

6 Ways to Advance Equity in GusNIP



1 Invest in GusNIP to reach more SNAP shoppers

Less than 1% of SNAP participants receive GusNIP benefits, yet funds are still not enough to meet demand. The 2024 Farm Bill could raise program funding from \$250 million in the current five-year funding cycle to \$3 billion in the next.

2 Enhance funding and support to lower-resourced organizations and reach many more food insecure communities

Small and lower-resourced community organizations have less capacity to apply for GusNIP grants and their community-centered projects might use non-traditional approaches. The 2024 Farm Bill can make it easier for more communities to secure GusNIP grants.

3 Eliminate grantee match requirement

GusNIP grantees must match federal funds dollar for dollar, presenting another barrier for lower-resourced organizations without diverse funding streams. The 2024 Farm Bill could lower the bar of entry so that more partners can participate.



4 Support statewide expansion

Most GusNIP programs only operate in select cities and counties within a state. Statewide nutrition incentive programs can increase participation and reach more food insecure communities, informing best practices for a national program model.

5 Encourage more types of retailers to participate, from farmers markets to community food stores

Only 1% of all SNAP-participating retailers take part in GusNIP. Targeted recruitment and support for small community-owned food retailers can increase access to culturally desirable foods for people living in rural communities or with limited access to transportation.

6 Raise awareness of nutrition incentive programs among SNAP participants

Awareness of GusNIP is low even in participating communities. New and innovative marketing strategies tailored to individual communities are needed to reach diverse audiences.