

Most Americans, including Supplemental Nutrition Assistance Program (SNAP) participants, do not consume the recommended amounts of fruits and vegetables. The purpose of the Cleaned.Cut.SNAP pilot project is to evaluate a point-of-sale financial incentive to SNAP participants for purchasing fresh vegetables, including "Cleaned and Cut" vegetables at select Foodlink Curbside Market mobile farmer's market locations and two Wegmans Food Markets locations in Rochester, NY with high SNAP redemption. "Cleaned and Cut" is a product line of 45+ neatly packaged vegetables; fresh and ready to cook, with no added fat, sodium or sugar. Potential participants will access an online portal to assess eligibility. Eligible individuals will continue to an online survey to provide demographic information and complete brief, validated survey instruments (e.g. dietary intake, eating behavior, food resource management, and food security). Cleaned.Cut.SNAP is designed to allow full participation by up to 253 SNAP shoppers. Participants will receive discounts weekly for the duration of the 16-week pilot. Participants redeem their discount with their Wegmans or Curbside Market loyalty card. A sub-sample of 20 Cleaned.Cut.SNAP participants will participate in a cognitive interview about their experience in the pilot. We will be able to examine the effect of the incentive on patterns of vegetable purchase utilizing loyalty data, and thematic evaluation of the cognitive interviews will identify how the removal of cost as a barrier to "Cleaned and Cut" produce purchases may impact indirect barriers, e.g., food prep skills, familiarity, taste, and motivation.