



### Summary of Community Preventive Services Task Force Recommendation

The Community Preventive Services Task Force recommends Fruit and Vegetable Incentive (FVI) programs to reduce household food insecurity and increase household fruit and vegetable consumption among households with lower incomes.

Programs in which incentives were provided to participants who were at risk for or had diet-related health conditions improved blood glucose as measured using A1C levels.

Fruit and vegetable incentive programs are expected to improve health equity across the United States by improving affordability and access to healthier foods for households with lower incomes.



### Major Findings

The recommendation is based on evidence from a systematic review of 30 studies.

Across the studies, the programs:

- **Reduced household food insecurity**
  - Percent who were food insecure decreased by 18 percentage points.
- **Increased fruit and vegetable consumption**
  - Servings: Increased by 1.10 servings per day.
  - Cups: Increased by 0.13 cups per day.
  - Number of times: Increased by 0.49 times per day.
- **Improved blood glucose measures in participants who are at risk for or had diet-related health conditions**
  - Hemoglobin A1c levels decreased by 0.64 percentage points.

### What are Fruit and Vegetable Incentive Programs?

Fruit and vegetable incentive programs offer people financial incentives to purchase fruits and vegetables. These programs aim to improve affordability and access to fruits and vegetables for participants with lower incomes.

People can use incentives to help pay for fruits and vegetables at a range of venues, including farmers' markets, mobile markets, or grocery stores. Incentive models may include:

- Point-of-sale discounts (i.e., percentage off regular price)
- Rebates (i.e., cash back for future purchases)
- Matches (i.e., money tied to the dollar amount spent)
- Subsidies (i.e., a fixed amount of money available to purchase fruits and vegetables)

## Why is This Important?

- In 2022, 12.8% of United States households (17 million) experienced food insecurity.<sup>1</sup>
- A small percentage of adults in the United States meet the recommended daily intake of fruits (12%) and vegetables (10%).
- Vegetable consumption is particularly low among households with lower incomes and Black or African American persons (7% for both groups).<sup>2</sup>

## Learn More

Read a complete summary of the systematic review and CPSTF finding and access suggested guidelines.

<https://www.thecommunityguide.org/findings/social-determinants-health-fruit-vegetable-incentive-programs.html>

## CDC, Division of Nutrition, Physical Activity, and Obesity

<https://www.cdc.gov/nutrition/state-and-local-strategies/priority-incentives-prescriptions.html>

## References

1. Rabbitt MP, Hales LJ, Burke MP, & Coleman-Jensen A. (2023). Household Food Security in the United States in 2022 (Report No. ERR-325), U.S. Department of Agriculture, Economic Research Service.
2. Lee SH, Moore LV, Park S, et al. Adults meeting fruit and vegetable intake recommendations— United States, 2019. *Morbidity and Mortality Weekly Report* 2022; 71: 1-9.

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Established in 1996 by the U.S. Department of Health and Human Services, the Community Preventive Services Task Force (CPSTF) is an independent, nonfederal panel of public health and prevention experts whose members are appointed by the director of CDC. CPSTF provides information for a wide range of decision makers on programs, services, and other interventions aimed at improving population health. Although CDC provides administrative, scientific, and technical support for CPSTF, the recommendations developed are those of CPSTF and do not undergo review or approval by CDC. Find more information at [www.thecommunityguide.org](http://www.thecommunityguide.org).