

## Fruit and Vegetable RFP Questions

1. Question: I am the director/founder of a 501.c(3) not for profit. However, I am located in Northern Bronx/Mount Vernon. Could our program qualify for this opportunity?

Answer: If you are a food retailer located in a [NYC zip code](#) where at least 20% of the population lives below the federal poverty level as measured by the [2011-2015 American Community Survey](#), you may be eligible for the program. You can check the poverty level of the neighborhood where your store is located by entering the zip code [here](#) and clicking on the poverty tab on the left side of the page.

Food retailers located outside of NYC are not eligible for the program, including retailers located in Westchester County.

2. Question: Is an electronic POS the machine we use for the EBT? We do not accept credit/debit – would we need to for this project?

Answer: A point-of-sales system is different from a stand-alone EBT terminal. It is a computerized network for processing customer transactions where a main computer is linked to one or more checkout terminals. A POS system consists of hardware (e.g. cash register) and software for processing transactions usually including cash, credit, debit and EBT.

To be eligible for the Fruit and Vegetable Incentive Pilot Program, retailers must use a POS system to process and record customer transactions and have the capacity to adapt the system to identify items eligible for the program, accrue incentives on purchases of eligible items, apply accrued incentives toward subsequent purchase of eligible items, and generate reports. Retailers must submit a completed POS Vendor Information Form (see Food Retailer Application pages 5-6) confirming the vendor's ability to develop and implement an electronic incentive program utilizing the retailer's POS system.

Retailers are not required to accept credit/debit to be eligible for the program.

3. Question: The email says that “selected food retailer will receive up to \$125,000 per year in fruit and vegetable incentives.” Does that mean that you will give us fruits and vegetables or that you will give us money to purchase them from our vendor at the Hunts Point Market? We would prefer to purchase the food because it has taken us a long time to identify the vendors and the items that meet our standards.

Answer: Through the program, SNAP customers will receive money to buy fruits and vegetables whenever they purchase fruits and vegetables using their SNAP benefits. For example, SNAP customers could receive \$0.40 to buy fruits and vegetables for every \$1 spent on fruits and vegetables using SNAP benefits. If a customer purchases \$5 worth of fruits and vegetables using their SNAP benefits, they could receive \$2 in incentives to spend on a subsequent fruit and

vegetable purchase. FPHNY will reimburse selected food retailers up to \$125,000 per year for fruit and vegetables purchased by SNAP customers using incentives.

4. Question: Could you give us money to subsidize the bags for people that use EBT? Right now we get funding from a foundation which we use, in part, to subsidize bags for people using EBT and seniors. We think we could get more people to participate if the subsidy were greater, so we want to know if we could use the funds to subsidize the bag further. Is that a possible use of the funds?

Answer: No, we cannot provide funding to subsidize bags for people using EBT. The Fruit and Vegetable Incentive Pilot Program is funded by a grant from the United States Department of Agriculture and we do not have funding to support bag distribution by retailers. Selected food retailers will receive a \$4,000 yearly honorarium to support pilot operations and could choose to purchase bags with those funds.

5. Question: Can you give more detail about what you mean by an “electronic infrastructure for distributing and redeeming incentives?”

Answer: An “electronic infrastructure for distributing and redeeming incentives” refers to a point-of-sales system for processing customer transactions that can be programmed to electronically distribute and redeem fruit and vegetable incentives when SNAP customers purchase eligible items. See page 3 of the Requests for Proposals (RFP) for more information about how the retailer’s point-of-sales system will need to be adapted to deliver the program and meet FPHNY’s reporting requirements.