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WISCONSIN STATE REPRESENTATIVE
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FOR IMMEDIATE RELEASE

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Assembly Approves Healthy Food Incentive Program

MADISON – Today, Assembly Bill 1013 passed on the Assembly floor. This bipartisan legislation creates a program to provide matching dollars so that families participating in the Supplemental Nutrition Assistance Program (SNAP) can purchase additional fruits and vegetables from participating healthy food retailers. This legislation was authored by Representative Alex Joers (D-Middleton) and is a result of the Task Force on Childhood Obesity. Representative Joers released the following statement:

“During our travels with the Task Force on Childhood Obesity, our group visited downtown Wisconsin Rapids. We heard from the Farmer’s Market Coordinator who told us about a program that had success in encouraging families utilizing SNAP dollars to purchase healthy fruits and vegetables from the local farmers. They said the return on the Double Dollars investment brought families back time after time.

“We came to find out that there are Nutrition Incentive Programs like this all over Wisconsin. Locally known as Double Dollars, Market Match, or Double Up Bucks, these programs are running in Wood, Brown, Milwaukee, Eau Claire, and Dane Counties and many more communities across our state. Across the nation, states like Ohio, Kentucky, and Michigan have established these programs statewide.

“By incentivizing SNAP shopping at venues like farmers markets we can boost the local economy and empower our local producers, something we can all get behind. This legislation directs a small amount of unutilized state funds to connect and enhance these programs. This proposal also has a multiplying effect that could further leverage USDA funds through a GusNIP Grant.

“This effort gave me hope that we can do bipartisan work with trust, hard work, and a will to do good for Wisconsin. This legislation is a win for our local farmers, a benefit for healthy families, and a boost for our local economy.”

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