

Complete Eats

Fruit and Vegetable Coupons



Toolkit for SNAP-Ed

Updated January 2019



DOH 140-190 December 2018

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For people with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TYY call 711).

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Background

In 2015, the Washington State Department of Health and over 60 multi-sector partners were awarded a \$5.86 million competitive Food Insecurity Nutrition Incentive (FINI) grant by the National Institute of Food and Agriculture at the U.S. Department of Agriculture. FINI funds support nutrition incentive programs that make it easier for Supplemental Nutrition Assistance Program (SNAP) participants to afford more fruits and vegetables. FINI is comprised of three distinct nutrition incentive strategies: *Fruit and Vegetable Rx*, *Farmers Market Match*, and *Complete Eats Fruit and Vegetable Coupons*.

For more information about the FINI grant and all three strategies, visit www.doh.wa.gov/FINI or www.doh.wa.gov/CompleteEats.

This toolkit focuses on the *Complete Eats Fruit and Vegetable Coupons* strategy. The program operated from June 2017- June 2018, when federal funding for the program ran out. With funding from a private grant, Department of Health and Safeway relaunched the program in December 2018. How does it work? Shoppers who buy at least \$10 worth of qualifying fruits and vegetables using their SNAP food benefits and their Safeway Club Card will get a coupon for \$5 off their next purchase. Shoppers can choose from fresh, canned and frozen fruits and vegetables, so long as the products have no added fats, sugars or salt.



Complete Eats Fruit and Vegetable Coupons are available at 150 Safeway stores in Washington and the program is expected to run through June 2019 (or until funding runs out). For more information visit www.doh.wa.gov/CompleteEats. Seattle Safeway stores do **not** offer *Complete Eats Fruit and Vegetable Coupons*, but they offer a similar Fresh Bucks coupon (funded through Seattle's Sweetened Beverage Tax).

Good to know about Fruit and Vegetable Rx Program

- Select health system partners, Department of Health, and Safeway are also working together to distribute Fruit and Vegetable Prescriptions redeemable at all Safeway stores in Washington. The program is called **Complete Eats Fruit and Vegetable Rx**.
- **This is a different program than Complete Eats Fruit and Vegetable Coupons**, but there are similarities. Patients who receive a \$10 cash-value **Complete Eats Fruit and Vegetable Rx** can buy fresh, canned or frozen fruits and vegetables with no added fats, sugars or salt at Safeway stores, just like the **Complete Eats Fruit and Vegetable Coupons**.
- **Key difference: the Rx is a \$10 cash-value voucher and can be used without an EBT purchase, whereas the Coupons require a \$10 EBT purchase of qualifying fruits and vegetables.**

How SNAP-Ed contractors can play a role in Complete Eats

A major challenge to the implementation of *Complete Eats Fruit and Vegetable Coupons* is educating store staff about the program and how it works. Safeway's Division-level front end management team conducted a series of webinars when the program first launched (in 2017) for store managers and directors. Division-level memos have also been sent to store managers and directors about the program. However, programming at the local stores is inconsistent, which creates confusion and frustration for SNAP customers and service providers who are promoting *Complete Eats Fruit and Vegetable Coupons*.

SNAP-Ed contractors can play an important role in supporting Safeway store staff in their knowledge of the *Complete Eats Fruit and Vegetable Coupons* and ensure successful program implementation.

Engaging and supporting Safeway store staff in their knowledge of Complete Eats Fruit and Vegetable Coupons aligns with policy, system, and/or environmental changes in the retail environment to increase purchases of healthy foods among SNAP participants. This activity can be included in your SNAP-Ed work plan, pending approval from Implementing Agencies. Outreach to Safeway stores can also serve as an entrée into other store activities like grocery store tours and nutrition education provided in-store.

Potential SNAP-Ed activities:

1. Develop a relationship with SNAP-Ed qualified retailers (Safeway stores) with the goal of increasing access to fruit and vegetables among SNAP participants.
2. Support SNAP-Ed qualified retailers (Safeway stores) in their knowledge and promotion of *Complete Eats Fruit and Vegetable Coupons*.
3. Communicate any local issues about *Complete Eats Fruit and Vegetable Coupons* to Department of Health FINI team.
4. Check-in with SNAP-Ed participants about their experience with *Complete Eats Fruit and Vegetable Coupons*. For example, if agencies promote *Complete Eats Fruit and Vegetable Coupons* in classes, ask how things are going when they use the coupons. Report any issues to Department of Health FINI team.
5. Look at ways you could offer direct education to SNAP-Ed participants via grocery store tours, food demos, or class series as part of current approved plan.

This toolkit outlines strategies to approach local Safeway store managers and support them and their staff to ensure successful implementation of Complete Eats Fruit and Vegetable Coupons.

Approaching and offering assistance to Store Managers and Staff

Connecting with Safeway managers and staff in-person is an important first step to making sure Complete Eats runs smoothly. Steps to engaging with store staff:

1. Visit the Safeway store in-person. (Contact your I.A. before visiting the store to confirm the store is a qualified SNAP-Ed site).
2. Ask to speak with the front-end manager or store manager, depending on availability.
3. Let managers know what agency you work for and that you are partnering with Washington State Department of Health to make sure *Complete Eats Fruits and Vegetable Coupons* runs smoothly in Safeway stores.
4. Ask the manager if he/she is aware of Complete Eats?
5. Offer assistance. Is there anything you can do to support the store on Complete Eats implementation and promotion? For example:
 - Support store/staff understanding the program.
 - Promotion and education of SNAP customers.
 - Understand individual store barriers and support possible solutions to these barriers.

Some potential ways you could support the store and address barriers:

 - Is it helpful for you to train cashiers and customer service on the program?
 - Does staff need clarification on what counts as a qualifying purchase?
 - Have staff seen *Complete Eats Fruit and Vegetable Coupons* print out at checkout? If no, contact FINI@doh.wa.gov (see *Coupon Troubleshooting* section).
6. Share store-level educational and promotional materials, as applicable (see *Education Materials for Safeway Staff* and *In-Store Signage* sections). Ask managers:
 - Is information about Complete Eats next to the time clock?
 - Do check stands and customer service have information about Complete Eats so cashiers can answer SNAP customers' questions?
 - Can the Complete Eats Poster be placed in the produce section? (**Note, not all stores will allow this.**)
7. Thank the manager for his/her time, and leave your contact information.

Useful tips:

- In-person meetings are best. Visit the store in-person, rather than contacting through email or phone.
- Keep meeting short and to-the-point.
- Management can continually change. It is good to check-in with the store managers and staff on a regular basis if SNAP participants bring up issues.
- Cashiers and managers have a lot of promotions to remember and they constantly change.

Educational materials for Safeway Staff

Safeway stores should have received these materials to educate staff.

Complete Eats Produce Promotion one-pager (see Appendix)

This one-pager was sent to stores and is helpful to have next to the time clock, so cashiers are reminded about the program when they start their shifts.

This includes information about *Complete Eats Fruit and Vegetable Coupons* and *Complete Eats Fruit and Vegetable Prescription* programs (operating in select health systems, and redeemable at any Safeway in WA).

ATTENTION ALL CASHIERS

Complete Eats Produce Promotions for Customers who use SNAP/EBT Food Benefits

Shoppers and cashiers are partnering with Washington State Department of Health on two programs designed to encourage customers who use SNAP (formerly called "food stamps") to buy more fruits and vegetables. Details and procedures about the two programs are included below. These items may be found in your District's Fruit Fly.

Fruit and Vegetable Prescription Produce Vouchers	Complete Eats Catalina Coupons
Program runs until DECEMBER 2019	Program runs DECEMBER 1, 2018 - JUNE 2019
<p>DETAILS:</p> <ul style="list-style-type: none"> 510 vouchers distributed by local health clinics to patients. Vouchers are in English, Spanish and Russian. Patients can use vouchers like cash to buy qualifying fruits and vegetables at any Safeway. Qualifying fruits and vegetables include fresh, canned and frozen with NO added fat, sugar or salt; all products that contain no fats, sugars, and sweeteners are included. <p>PROCEDURES:</p> <ul style="list-style-type: none"> Accept these vouchers. Do NOT charge for gas/checkout that \$10. For purchases over \$10, the customer pays the difference. 	<p>DETAILS:</p> <ul style="list-style-type: none"> Customers who spend a minimum of \$20 on qualifying fruits and vegetables using their SNAP/EBT card along with their Safeway Club Card will receive a Catalina coupon for \$5 off their next qualifying produce purchase. Qualifying fruits and vegetables include fresh, canned and frozen with NO added fat, sugar and salt. All products that contain no fats, sugars, and sweeteners are included. <p>PROCEDURES:</p> <ul style="list-style-type: none"> Do NOT charge for purchases less than \$5. If a customer expects a coupon but one did not print out, direct them to customer service or visit www.safeway.com/clubcard to get the coupon.

Complete Eats Bulletin Binder Insert (see Appendix)

This two-sided document was sent to all stores and is helpful to have at check stands and customer service. This explains the basics of the *Complete Eats Fruit and Vegetable Coupons* to cashiers and is used to quickly reference when cashiers are helping SNAP customers.

The backside includes information about the *Complete Eats Fruit and Vegetable Prescription* program (operating in select health systems, and redeemable at any Safeway in WA).

Important Information about Fruit and Vegetable Prescriptions	Important Information about Complete Eats Catalina Coupons	Important Information about Complete Eats Catalina Coupons
<p>Details:</p> <ul style="list-style-type: none"> Safeway is partnering with the WA Dept. of Health on a fruit and vegetable prescription program. Local clinics are distributing 510 vouchers to patients. 510 vouchers may be in other "languages". Customers can use vouchers like cash. "Qualifying produce" is all fresh, canned and frozen produce with no added fat, sugar or salt. <p>Procedures:</p> <ul style="list-style-type: none"> Accept these vouchers. Catalina coupons will print out. Do NOT charge for produce. For purchases over \$10, the customer pays the difference. 	<p>Program Name: Complete Eats (will last 2 years)</p> <p>Offer Details:</p> <ul style="list-style-type: none"> Daily for customers who use SNAP/EBT (food stamps) Starts June 01, 2017 and will last for 2 years Customers who buy \$10 in "qualifying produce" using their SNAP/EBT and their Club Card receive a \$5 OFF Catalina coupon. "Qualifying produce" is all fresh produce, and canned/frozen produce with no added fat, sugar or salt. <p>Procedures:</p> <ul style="list-style-type: none"> If customer makes a qualifying purchase but the coupon does not print, send them to customer service. When redeeming \$5 OFF coupons, customer must spend \$5 or more. 	<p>Program Name: Complete Eats (will last 2 years)</p> <p>Offer Details:</p> <ul style="list-style-type: none"> Daily for customers who use SNAP/EBT (food stamps) Starts June 01, 2017 and will last for 2 years Customers who buy \$20 in "qualifying produce" using their SNAP/EBT and their Club Card receive a \$5 OFF Catalina coupon. "Qualifying produce" is all fresh produce, and canned/frozen produce with no added fat, sugar or salt. <p>Procedures:</p> <ul style="list-style-type: none"> If customer makes a qualifying purchase but the coupon does not print, send them to customer service. When redeeming \$5 OFF coupons, customer must spend \$5 or more.

Memo from Safeway Seattle Division to stores – January 2019

This memo was sent out stores in January 2019 as a reminder of the *Complete Eats Fruit and Vegetable* program. Although this doesn't explicitly talk about the *Complete Eats Fruit and Vegetable Coupons*, this is a resource that store staff might be familiar with.

Blue Fresh Buicks Fruit and Vegetable vouchers

Fruit and Vegetable Voucher

With this voucher you get \$10 OFF on your next produce purchase.

MEMO

To: Fruit Fly Classics Blue Classics
 From: [Blank]
 Date: January 18, 2019
 District: [Blank]
 Subject: Complete Eats & Fresh Buicks

The Green Complete Eats voucher is a statewide program.

Fruit and Vegetable Prescription

With this voucher you get \$10 OFF on your next produce purchase.

This is valid in all Washington State ABS and SNY stores.

- No limit to how many a customer can use in one transaction.
- Customer must spend \$10 in fruits and/or vegetables (fresh, canned or frozen) per voucher.
- Customers cannot receive cash back.
- Customers do not need to use an EBT/food stamp to pay any remaining balance, or present it at time of purchase. This is for issuance of the voucher only.

Additional Educational Materials

It may be helpful to have the most recently updated [Frequently Asked Questions](http://www.doh.wa.gov/CompleteEats), available online at www.doh.wa.gov/CompleteEats. You can reference this document if store staff have questions about the *Complete Eats Fruit and Vegetable Coupons*. For a quick guide to determine if fruits and vegetables qualify for Complete Eats:

	Qualifies	Does not qualify
Fresh 	Any variety of fresh fruits and vegetable	Fresh fruits and vegetables that include added dressings, syrups or sauces.
Canned 	Canned vegetables and beans with "No Salt Added" Fruit canned in 100% juice or water	Products with syrups, sauces, seasoning or added fats, sugar and salt (sodium).
Frozen 	Any variety of frozen fruits and vegetables.	Products with syrups, sauces, seasoning or added fats, sugar and salt (sodium). Pre-fried frozen potatoes.

Good to know about educational materials for Safeway staff

- The materials in the appendix have already been shared with Safeway stores across the state. They were sent to Safeway store managers from Safeway's Division-level front end management team.
- Managers and cashiers might reference the programs by different names:
 - *Complete Eats Fruit and Vegetable Coupons* known as "**Complete Eats Catalina coupons**" – Catalina is the company that operates the coupon printer.
 - *Complete Eats Fruit and Vegetable Prescription* known as "**Fruit and Vegetable Prescription Produce Vouchers**".

In-store signage

Safeway stores do not have in-store signage about the Complete Eats programs. However, the Complete Eats poster is available for SNAP-Ed contractors to order and bring to the store (or other community locations). This is a sturdy poster (approximately 24" x 28") that can be placed in an ironman in the fresh produce section with permission of a store manager.

SNAP-Ed contractors can order free Complete Eats posters by emailing FINI@doh.wa.gov. Posters are available in English and Spanish.



Useful tips:

- Ask the manger to put a *Complete Eats Fruit and Vegetable Coupon* poster in the produce section.
- If staff are unsure what canned and frozen items qualify for Complete Eats, show some examples like canned tomatoes with no added salt or fruit cups packed in 100% juice.
- Be patient with staff—it can take time to learn about added fats, sugars, and salt. This can be a nutrition education opportunity!

Coupon troubleshooting

If you hear from SNAP-Ed participants or Safeway staff that the *Complete Eat Fruit and Vegetable Coupons* are not printing out as expected, contact Department of Health FINI team at FINI@doh.wa.gov. You can also encourage the Safeway manager to contact Safeway's Division Front End Manager.

Spot Check

If you know a SNAP participant who plans to use or currently uses the program, you can ask them to report back after they make a qualifying purchase—did the coupon print out as expected?

Encourage SNAP participants who don't receive coupons after a qualifying purchase to contact Washington State Department of Health by emailing FINI@doh.wa.gov or call 360-236-3287 with the following information:

- Name
- Mailing address
- Safeway Club Card number OR phone number affiliated with the Safeway Club Card
- Store location where they made the qualifying purchase

Department of Health FINI Team will work with Safeway to get a replacement coupon sent directly to the SNAP customer's home address.

Appendix

ATTENTION ALL CASHIERS

Complete Eats Produce Promotions for Customers who use SNAP/EBT Food Benefits

Albertsons and Safeway are partnering with Washington State Department of Health on two programs designed to encourage customers who use SNAP (formerly called “food stamps”) to buy more fruits and vegetables. Details and procedures about the two programs are included below. Questions may directed to your District Front End Op.

Fruit and Vegetable Prescription Produce Vouchers

Program runs until **DECEMBER 2019**

DETAILS

- \$10 vouchers distributed by local health clinics to patients
- Vouchers are in English, Spanish and Russian
- Patients can use vouchers like cash to buy qualifying fruits and vegetables at any WA Safeway
- Qualifying fruits and vegetables include fresh, canned and frozen with NO added fats, sugar and salt. All products that contain syrups, sauces, and seasonings are excluded.



PROCEDURES

- Accept these vouchers
- Do NOT give change for purchases less than \$10
- For purchases over \$10, the customer pays the difference

Complete Eats Catalina Coupons

Program runs **DECEMBER 1, 2018 - JUNE 2019**

DETAILS

- Customers who spend a minimum of \$10 on qualifying fruits and vegetables using their SNAP/EBT card along with their Safeway Club Card will receive a Catalina coupon for \$5 off their next qualifying produce purchase
- Qualifying fruits and vegetables include fresh, canned and frozen with NO added fats, sugar and salt. All products that contain syrups, sauces, and seasonings are excluded.



PROCEDURES

- Do NOT give change for purchases less than \$5.
- If a customer expected a coupon but one did not print out, direct them to customer service or visit www.doh.wa.gov/CompleteEats to get the coupon.

Important Information about Complete Eats Catalina Coupons



Program Name: Complete Eats Offer Details:

- Only for customers who use SNAP/EBT (food stamps)
- RELAUNCHING December 1, 2018 and will run until June 2019
- Customers who buy \$10 in “qualifying produce” using their SNAP/EBT and their Club Card receive a \$5 OFF Catalina coupon
- “Qualifying produce” is all fresh produce, and canned/frozen produce with no added fat, sugar or salt

Procedures:

- If customer makes a qualifying purchase but the coupon does not print, send them to customer service or have them visit www.doh.wa.gov/CompleteEats to get the coupon.
- When redeeming \$5 OFF coupon, customer must spend \$5 or more.

Important Information about Complete Eats Catalina Coupons



Program Name: Complete Eats Offer Details:

- Only for customers who use SNAP/EBT (food stamps)
- RELAUNCHING December 1, 2018 and will run until June 2019
- Customers who buy \$10 in “qualifying produce” using their SNAP/EBT and their Club Card receive a \$5 OFF Catalina coupon
- “Qualifying produce” is all fresh produce, and canned/frozen produce with no added fat, sugar or salt

Procedures:

- If customer makes a qualifying purchase but the coupon does not print, send them to customer service or have them visit www.doh.wa.gov/CompleteEats to get the coupon.
- When redeeming \$5 OFF coupon, customer must spend \$5 or more.

Important Information about Fruit and Vegetable Prescriptions

Details:

- Safeway is partnering with the WA Dept. of Health on a Fruit and Vegetable Prescription program
- Local clinics are distributing \$10 vouchers to patients
- \$10 vouchers may be in other languages (Spanish, Russian)
- Customers can use vouchers to buy **“qualifying produce”**
- **“Qualifying produce”** is all fresh produce, and canned/frozen produce with no added fat, sugar or salt

Procedures:

- Accept these vouchers. Customers can use multiple vouchers in the same transaction.
- Customers do NOT have to use or show their EBT to redeem the vouchers.
- Do NOT give change for purchases less than \$10. For purchases over \$10, the customer pays the difference.



Important Information about Fruit and Vegetable Prescriptions

Details:

- Safeway is partnering with the WA Dept. of Health on a Fruit and Vegetable Prescription program
- Local clinics are distributing \$10 vouchers to patients
- \$10 vouchers may be in other languages (Spanish, Russian)
- Customers can use vouchers to buy **“qualifying produce”**
- **“Qualifying produce”** is all fresh produce, and canned/frozen produce with no added fat, sugar or salt

Procedures:

- Accept these vouchers. Customers can use multiple vouchers in the same transaction.
- Customers do NOT have to use or show their EBT to redeem the vouchers.
- Do NOT give change for purchases less than \$10. For purchases over \$10, the customer pays the difference.



Memo

To: Front End Directors
Store Directors

From:

Date: January 18, 2019

Division/
Department:

Subject: **Complete Eats & Fresh Bucks**

The Green Complete Eats voucher is a statewide program:



Fruit and Vegetable Prescription

With this prescription, you can get \$10 off of the price of fruits and vegetables at any Safeway store.

You can buy any variety of fruits and vegetables that are:

- FRESH - All Fresh Produce
- CANNED - No Added Sugar or Salt
- FROZEN - With no added sauces or Fried Potatoes

No purchase required, but you must have a valid EBT/SNAP card.

SAFEWAY Rx Voucher Expires _____

\$10 OFF COMPLETE EATS Rx

Fruit and Vegetable Prescription
valid for purchase of fruits and vegetables*
with a valid EBT/SNAP card.

* Any variety of fresh fruits and vegetables
* Canned vegetables with "NO SUGAR", "NO SALT ADDED"
* Frozen fruit and vegetables (plain, no added fats, sugars or salts)
No "Sauces", "In Sauces", Fried Potatoes.

This is valid in all Washington State ABS and SWY stores.

- No limit to how many a customer can use in one transaction
- Customer **must spend \$10** in fruits and/or vegetables (fresh, canned or frozen) per voucher
- Customers cannot receive cash back
- Customers **do not** need to use an EBT/Snap card to pay any remaining balance, or present it at time of purchase. This is for issuance of the voucher only.

Blue Fresh Bucks Fruit and Vegetable vouchers:



- Now accepted in ALL STORES, but mostly City of Seattle stores will see them.
- No limit to how many a customer can use in one transaction
- Customer **must spend \$10** in fruits and/or vegetables (fresh, canned or frozen) per voucher
- Customers cannot receive cash back
- Customers **do not** need to use an EBT/Snap card to pay any remaining balance, or present it at time of purchase. This is for issuance of the voucher only.

If you have issues with these *or any other vouchers*, please send us a copy of the entire receipt so we can troubleshoot the issue in a thorough and immediate manner.