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Healthy Incentives Program Report

April 2026



DEPARTMENT OF TRANSITIONAL ASSISTANCE HEALTHY INCENTIVES PROGRAM REPORT

APRIL 2026

OVERVIEW

Line Item 4400-1004 of the FY26 GAA requires the Department of Transitional Assistance (DTA) to submit a report containing a description and usage data of the Healthy Incentives Program (HIP).

DEPARTMENT OF TRANSITIONAL ASSISTANCE MISSION

DTA's mission is to assist and empower low-income individuals and families to meet their basic needs, improve their quality of life, and achieve long-term economic self-sufficiency. To do this, DTA offers a comprehensive system of programs and supports, including food and nutritional assistance, economic assistance, and employment services and supports. DTA serves one out of every seven residents in the Commonwealth including working families, children, older adults, and people with disabilities.

PROGRAM OVERVIEW

HIP is an innovative tool in the Commonwealth's efforts to promote food security and economic development. The program incentivizes Supplemental Nutrition Assistance Program (SNAP) clients to purchase fresh, local fruits and vegetables at participating agriculture retailers, including farmers' markets, farm stands, mobile markets, and community supported agriculture (CSA) farm share programs. Administered by DTA, in collaboration with the Massachusetts Department of Agricultural Resources (MDAR), HIP has garnered the support of a broad, diverse coalition of statewide community partners, including SNAP clients, the farming community, and public health organizations.

The Healthy Incentives Program credits clients' Electronic Benefit Transfer (EBT) accounts for purchases made with the EBT card on fruits and vegetables at participating SNAP/HIP retailers, up to a monthly maximum amount. HIP incentives are calculated and instantly applied to the card at the time of purchase. The maximum HIP incentive that can be earned each month was based on household size for (Table 1).

TABLE I HIP MAXIMUM MONTHLY INCENTIVES EARNED (SEPTEMBER-DECEMBER 2025)	
Number of Household Members	HIP Monthly Cap
1 -2 people	\$40
3-5 people	\$60
6+ people	\$80

HIP was originally created through an award from the federal Food Insecurity Nutrition Incentive (FINI) grant program, which was implemented in April 2017. Participation in the program was higher than expected and required supplemental state funding to sustain the

program in its first year. The program has since been funded through the state and continues to be a national leader in EBT-integrated nutrition incentive programs.

The FY25 budget funded HIP at \$15 million. Starting in December 2024, DTA reduced the HIP monthly maximum amount to \$20 per household to ensure continued funding for the entirety of the fiscal year. During this period, HIP farms experienced a decrease in revenue. Farmers reported making changes to their business plans accordingly, including closing locations, hiring fewer employees, slowing production, and selling off assets. SNAP households had less access to locally grown fruits and vegetables during this period, with the value of HIP produce purchases 61% lower than during the same period of the prior year. Household participation declined, with 25% fewer households purchasing HIP produce in June 2025 compared to June 2024.

Following FY25 supplemental and FY26 general appropriations funding, DTA increased the benefit to \$40 for all households in July 2025 and subsequently restored the \$40/\$60/\$80 tiered incentive structure in late August 2025. As of November 2025, HIP usage once again matched levels seen prior to the incentive reduction.

In 2025, the Healthy Incentives Program (HIP) introduced a significant update to simplify the transaction process for vendors and clients. Previously, cashiers often had to swipe a customer's EBT card multiple times to access eligible HIP funds for fruits and vegetables when their SNAP balance was low. With the updated system, customers can access up to their full remaining HIP amount for eligible produce in a single transaction, provided their SNAP balance is non-zero. This produces the same financial outcome as before, but without the need for multiple swipes that had slowed down transactions at point of sale and stigmatized HIP usage. The underlying structure of HIP remains unchanged: SNAP-eligible goods still draw from the SNAP balance as usual, and a non-zero SNAP balance is still required to access HIP benefits.

As part of the same update, HIP receipts were redesigned to provide clearer information to both vendors and customers. Receipts at HIP retailers now display monthly totals of HIP Used (the total amount of HIP used for the month) and HIP Available (the remaining HIP amount for the month). Vendors can also now provide HIP amount information via a balance inquiry.

These improvements reflected a broader effort to make HIP easier to use and understand for both vendors and participants. With the new transaction logic in place, vendors no longer need to ask customers about their SNAP balance before running a transaction, as the system automatically processes it if eligibility conditions are met.

OUTREACH

In calendar year 2025, DTA hosted a listening session for farm vendors to provide input on program operational design changes following DTA's EBT system conversion. Feedback was overwhelmingly positive.

Due to funding constraints in FY25 HIP applications were not open for new vendors to ensure that the program could work sustainably and predictably for the growing season for the vendors that were already enrolled to participate in HIP. For DTA to consider adding new vendors, a surplus of funding would first need to be established. From there, DTA could open applications for interested farmers. Bringing on additional farmers, as well as currently participating farmers expanding to new locations, would create more access points for HIP customers, ultimately increasing program utilization.

HIP Utilization Data: Overview

HIP has been continually operating since March 2020, with the highest rates of vendor and client participation during the peak growing months of June to November. DTA publishes [publicly available data](#) every month that includes the number of households who participate, demographics of participants, and geographic data on usage by county.

TABLE 2 NUMBER OF HOUSEHOLDS UTILIZING HIP		
	Dates	Number of Households
All time	April 1, 2017 to December 31, 2025	230,737
Calendar Year 2025	January 1, 2025 to December 31, 2025	97,874

TABLE 3 NUMBER OF HIP TRANSACTIONS		
	Dates	Number of Transactions
All time	April 1, 2017 to December 31, 2025	4,712,279
Calendar Year 2025	January 1, 2025 to December 31, 2025	661,650

TABLE 4 NUMBER OF HIP VENDORS WHO PROCESSED TRANSACTIONS, BY USDA BUSINESS		
	Dates	Number of Vendors
Calendar Year 2025	January 1, 2025 to December 31, 2025	257

TABLE 5 NUMBER OF HOUSEHOLDS UTILIZING HIP BY SNAP HOUSEHOLD SIZE	
Household Size	Number of Households
1	66,358
2	16,590
3	7,425
4	4,402
5	1,941
6	710
7+	448

TABLE 6 NUMBER OF HOUSEHOLDS UTILIZING HIP BY AGE OF SNAP HEAD OF HOUSEHOLDS	
Age	Number of Households
19 and Under	124
20-29	7,594
30-39	15,336
40-49	14,045
50-59	13,170
60-69	20,147
70-79	17,190
80-89	8,200
90 and Above	2,068

TABLE 7 NUMBER OF HOUSEHOLDS UTILIZING HIP BY RACE/ETHNICITY OF SNAP HEAD OF HOUSEHOLDS	
Race/Ethnicity	Number of Households
American Indian or Alaska Native	362
Asian	14,414
Black or African American	8,509
More than 1 race	1,937
Native Hawaiian or Other Pacific Islander	243
White	42,253
Information Unavailable	30,156

TABLE 8 NUMBER OF HIP CLIENTS AND VENDORS BY LOCATION*		
Municipality	Number of Vendors* (USDA registered address)	Number of Clients (residence address)
ABINGTON	0	110
ACTON	0	132
ACUSHNET	0	164
ADAMS	2	176
AGAWAM	1	1,928
AMESBURY	0	196
AMHERST	2	450
ANDOVER	0	457
ARLINGTON	0	576

ASHBURNHAM	2	69
ASHBY	0	31
ASHFIELD	0	64
ASHLAND	0	103
ATHOL	0	265
ATTLEBORO	0	449
AUBURN	0	261
AVON	0	60
AYER	0	103
BARNSTABLE	1	184
BARRE	1	135
BECKET	0	29
BEDFORD	0	86
BELCHERTOWN	1	341
BELLINGHAM	0	97
BELMONT	0	218
BERKLEY	0	70
BERLIN	1	29
BERNARDSTON	1	62
BEVERLY	2	411
BILLERICA	0	231
BLACKSTONE	0	62
BLANDFORD	0	37
BOLTON	1	23
BOSTON	2	26,263
BOURNE	0	124
BOXBOROUGH	0	44
BOXFORD	1	28
BOYLSTON	0	41
BRAINTREE	1	656
BREWSTER	0	52
BRIDGEWATER	0	271
BRIGHTON	2	*
BRIMFIELD	1	98
BROCKTON	3	2,352
BROOKFIELD	1	70
BROOKLINE	0	681
BUCKLAND	0	11
BURLINGTON	0	109
CAMBRIDGE	1	1,585
CANTON	1	215

CARLISLE	1	20
CARVER	0	77
CHARLEMONT	0	63
CHARLTON	0	124
CHATHAM	0	22
CHELMSFORD	0	293
CHELSEA	0	373
CHESHIRE	0	86
CHESTER	0	33
CHESTERFIELD	1	19
CHICOPEE	1	6,600
CHILMARK	0	<11
CLARKSBURG	2	*
CLINTON	0	258
COHASSET	0	<11
COLRAIN	0	75
CONCORD	3	70
CONWAY	2	72
CRANSTON	1	*
CUMMINGTON	0	26
DALTON	1	125
DANVERS	0	132
DARTMOUTH	0	430
DEDHAM	0	199
DEERFIELD	2	138
DENNIS	1	138
DIGHTON	2	198
DORCHESTER CENTER	2	*
DOUGLAS	0	131
DOVER	0	<11
DRACUT	3	680
DUDLEY	1	132
DUNSTABLE	0	<11
DUXBURY	0	28
EAST BOSTON	2	*
EAST BRIDGEWATER	2	147
EAST BROOKFIELD	0	41
EAST LONGMEADOW	2	253
EAST TAUNTON	2	*
EASTHAM	0	18
EASTHAMPTON	3	405

EASTON	0	249
EDGARTOWN	1	35
ERVING	0	56
ESSEX	0	33
EVERETT	1	306
FAIRHAVEN	0	326
FALL RIVER	0	2,483
FALMOUTH	0	169
FEEDING HILLS	2	*
FITCHBURG	1	1,383
FLORENCE	1	*
FLORIDA	0	<11
FOXBOROUGH	0	88
FRAMINGHAM	0	421
FRANKLIN	2	128
FREETOWN	0	96
GARDNER	0	481
GEORGETOWN	0	59
GILBERTVILLE	1	*
GILL	1	44
GLOUCESTER	1	424
GOSHEN	0	<11
GRAFTON	0	246
GRANBY	3	202
GRANVILLE	0	36
GREAT BARRINGTON	1	169
GREENFIELD	3	1,101
GROTON	2	45
GROVELAND	0	68
HADLEY	5	92
HALIFAX	1	47
HAMILTON	0	38
HAMPDEN	1	73
HANOVER	0	33
HANSON	0	38
HARDWICK	1	62
HARVARD	0	26
HARWICH	0	48
HATFIELD	0	49
HAVERHILL	3	2,512
HAWLEY	1	*

HEATH	1	22
HILLSDALE	1	*
HINGHAM	0	38
HINSDALE	0	31
HOLBROOK	0	83
HOLDEN	0	120
HOLLAND	0	33
HOLLISTON	1	39
HOLYOKE	3	4,171
HOPEDALE	0	17
HOPKINTON	0	66
HOUSATONIC	1	*
HUBBARDSTON	0	34
HUDSON	0	95
HULL	0	30
HUNTINGTON	0	92
HYDE PARK	1	*
INDIAN ORCHARD	1	*
IPSWICH	2	213
KINGSTON	0	41
LAKEVILLE	1	379
LANCASTER	2	103
LANESBOROUGH	2	82
LAWRENCE	1	13,128
LEE	1	76
LEICESTER	3	323
LENOX	0	43
LEOMINSTER	3	906
LEVERETT	0	36
LEXINGTON	1	448
LINCOLN	2	21
LITTLETON	0	64
LONGMEADOW	0	213
LOWELL	1	6,635
LUDLOW	0	690
LUNENBURG	4	219
LYNN	2	3,862
LYNNFIELD	0	30
MALDEN	0	1,994
MANCHESTER	0	24
MANSFIELD	0	123

MARBLEHEAD	0	86
MARION	0	44
MARLBOROUGH	0	185
MARSHFIELD	1	111
MASHPEE	0	52
MATTAPAN	2	*
MATTAPOISETT	0	28
MAYNARD	0	81
MEDFIELD	0	24
MEDFORD	0	427
MEDWAY	1	53
MELROSE	0	249
MENDON	0	46
MERRIMAC	0	161
METHUEN	0	2,270
MIDDLEBORO	2	*
MIDDLEBOROUGH	0	634
MIDDLETON	0	26
MILFORD	0	155
MILLBURY	0	226
MILLIS	2	45
MILLVILLE	0	29
MILTON	0	156
MONROE	0	<11
MONSON	0	186
MONTAGUE	3	491
MONTEREY	0	17
MOUNT WASHINGTON	0	<11
NAHANT	0	<11
NANTUCKET	1	13
NATICK	0	284
NEEDHAM	0	167
NEW BEDFORD	4	3,163
NEW BRAintree	2	<11
NEW MARLBOROUGH	0	<11
NEW SALEM	0	18
NEWBURY	0	18
NEWBURYPORT	0	107
NEWTON	0	913
NEWTON CENTER	1	*
NORFOLK	0	28

NORTH ADAMS	2	375
NORTH ANDOVER	0	348
NORTH ATTLEBOROUGH	0	178
NORTH BROOKFIELD	0	142
NORTH DARTMOUTH	1	*
NORTH DIGHTON	1	*
NORTH EASTON	1	*
NORTH PROVIDENCE	1	*
NORTH READING	0	43
NORTHAMPTON	0	825
NORTHBOROUGH	2	151
NORTHBRIDGE	1	567
NORTHFIELD	0	102
NORTON	0	133
NORWELL	0	13
NORWOOD	0	297
NOT AVAILABLE	0	*
OAK BLUFFS	0	19
OAKHAM	0	33
ORANGE	3	248
ORLEANS	1	40
OTIS	0	22
OXFORD	0	188
PALMER	0	423
PAXTON	1	64
PEABODY	2	407
PELHAM	1	*
PEMBROKE	0	59
PEPPERELL	2	168
PETERSHAM	0	<11
PHILLIPSTON	1	*
PITTSFIELD	2	1,194
PLAINFIELD	0	14
PLAINVILLE	0	59
PLYMOUTH	0	412
PLYMPTON	0	13
PRINCETON	0	18
PROVINCETOWN	1	42
QUINCY	0	4,287
RANDOLPH	0	618
RAYNHAM	2	194

READING	0	84
REHOBOTH	3	93
REVERE	1	762
RICHMOND	0	<11
ROCHESTER	1	58
ROCKLAND	0	141
ROCKPORT	1	55
ROSLINDALE	1	*
ROWE	0	23
ROWLEY	1	92
ROXBURY	2	*
ROYALSTON	0	14
RUSSELL	0	73
RUTLAND	0	78
SALEM	0	701
SALISBURY	0	100
SANDISFIELD	0	<11
SANDWICH	0	63
SAUGUS	0	235
SAVOY	0	<11
SCITUATE	0	17
SEEKONK	0	108
SHARON	2	204
SHEFFIELD	1	26
SHELBURNE	0	214
SHELBURNE FALLS	5	*
SHERBORN	1	<11
SHIRLEY	0	126
SHREWSBURY	0	418
SHUTESBURY	0	32
SOMERSET	0	158
SOMERVILLE	3	930
SOUTH DARTMOUTH	3	*
SOUTH DEERFIELD	3	*
SOUTH EGREMONT	1	*
SOUTH HADLEY	0	530
SOUTH HAMILTON	1	*
SOUTH HAMPTON	1	*
SOUTHAMPTON	0	97
SOUTHBOROUGH	0	53
SOUTHBRIDGE	0	420

SOUTHWICK	2	442
SPENCER	1	482
SPRINGFIELD	5	14,123
STERLING	0	51
STOCKBRIDGE	0	18
STONEHAM	0	140
STOUGHTON	0	311
STOW	1	14
STURBRIDGE	0	87
SUDBURY	1	53
SUNDERLAND	1	74
SUTTON	1	105
SWAMPSCOTT	0	131
SWANSEA	2	239
TAUNTON	2	1,581
TEMPLETON	0	100
TEWKSBURY	1	355
TISBURY	0	48
TOPSFIELD	0	27
TOWNSEND	1	165
TRURO	1	<11
TURNERS FALLS	2	*
TYNGSBOROUGH	0	141
UPTON	0	77
UXBRIDGE	0	253
VINEYARD HAVEN	2	*
WAKEFIELD	0	114
WALES	0	34
WALPOLE	0	87
WALTHAM	1	498
WARE	0	384
WAREHAM	0	379
WARREN	0	114
WARWICK	0	38
WATERTOWN	0	513
WAYLAND	0	60
WEBSTER	0	354
WELLESLEY	0	176
WELLFLEET	0	16
WENDELL	0	87
WENHAM	0	20

WEST BOYLSTON	0	46
WEST BRIDGEWATER	1	117
WEST BROOKFIELD	1	78
WEST NEWBURY	1	34
WEST SPRINGFIELD	1	2,774
WEST STOCKBRIDGE	0	15
WEST TISBURY	0	11
WESTBOROUGH	1	231
WESTFIELD	4	2,743
WESTFORD	1	141
WESTHAMPTON	1	*
WESTMINSTER	0	55
WESTON	0	44
WESTPORT	5	237
WESTWOOD	0	49
WEYMOUTH	0	476
WHATELY	0	<11
WHITMAN	0	198
WILBRAHAM	2	228
WILLIAMSBURG	0	80
WILLIAMSTOWN	1	48
WILMINGTON	0	93
WINCHENDON	0	140
WINCHESTER	1	151
WINDSOR	1	11
WINTHROP	0	97
WOBURN	0	238
WORCESTER	6	7,414
WORTHINGTON	1	39
WRENTHAM	2	84
YARMOUTH	0	191
Aggregated Total Suppressed Counts of Clients less than 11		123

For client privacy, demographic data under 11 is suppressed.

* Denote client counts not applicable due to location's inclusion within limits of another city, town, or state

Client total calculation methodology has been updated for increased accuracy. For updated data on past years, please submit a public records request through [our online form](#).