 23, 2018 – Supplemental funding allows the program to restart</p> <p>July 1, 2018 – HIP receives \$4M in state funding for fiscal year 2019</p> <p>May 25, 2019 – Program restarts</p> <p>July 1, 2019 – HIP receives \$6.5M in state funding for fiscal year 2020</p> <p>Feb 24, 2020 – Incentives uptake exceeds funding projections, requiring pause</p> <p>March 4, 2020 – Supplemental funding allows the program to restart</p> <p>May 17, 2020 – Baker-Polito Administration increase HIP funding by \$5M in response to the Food Security Task Force recommendations during COVID-19</p> <p>July 1, 2020 – HIP receives \$13M in state funding for fiscal year 2021, with prior appropriation continued.</p> <p>July 1, 2021 – HIP receives \$13M in state funding for fiscal year 2022, with prior appropriation continued.</p> <p>July 1, 2022 – HIP receives \$12M in state funding for fiscal year 2023; prior appropriation continued.</p> <p>July 1, 2023 – HIP receives \$5M in state funding for fiscal year 2024.</p> <p>July 1, 2024 – HIP receives \$15M in state funding for fiscal year 2025.</p> <p>December 2024: HIP cap changed to \$20 per household</p>
FY HIP Households	Total number of HIP Households that have utilized HIP within the fiscal year.



Healthy Incentives Program Monthly Update | March 2025



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. <i>(See the HIP Fact Sheet Data Excel file)</i>
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.