

SNAP, Healthy Choices, and the U.S. Food System

The Agricultural Outlook Forum

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Secretary Rollins' Commitments

- 1) Prioritize timely and satisfactory customer service
- 2) Support state innovation through approvals of waivers and pilot projects**
- 3) Clarify statutory, regulatory, and administrative requirements
- 4) Take swift action to minimize instances of fraud, waste, and program abuse
- 5) Develop and implement modernized systems
- 6) Associate access to SNAP benefits with clear expectations that those who can work, do**
- 7) Create new opportunities to connect America's farmers to nutrition assistance programs
- 8) Encourage states to choose policy options that protect both participants and the taxpayer
- 9) Strengthen strategies to encourage healthy choices, healthy outcomes, and healthy families**
- 10) Improve federal dietary policy to align with science, not politics
- 11) Infuse each nutrition program with new energy and vision**



Session Description

Highlight the critical role of USDA's partners in nutrition promotion and in food production and retail to make healthy choices a reality for every American.





1 in 4 Americans is served by USDA's nutrition assistance programs

SNAP's Mission

By making a healthy diet more affordable, SNAP promotes nutrition and health, combats hunger, and supports the economy and American agriculture.

How SNAP works

- Eligible low-income people receive a monthly allotment of benefit on a debit card to buy food at authorized retailers.
- Move participants into training and jobs



SNAP Employment and Training (SNAP E&T):

SNAP E&T Programs assist recipients in gaining skills, training, or experience to improve ability to obtain regular employment.



SNAP

Participant and Household Characteristics



Impacts of SNAP

- Works to ensure that those who can work, do work
- Stimulates economic activity
- Helps to lift people out of poverty
- Important support in times of disasters
- Reduces food insecurity and supports healthier dietary intakes



Today's Panelists

Sheila Fleischhacker, PhD, JD, RDN
National Science Liaison
NIFA USDA



Jo-Ann Jolly, MPH, RDN
Division Chief
Health Promotion and
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Brianna Moody, MPH
Program Analyst
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Poor nutrition causes more than **600,000** deaths in the United States each year.

Poor nutrition is a leading cause of illness in the United States.



Heart Disease



Diabetes



Certain Cancers

<https://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>



Food and Nutrition Service
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Improving dietary intake is critical

6 IN 10 ADULTS

are living with one or more
diet-related chronic diseases



NOTE: HEI-2015 total scores are out of 100 possible points. A score of 100 indicates that recommendations on average were met or exceeded. A higher total score indicates a higher quality diet.

Data Source: Analysis of What We Eat in America, NHANES 2015-2016, ages 2 and older, day 1 dietary intake data, weighted.



**85% of healthcare spending
is related to diet-related
chronic diseases.**

Beyond **health**, poor nutrition is associated with



Decreased Academic
Achievement



Increased Financial Stress

<https://www.cdc.gov/chronicdisease/about/costs/index.htm>



Food and Nutrition Service
U.S. DEPARTMENT OF AGRICULTURE

Uniquely positioned to impact food insecurity and healthy choices

- Nutrition assistance programs
- Dietary Guidelines and MyPlate
- Nutrition education and promotion
- Other USDA assets

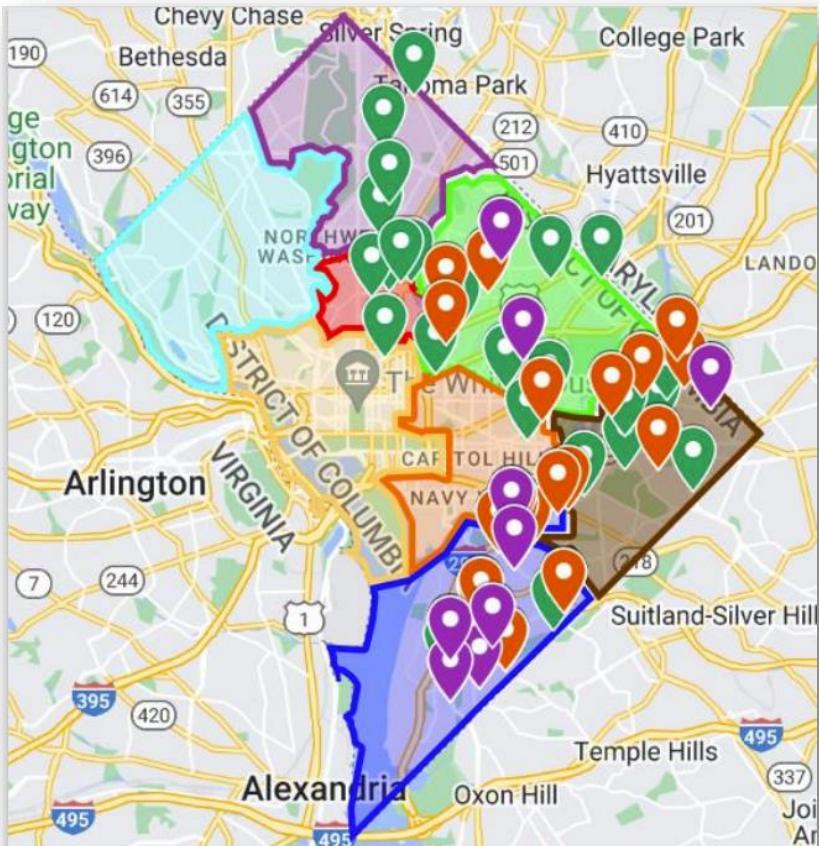




GusNIP Impacts

- Increased fruit and vegetable intake
- Purchased more than \$52M in fruits and vegetables from local retailers
- Incentive spending generated an economic impact of approximately \$107M

DC Healthy Corner Stores Program



A Map of DC Healthy Corner Stores Locations



Fresh Cut Fruit at a DC Healthy Corner Store



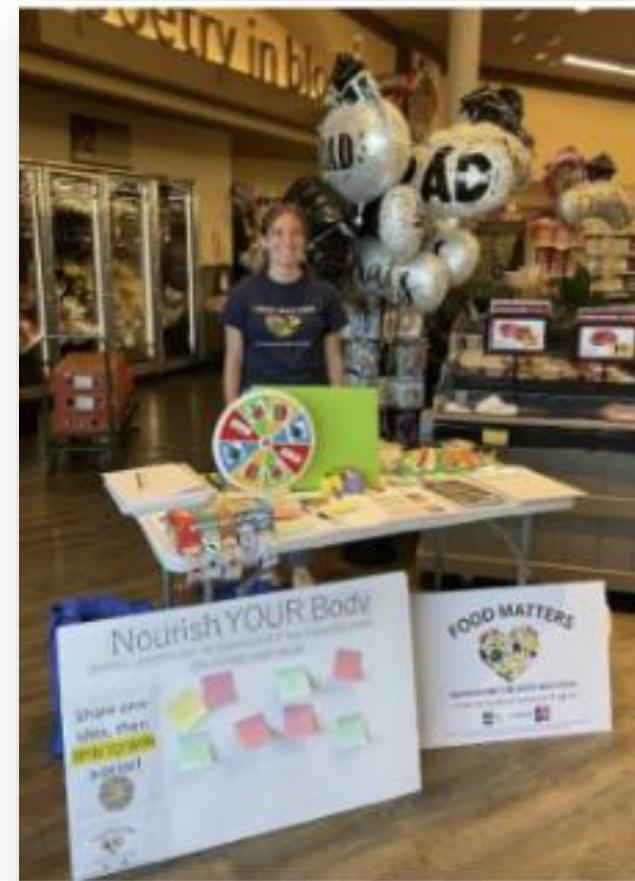
\$5 for \$5 Matching Coupon

Created/Revised 2025 — DC Health | Government of the District of Columbia

DC Food Retail Assessment



Source: ChangeLab Solutions Calculating Selling Area for Healthy Retail



SNAP-Ed Point of Purchase Nutrition Education in a Full-Service Grocery Store

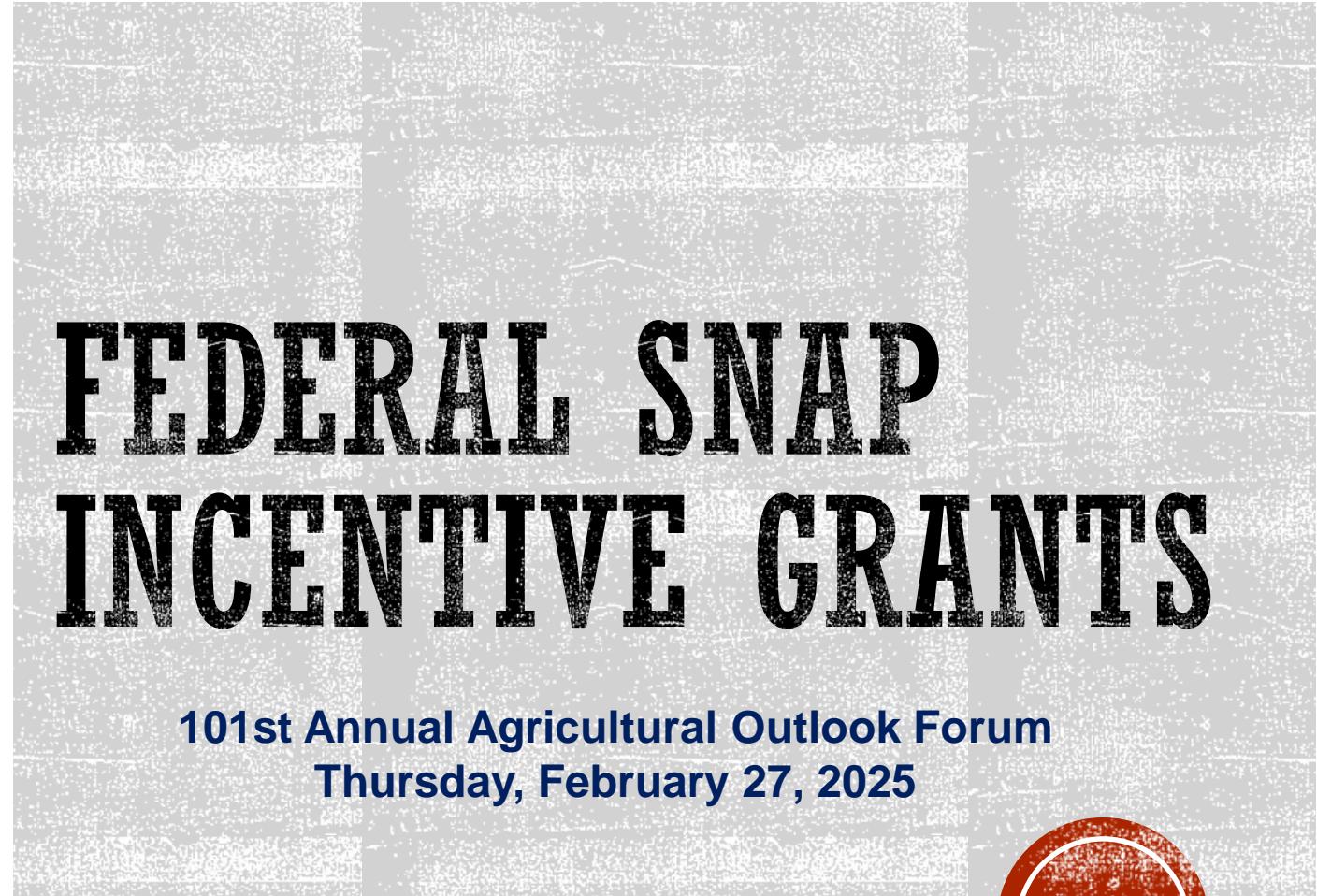
DC Food Navigators



Food Navigator at the Eastern Market Farmers Market



DC Federal Nutrition Programs Brochure: Children



CURRENT GRANT PROJECTS

- *GusNIP*
 - *A grant program that incentivizes the purchase of fruits and vegetables. Managed by the National Institute of Food and Agriculture (NIFA).*
- *HFMI*
 - *A grant program that incentivizes the purchase of healthy dairy milk. Managed by FNS.*
- *eHIP*
 - *A grant program for State agencies to build out the current infrastructure to deliver incentives for fruits and vegetables through State EBT systems.*



WHO IS ELIGIBLE TO APPLY?

- *Non-profit entities*
- *Local and State governmental entities*
- *Indian Tribal Organizations (ITOs)*
- *Institutions of higher education*

GusNIP



HFMI



- *State agencies that administer SNAP*

eHIP



Fruits and Vegetables:



Whole fruits and vegetables, 100% fruit juice, fresh, frozen, dried, canned, or “ready to eat” fruits and vegetables without added sugars, fats, or oils, and salt (i.e., sodium).

SNAP eligible seeds and plants intended for cultivation and consumption (e.g., tomato seeds or tomato plants) and fresh herbs (e.g., fresh basil, thyme, or mint) are also considered fruits and vegetables.

Dairy:



All varieties of pasteurized cow’s milks low-fat or non-fat, without flavoring or sweeteners, liquid, dry, or evaporated milk, including lactose-free and lactose-reduced products, and fortified soy beverages (soy milk), and other plant-based dairy alternatives.

Whole Grains:



Whole-grain products and whole grains used as ingredients.

The whole grain should be the first ingredient—or the second ingredient after water.

WHAT FOODS CAN BE INCENTIVIZED?

Eligible incentive foods are dictated by the Food and Nutrition Act and must be in line with the [Dietary Guidelines for Americans](#).

ALLOWABLE INCENTIVES MODELS



Allowable SNAP models:

1. *Qualifying incentive food for qualifying incentive food.*
2. *Any SNAP eligible food for qualifying incentive food.*
3. *Qualifying incentive food for any SNAP eligible food.*





GUS SCHUMACHER INCENTIVE PROGRAM





GUS SCHUMACHER INCENTIVE PROGRAM (GusNIP)

- *Increases the purchase of fruits and vegetables among SNAP households through incentives at the point of purchase at SNAP authorized retailers.*
- *Administered by the National Institute of Food and Agriculture, with FNS providing SNAP guidance.*
 - *This incentive program brings together different stakeholders and partners from food and healthcare.*
- *Grantee partners with SNAP authorized retail food stores.*
 - *Includes farmers' markets and supermarkets.*



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HEALTHY FLUID MILK INCENTIVE (HEMI)



Commitment #2, #7 and #9



HEALTHY FLUID MILK INCENTIVE

- *HFMI's goal is to incentivize the purchase and consumption of healthy fluid milk among SNAP Households.*
- *What counts as “**healthy fluid milk**”?*
Pasteurized cow’s milk that is:
 - *Unsweetened and unflavored*
 - *Consistent with dietary recommendations (i.e. fat-free or low fat (1%))*
 - *Liquid*
 - *Contains Vitamins A and D consistent with FDA, State, and local standards for fluid milk*



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ELECTRONIC HEALTHY INCENTIVES PROJECT (eHIP)



WHAT IS eHIP?

eHIP: *Electronic delivery of incentives using State's EBT systems, also known as EBT integration.*

eHIP is focused on leveraging the State SNAP EBT infrastructure for the delivery of the incentives to SNAP participants.

eHIP grant funds can be used for the EBT system upgrades and the incentive for the purchase of qualifying fruits and vegetables.

Once developed, the eHIP incentive delivery method can be used to deliver other incentives, such as GusNIP, the Healthy Fluid Milk Incentive, State-funded SNAP incentives, and privately funded SNAP incentives for any eligible incentive food.



QUESTIONS?

Thank you!

