

Healthy Fluid Milk Incentive Projects FY 2021 Appropriations Request

The Agriculture Improvement Act of 2018 (2018 Farm Bill) included a new SNAP milk incentive called the Healthy Fluid Milk Incentives Project (Sec. 4208). This program is authorized for up to \$20 million to carry out healthy fluid milk incentive projects that will develop and test methods of increasing the purchase and consumption of fluid milk by SNAP households.

FY2020: \$1 million appropriated used to get the program stood up and an initial project established.

FY2021: IDFA requested annual funding be increased to \$2 million to continue established project and provide for additional projects in other areas of the country.

Background:

- Improving SNAP family access to milk through incentives will empower families to make nutritious choices, helping them support a healthy lifestyle and reduce the risk of disease.
- Milk contains nine essential nutrients, including calcium, protein, Vitamin D, and Vitamin A that help keep our bones, muscles, skin, and teeth healthy and strong. Despite these health benefits, only one in ten Americans consumes the three servings of dairy a day recommended by the U.S. Dietary Guidelines.
- Meanwhile, fluid milk consumption continues to decline year after year. In fact, milk consumption per person has gone from 30 gallons per person in the 70's to 18 gallons per person today. The milk consumption decline is greatest among Americans under the age of 18. Forty-four percent of SNAP recipients are under the age of 18, so incentivizing milk in SNAP will help reach a population under-consuming these nutritious products.
- The 2018 Farm Bill included a new SNAP milk incentive called the Healthy Fluid Milk Incentives Project. This program is authorized for a total of \$20 million to carry out healthy fluid milk incentive projects that will develop and test methods of increasing the purchase and consumption of fluid milk by SNAP households. The incentive would be provided at the point of purchase, such as through a coupon system.