



Program Impact Evaluator

Request for Qualifications

Fair Food Network's mission is to grow community health and wealth through food. A national nonprofit, we advance programs, partnerships, and policies that improve health, ignite local economies, and open opportunities for all.

Our signature program, Double Up Food Bucks, serves as a national model for healthy food incentives by doubling the buying power of SNAP recipients, helping families who use SNAP to bring home more fruits and vegetables while boosting business for local farmers. Started a decade ago at five Detroit farmers markets, Double Up in Michigan has grown to over 250 farmers markets and grocery stores across the state. Since 2009, Double Up has become a national model in over 800 sites across 25+ states, resulting in more than 14.5 million pounds of healthy food on the tables of Americans nationwide.

ABOUT THE ROLE:

Fair Food Network is seeking a consultant to provide third-party evaluative services for our Michigan Double Up Food Bucks program. We are seeking a consultant or firm who can provide both impact research *and* process/program evaluation support. The consultant will provide an external program evaluation based on 1) **our core program outcomes** (number and demographics of participants, Double Up Food Bucks earning and spending patterns, program experience, etc.) and 2) **additional primary data collected by the evaluator from grocers, farmers and program participants**. This evaluation will help us to **answer two key impact questions** for our program – namely, defining the **economic benefit of Double Up to farmers**, and quantifying the **extent to which program participation leads to greater fruit and vegetable consumption**.

Existing research and evaluative efforts of nutrition incentive programs have not consistently identified a definitive correlation between incentive use and fruit and vegetable consumption, and little has yet been documented to quantify the economic benefit to farmers. Previous evaluations of our program have offered initial indications of significant increases in fruit and vegetable consumption by those SNAP participants who have used the Double Up program for more than 12 months compared to a shorter duration (both in farmers markets and grocery stores), however other evaluations of incentives have not consistently reflected these findings.

Given the discrepancy between our preliminary results in Michigan and those from other evaluators, and the importance of understanding the effect of incentive programs on fruit and vegetable purchases and consumption, we seek an external evaluator who will not only meet

our needs for core program/process evaluation, but will also design and conduct a more rigorous evaluation of consumption patterns and economic benefits to farmers associated with purchases of fruits and vegetables using SNAP and Double Up.

DESIRED OUTCOMES:

FFN seeks to 1) measure and analyze our *core program outcomes*, including assessing the process, challenges, and successes of implementation; 2) document our program's effectiveness in *increasing fruit and vegetable purchases/consumption among SNAP shoppers*; and 3) the extent to which the program offers *increased economic benefit to farmers* through the collection and analysis of qualitative and quantitative data. Our program evaluation approach does include some existing definition of methods, outlined below.

This work will be based on our substantial existing program data (sales/transactions) set, as well as require additional primary data collection with participating sites in the form of surveys, interviews, and/or other methodologies as relevant. Queries of customers and staff from a statistically significant sample of (farmers market and grocery store) participating sites across the state will be required. The external evaluation team should bring experience working with low-income families and communities reflecting diverse ethnicities, cultures, and socioeconomic backgrounds across rural, urban and suburban settings. The team should be prepared to collect surveys and other (interview, focus group, etc.) data at least once per year, using appropriate methods as warranted by local COVID-19 restrictions and evaluation best practices.

Our program evaluation goal includes collecting at least 10 surveys at a minimum of 60 sites each year for a total of 600 surveys. Data to be collected includes:

- Frequency of participation
- Intention to continue participation
- Items purchased
- Changes in purchasing patterns
- Changes in consumption of fruit and vegetables
- Barriers to participation

Evaluation results should include:

- Estimation of the number of SNAP households being served and percentage of SNAP households reached by the Double Up program annually.
- Identification of changes in fruit and vegetable *purchases* via SNAP and Double Up over time at both farmers market and retail grocery settings, including fruit and vegetable purchasing trends and changes.
- Assessment of the changes in fruit and vegetable *consumption* of SNAP participants associated with the use of Double Up.

- Assessment of the impact of program participation on farmers, in particular changes in customer base, income, and other relevant economic factors.
- Impact of program interventions, including technology enhancements, engagement strategies and marketing efforts on program participation.
- Documentation of program implementation successes and challenges, including recommendations for improvement.
- Description of the demographics of program participants and extent to which the population of participants in the Double Up program is representative of SNAP recipients in the community.
- Understanding of perceptions, satisfaction, and challenges with the program.

JOIN US!

If you are interested in learning more and possibly submitting a full proposal, please submit a brief document summarizing 1) your organization's credentials and related experience, 2) the proposed team, 3) a brief description of the approach you would undertake to develop a comprehensive evaluation plan, and 4) an estimated cost range based on your initial understanding of the needs of this effort. Please include any relevant insights or experiences you bring that particularly ready you to evaluate a statewide program of this size and scale. Evaluation experience required, nutrition/food system/public health expertise desired.

Submit responses to Holly Parker, Senior Director of Programs, at hparker@fairfoodnetwork.org.