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FOR IMMEDIATE RELEASE

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Governor Evers Signs Healthy Food Incentive Program into Law

MADISON –Today, Governor Evers signed Act 201 into law. This bipartisan legislation provides matching dollars to families participating in the Supplemental Nutrition Assistance Program (SNAP) for the purchase of healthy fruits and vegetables from eligible retailers. This legislation was authored by Representative Alex Joers (D-Middleton), along with Senator Joan Ballweg (R - Markesan), and is a product of the Task Force on Childhood Obesity. Representative Joers released the following statement:

“Small-scale nutrition incentive programs currently exist all over Wisconsin. Locally known as Double Dollars, Market Match, or Double Up Bucks, these programs have been successful at increasing access to locally grown, healthy food options in many communities across our state.

“This legislation directs unutilized state funds to connect and enhance these programs, providing the opportunity to increase its impact across the state. With this investment, we can boost local economies, empower local producers, and provide nutrition assistance to our friends and neighbors.

“I am proud to have had the opportunity to author this legislation, and am very thankful to my colleagues that helped get it across the finish line. Act 201 is a win for everyone—proving that bipartisan cooperation is possible with trust, hard work, and a will to do right by Wisconsinites.”

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