Produce Prescription Incentive Solution Decision Worksheet

Produce Prescription implementers use a wide variety of models to operate their programs, including—but not limited to—vouchers, cards, and produce boxes. This resource is intended for those using a model that delivers benefits through a voucher, a card, or other incentive technology. It is designed to guide GusNIP Produce Prescription (PPR) grantees and implementers in selecting the most suitable incentive delivery method: a paper voucher, an incentive technology, or a hybrid approach (e.g., both a voucher and incentive technology). Incentive technology refers to digital or electronic tools used to deliver incentives, such as a physical card or electronic voucher, a digital wallet or coupon, or an e-commerce platform (such as Instacart). While this worksheet is focused on non-box incentive delivery methods, implementers operating produce box models can find additional resources to support their programs on the **Nutrition Incentive Hub website.**

Once you have completed this worksheet, and if you are considering an incentive technology, you can view the current landscape of available PPR incentive technology providers to explore options that best align with your program's needs and goals, here: **Produce Prescription Incentive Technology Directory**

To use the worksheet:
- Answer the guiding questions for each consideration to evaluate how well each method aligns with your program's needs. You can use the notes section to write in any key points.
- Carefully read through the considerations provided for each delivery method (paper voucher or incentive technology).
- Examine the considerations for both paper vouchers and incentive technology solutions to assess which method—or combination of methods—might work best for your program.
- Use the checkboxes to keep track of your responses and calculate your score.
- Identify which considerations are most important for your team and factor them into your final decision.

Nutrition Incentive **Hub**
CREATED BY GUSNIP NTAE CENTER

Consideration	Questions to Ask	Paper Voucher	Incentive Technology	Selection
Vendor Network	Where do program participants primarily shop – local vendors (small to medium-sized independent retailers, corner stores, farmers markets, farm stands) or large, national retailers (grocery stores)?	• Able to tailor vendor network to include smaller vendors, including farmers markets and culturally relevant retailers • Easier to use for vendors with lower technology capacity • May be more difficult to onboard larger, corporate vendors	• Most have the ability to work with national retailer networks, although reach may vary by provider • Local retailers and farmers markets are not generally part of existing networks; It is sometimes possible to onboard these retailers, if their technology and workflows allow. This requires additional time, capacity, and dedication	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:
	Is supporting local food systems a priority for your program (this might refer to supporting local sourcing or local food vendors)?	• May easily work with vendors that prioritize local sourcing (ex: farm direct locations, such as farmers markets, mobile markets)	• More difficult to limit vendor network and eligible items to locally sourced products	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:

Consideration	Questions to Ask	Paper Voucher	Incentive Technology	Selection
Program Size and Scope	How many participants are you currently serving? Do you plan to grow your program and increase the number of participants you are serving in the future?	• May be better suited for small or mid-sized programs who want more flexibility to change program operations	• Greater efficiency for larger programs due to centralized billing and reduced printing and tracking needs	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:
	What is the geographic spread of your program and is your program expected to grow in geographic scope?	• Requires set up by a larger vendor network by developing relationships with multiple retailers for programs with wider geographic spread	• Many technology solutions include national vendor networks that operate across the US, but these networks typically include only large retailers and may exclude small or mid-sized vendors	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:

Consideration	Questions to Ask	Paper Voucher	Incentive Technology	Selection
Program Size and Scope	How many participants are you currently serving? Do you plan to grow your program and increase the number of participants you are serving in the future?	• May be better suited for small or mid-sized programs who want more flexibility to change program operations	• Greater efficiency for larger programs due to centralized billing and reduced printing and tracking needs	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:
	Do participants experience transportation barriers? Is delivery needed?	• Requires participant to redeem at a physical location, which may be difficult for participants with transportation or mobility is	• Some technology providers offer online shopping options, which may be important for those with transportation barriers • There may be delivery fees	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:

Consideration	Questions to Ask	Paper Voucher	Incentive Technology	Selection
Timeline	How quickly do you need to set-up your program?	• Can launch with a small vendor network relatively quickly (depending on existing relationships with vendors in the area) • Smaller, local vendors generally take less time to onboard/trains	• Requires a longer onboarding and contracting period (typically at least 3-6 months once under contract to set up card systems, including card branding, materials, online portal and reporting systems, website/app, etc.)	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:
Budget	What is your program's budget for both upfront and ongoing operational costs?	• Lower upfront costs • May have higher operational costs due to need for manual tracking of vouchers • Admin costs are likely to increase as program scales	• Higher upfront costs • Typically requires pre-funding incentive account • Ongoing/maintenance costs vary depending on provider • Often requires program to meet a minimum number of participants served • May have lower long-term costs associated with tracking and reporting due to automation • Higher administrative costs per participant for smaller programs, but administrative costs generally decrease as program grows in scale	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:

Consideration	Questions to Ask	Paper Voucher	Incentive Technology	Selection
Reporting and Tracking	Is detailed and real-time data collection important for your program?	• Lag between when vouchers are redeemed and returned to program for data entry and tracking • Longer time needed for data entry, making it more difficult to track real-time participant engagement and reporting* *Technology solutions are available to make tracking and reporting more efficient, such as bar codes and optical recognition software*	• Real-time transaction and purchasing data enable easier tracking of patient engagement and facilitate up-to-date reporting	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:
Capacity and Infrastructure	What is your program's current or planned staffing structure and capacity?	• Requires staffing to manually manage, process, and track vouchers	• Requires staff with more technical expertise to troubleshoot data systems and the card platform • Requires staff with expertise to manage card tracking, reporting, and file exchanges	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:

Consideration	Questions to Ask	Paper Voucher	Incentive Technology	Selection
	What systems do you have in place to respond to participant questions or challenges	• Must develop own customer service support (internal or outsource) • Ability to more easily customize and tailor customer service support	• Many companies offer a robotic phone line, app, and website for basic participant questions (balance check, store options) • Some offer more customized or robust customer service, usually for an additional cost • Less ability to influence or resolve issues that happen at the retail level (i.e., eligible items not covered)	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:
Participant Experience	Do your program participants prefer to use an e-technology (ex. card or barcode) or paper? What is their capacity to use technology?	• Often preferred by older adults, populations with less access to technology, or with lower tech-literacy • May cause greater stigma	• Participants may need a certain level of digital access or literacy, particularly for fully digital solutions • Less stigma may be possible • Generally preferred by younger participant populations, individuals who use other food benefits (such as SNAP, WIC) • May not always be available in multiple languages	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:

Consideration	Questions to Ask	Paper Voucher	Incentive Technology	Selection
Sustainability	Is this a pilot or do you have long-term plans for program operations?	• May be more suitable for programs that are in the pilot phase and/or that do not have long-term sustainability plans • Can be used for both pilots and long-term program operations	• More suitable for programs that have a long-term sustainability plan for operations	☐ Paper voucher ☐ Incentive technology ☐ Hybrid approach (paper + incentive technology) ☐ Not sure NOTES:

Score: Tally up the number of checkboxes above	
Paper voucher	
Incentive technology	
Hybrid approach	
Not sure	

Guiding Questions and Next Steps:

1. Which category had the most number of checkboxes for your team?

2. Which considerations are most important for your team? How can those be factored into your final decision?

3. How do these priorities align with your program's goals and resources?

4. How might they influence your final decision?

5. Are there any barriers your team is concerned about?

6. What are some action items or next steps your team would like to take?