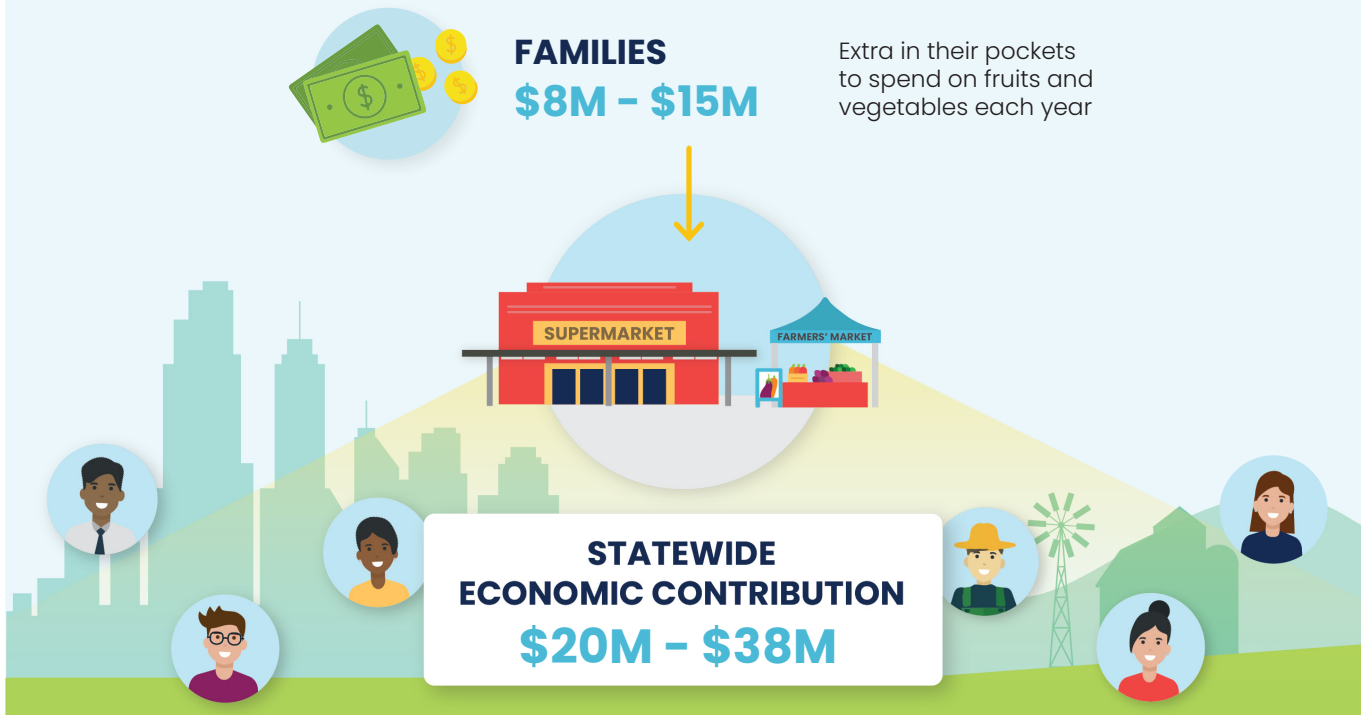


# EXPANDING HEALTHY FOOD INCENTIVES ACROSS COLORADO

## THE RETURN ON INVESTMENT

For more than a decade, healthy food incentive programs have increased the purchasing power of low-income families to buy fruits and vegetables at grocery stores and farmers' markets, thereby helping to reduce hunger, improve nutrition and support Colorado's agriculture and retail.

### IMAGINE THE ECONOMIC IMPACT OF HEALTHY FOOD INCENTIVES, IF THEY WERE AVAILABLE ACROSS COLORADO<sup>1</sup>



#### ECONOMIC MULTIPLIER

**2.5**

Contribution to Colorado's economy for every \$1 spent on incentives



#### LABOR INCOME

**\$4M - \$8M**



**\$129K - \$243K**

for Agricultural sector

**\$326K - \$637K**

for Retail sector

The research highlighted in this brief is based upon analysis conducted by a team of economists at Colorado State University, led by Dr. Dawn Thilmany, in partnership with SPUR, Fair Food Network, and a coalition of ten additional implementing partners across nine states in the US, including Nourish Colorado. For the full details of methodology and findings see:

[fairfoodnetwork.org/incentivesimpact](https://fairfoodnetwork.org/incentivesimpact)

<sup>1</sup> The ranges presented here reflect low-bound and high-bound scenarios based on assumptions of annual SNAP participation; the percent of grocery stores, corners stores, and farm-direct retail outlets that would offer incentives; and whether a program encourages purchases of locally-grown produce.

#### FOR MORE INFORMATION:

Eli Zigas, SPUR, [ezigas@spur.org](mailto:ezigas@spur.org)  
 Holly Parker, Fair Food Network, [hparker@FairFoodNetwork.org](mailto:hparker@FairFoodNetwork.org)

