

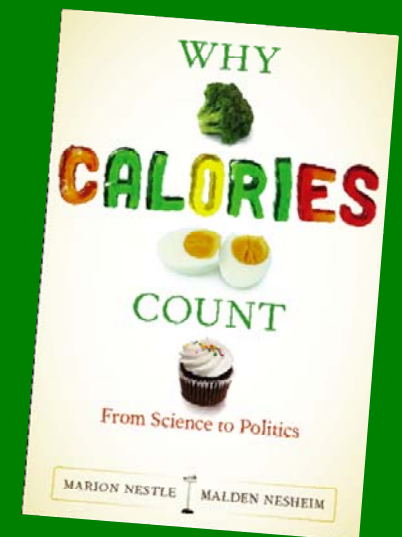
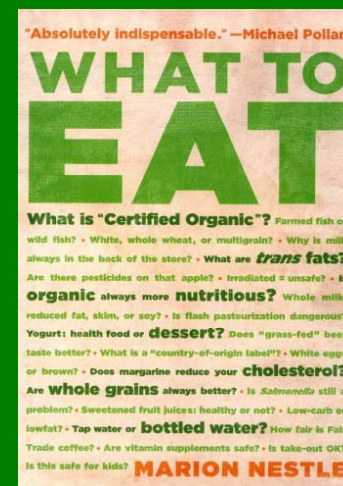
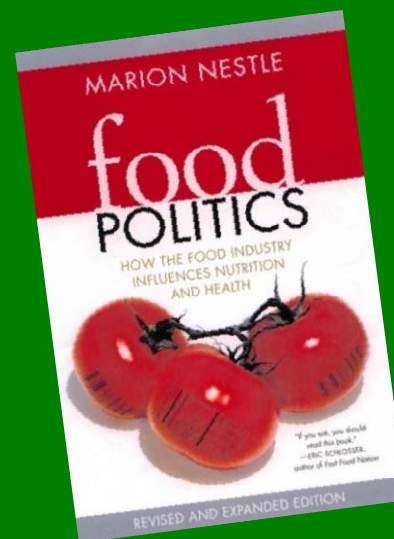
The Center for the Study of the Presidency and Congress
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SNAP to Health: A Fresh Approach to Strengthening Nutrition in the Supplemental Nutrition Assistance Program (Food Stamps)

Wednesday, July 18th, 2012 • 1:00pm—4:00pm
Russell Senate Office Building Room 385

The Food Politics of SNAP

Marion Nestle
New York University
Website: foodpolitics.com
Twitter: @marionnestle



SNAP Politics

- **Government role**
- **Eligibility**
- **Access**
- **Adequacy of benefit**
- **Fraud**

- **Farm bill**
- **Cost of program**
- **Eligible foods**
- **Food industry**
- **Cost of healthier foods**
- **Health**





AUCTION SALE

Friday, April 8th, 1932
Starting at 1 P. M.

At LESTER FERGUSON FARM, 2 1/2 miles N. W. of Iron River, the following personal property will be sold:

LIVESTOCK	MISCELLANEOUS
1 horse, wt. 1300 lbs.	1 Bluebell cream separator, large size
1 mare, wt. 2300 lbs.	1 Cycle rider, 2 hand reder
1 grade Grayfriar cow, 7 yrs. old	1 oil barrel and oil can
1 grade Holstein, 2 yrs. old	1 grain cradle
2 Heifer calves	1 hand potato planter
	1 corn planter
	100 paper 100 pt. egg
	40 rd. 4 ft. hog wire fencing
	1 100 lb. sack
	1 tool

FARM MACHINERY

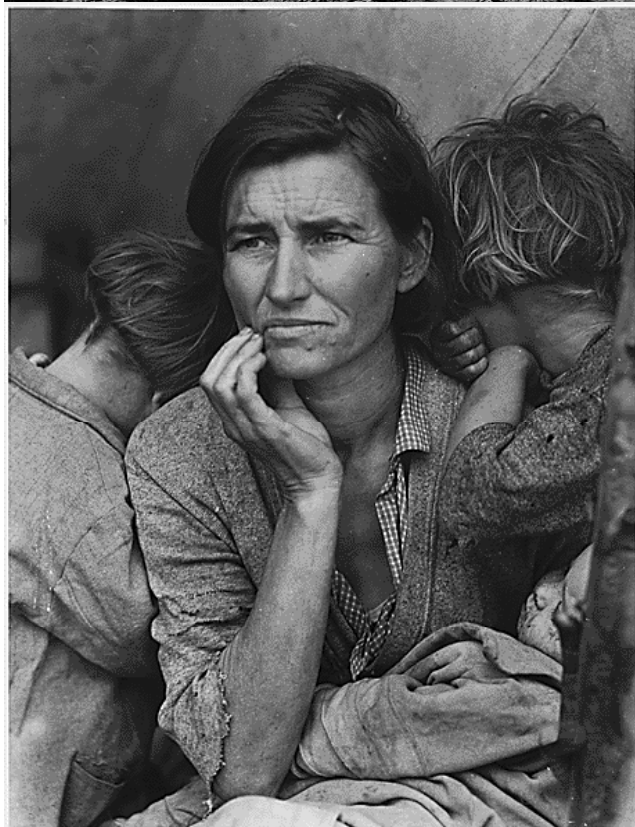
1 disk	1 walking cultivator
1 riding cultivator	1 horse rake
1 Milwaukee motor	1 spike drag
1 wagon	1 set of sleigh
1 walking plow	2 horse bcs

Grain, Vegetables, Hay

50 Bu. Buckwheat (Japanese)	1 Horse
5 Bu. white Navy beans	1 Cook
2 Bu. Steel Cows, Wm. No. 25	1 Oven
5 sack good hay	1 corn
	1 churn
	1 large st
	1 meat sa
	1 Flour jar

Terms of Sale: Items \$10 or under cash
six months time will be given on approval

Mrs. Luara Ferguson
Eben Olson, Auctioneer



- 1930s
Humanitarian goals
- Food security
 - Small farmers

1939 - 1943



Any food, *except*

- Beer, Wine, Liquor
- Items eaten on premises
- 1941: Soft drinks

Per \$1.00 Orange
50¢ for USDA surplus foods



- ❖ [World War II]
- ❖ 1961 - 1964 Pilot
- ❖ 1964 Food Stamp Act

Ineligible

- Alcohol
- Tobacco
- Imported foods

Soft drinks, "luxury" foods:
defeated





Farm state Republicans,
Southern Democrats

Logroll



Urban Democrats



- ❖ 1973 Farm Bill: amended 1964 Act
- ❖ 1977 Farm Bill: Food Stamp Act of 1977

TITLE XIII—FOOD STAMP AND COMMODITY DISTRIBUTION PROGRAMS	
FOOD STAMP ACT OF 1964 AMENDMENTS	
Effective date. 7 USC 2011 note.	SEC. 1301. Effective October 1, 1977, the Food Stamp Act of 1964, as amended, is amended to read as follows:
	“SHORT TITLE
Food Stamp Act of 1977. 7 USC 2011 note.	“SECTION 1. This Act may be cited as the ‘Food Stamp Act of 1977’.
	“DECLARATION OF POLICY
7 USC 2011.	“SEC. 2. It is hereby declared to be the policy of Congress, in order to promote the general welfare, to safeguard the health and well-being of the Nation’s population by raising levels of nutrition among low-income households. Congress hereby finds that the limited food purchasing power of low-income households contributes to hunger and malnutrition among members of such households. Congress further finds that increased utilization of food in establishing and maintaining adequate national levels of nutrition will promote the distribution in a beneficial manner of the Nation’s agricultural abundance and will strengthen the Nation’s agricultural economy, as well as result in more orderly marketing and distribution of foods. To alleviate such hunger and malnutrition, a food stamp program is herein authorized which will permit low-income households to obtain a more nutritious diet through normal channels of trade by increasing food purchasing power for all eligible households who apply for participation.

“...safeguard the health and well-being of the Nation’s population by raising levels of nutrition among low-income households.”

2008 Farm Bill

- Focus on nutrition
- EBT cards, not stamps
- Reduce stigma



TITLE IV—NUTRITION

Subtitle A—Food Stamp Program

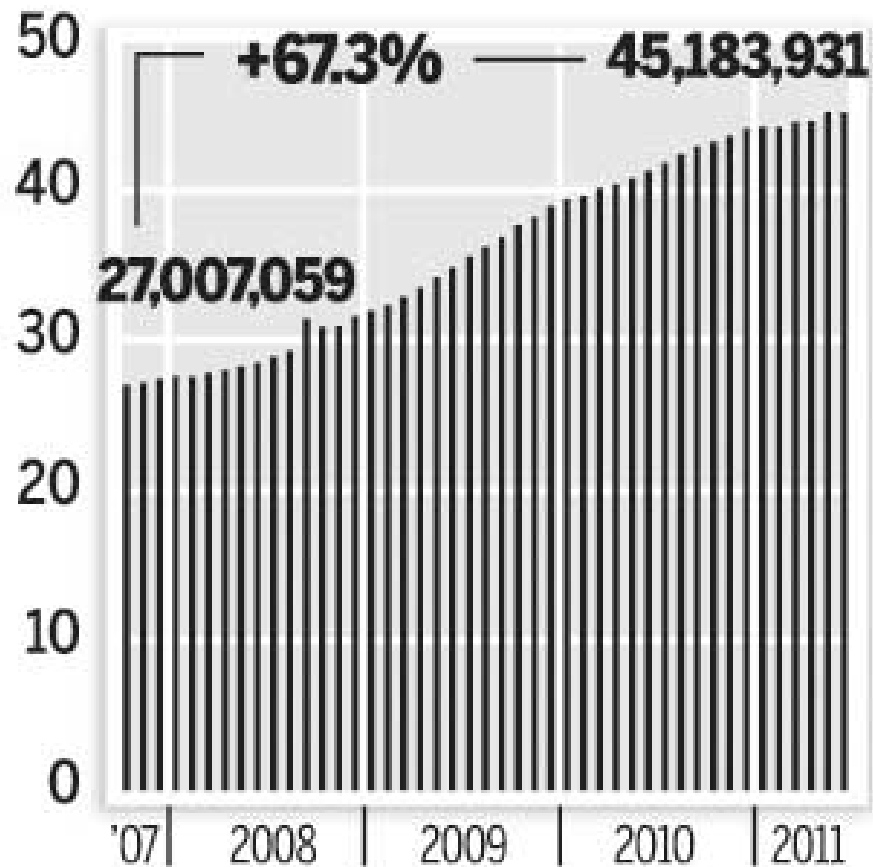
PART I—RENAMING OF FOOD STAMP ACT AND PROGRAM

SEC. 4001. RENAMING OF FOOD STAMP ACT AND PROGRAM.

(a) **SHORT TITLE.**—The first section of the Food Stamp Act of 1977 (7 U.S.C. 2011 note; Public Law 88–525) is amended by striking “Food Stamp Act of 1977” and inserting “Food and Nutrition Act of 2008”.

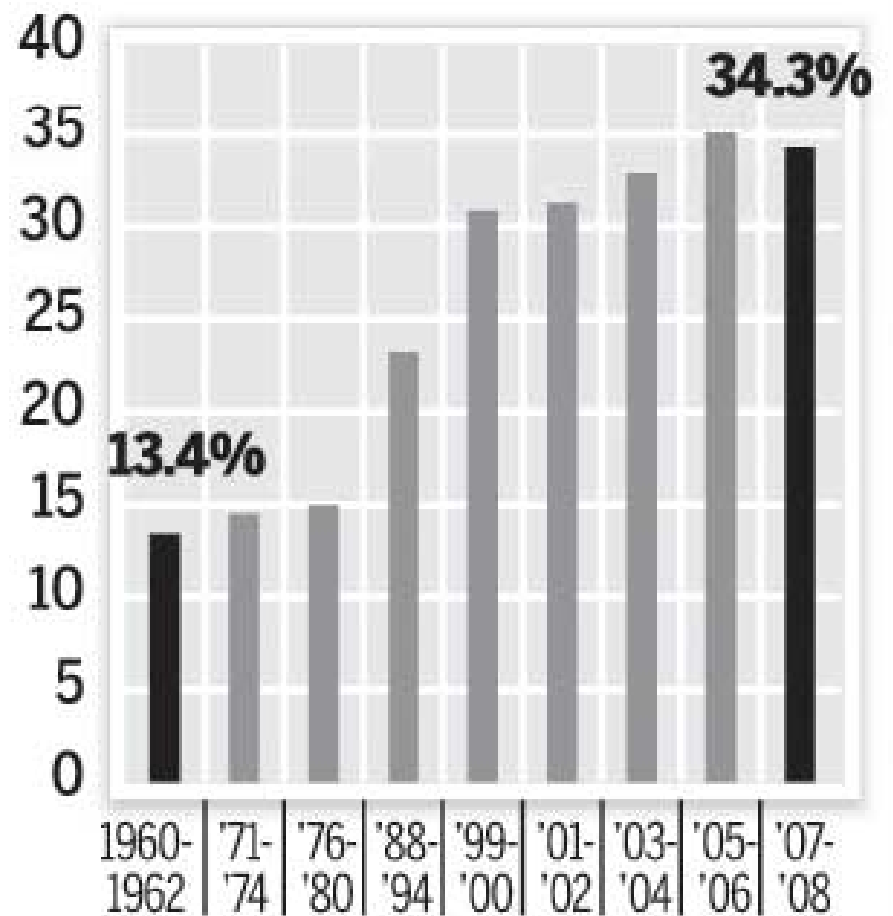
(b) **PROGRAM.**—The Food and Nutrition Act of 2008 (7 U.S.C. 2011 et seq.) (as amended by subsection (a)) is amended by striking “food stamp program” each place it appears and inserting “supplemental nutrition assistance program”.

Number of people receiving food stamps



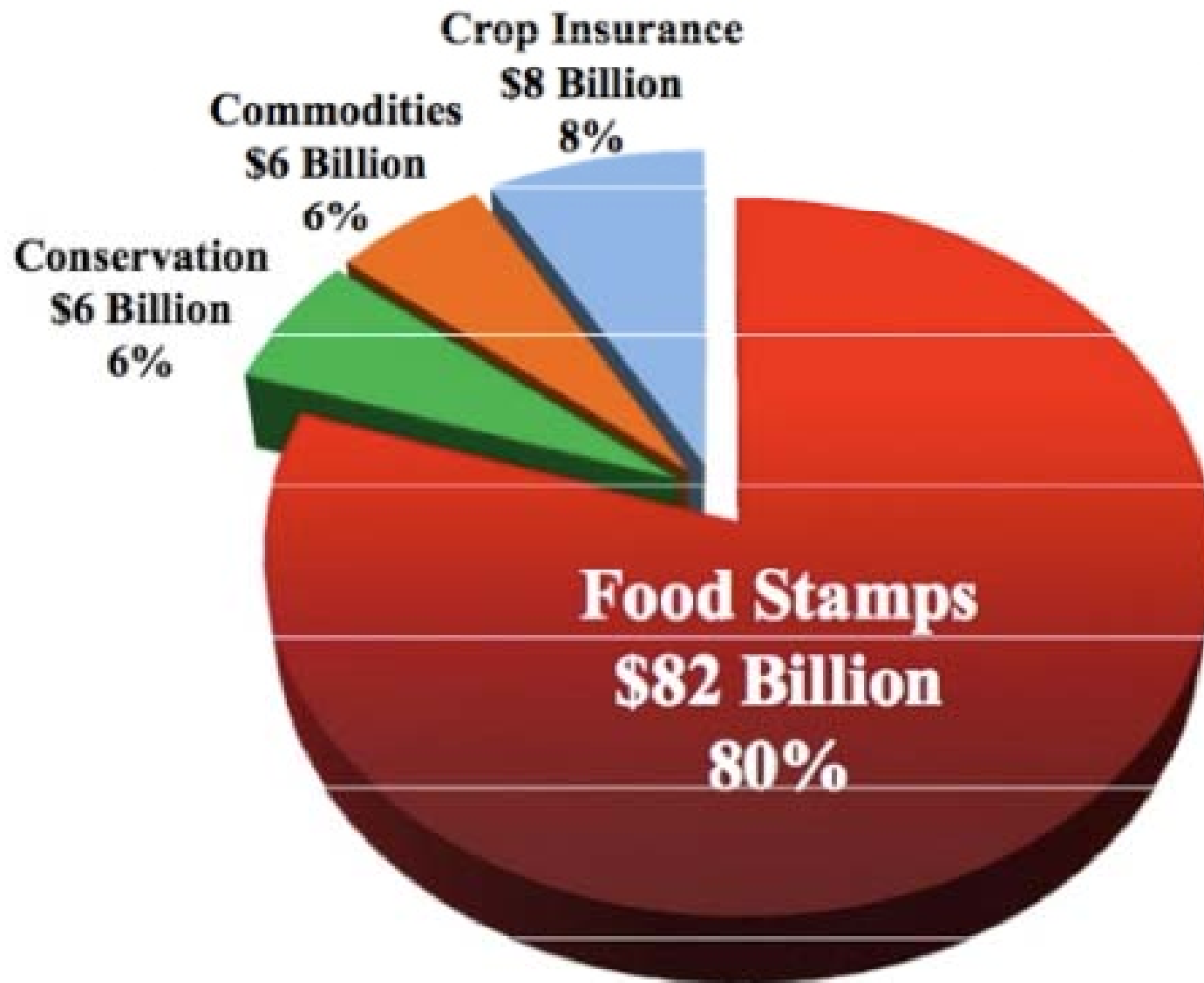
Sources: National Health Examination Survey; USDA

Age-adjusted prevalence of obese U.S. adults ages 20-74



Note: Obesity is defined as a body mass index (BMI) ≥ 30 .

Fiscal Year 2013 Farm Bill Spending



Source: SBC Republican Staff

Produced by Ranking Member Jeff Sessions. Please visit <http://budget.senate.gov/republican/>



"Make half your plate fruits and vegetables"

Food without
Thought
How U.S. Farm Policy
Contributes to Obesity

20 years  Institute for Agriculture and Trade Policy
Environment and Agriculture Program

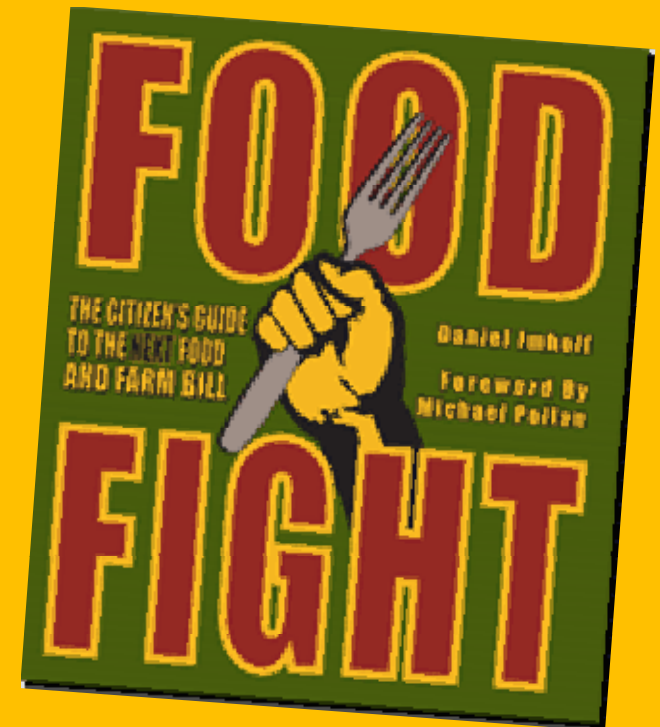


From Field to Fitness: Aligning Farm
Policy with Health Policy to Improve
Nutrition & Health



An Analysis of the Influence of
the Federal Farm Bill on
Nutrition and Health

Center for Mississippi Health Policy
September 2010



Eligible foods

NO

- Beer, wine, liquor
- Food eaten in store
- Hot foods

YES

- Fresh foods
- Seeds and food plants
- Processed foods
- Sodas, snacks, candy



USDA United States Department of Agriculture
Food and Nutrition Service

Home About SNAP What's New Help Contact Us En Español

You are here: Home > SNAP > Retailers

Supplemental Nutrition Assistance Program

Eligible Food Items

Households **CAN** use SNAP benefits to buy:

- Foods for the household to eat, such as:
 - breads and cereals;
 - fruits and vegetables;
 - meats, fish and poultry; and
 - dairy products.
- Seeds and plants which produce food for the household to eat.

In some areas, restaurants can be authorized to accept SNAP benefits from qualified homeless, elderly, or disabled people in exchange for low-cost meals.

Households **CANNOT** use SNAP benefits to buy:

- Beer, wine, liquor, cigarettes or tobacco;
- Any nonfood items, such as:
 - pet foods;
 - soaps, paper products; and
 - household supplies.
- Vitamins and medicines.
- Food that will be eaten in the store.
- Hot foods.

What's New

Listing of Eligible Food Items

- **How FNS Determines Product Eligibility for SNAP Purchase**
(Updated 01/26/10)
- **Generic Product Determinations**
 - Excel format

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Amber Waves

The Economics of Food, Farming, Natural Resources, and Rural America

United States Department of Agriculture | Economic Research Service

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AmberWaves February 2006 > Features > Article

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FEATURE

Food Stamps and Obesity: Ironic Twist or Complex Puzzle?

[Michele Ver Ploeg](#)

[Lisa Mancino](#)

[Biing-Hwan Lin](#)



USDA and Getty Images

With its roots in the Great Depression and expansion during the 1970s after the Government's declared war on poverty, the Food Stamp Program was designed to provide a nutritional safety net for low-income households while boosting demand for domestic agricultural products. Today it is the Nation's largest food assistance program, providing monthly benefits to about 24 million people at a cost of \$27 billion in 2004. The program plays a vital role in stabilizing the incomes of the poor and in promoting food consumption. However, as the major nutrition problems facing the U.S.

population have shifted from too little intake to overconsumption and obesity, some have questioned whether food stamps encourage participants to eat too much.

- Price
- Vouchers
- Eligible items

USDA
United States
Department of
Agriculture

Economic
Research
Service

Can Food Stamps Do More to Improve Food Choices? An Economic Perspective

Overview

Can Food Stamps Do More To Improve Food Choices?

Joanne F. Guthrie, Biing-Hwan Lin, Michele Ver Ploeg, Elizabeth Frazao

Economic Information Bulletin Number 29-1

September 2007

The Food Stamp Program began with the goal of assuring that no American would be without enough to eat. Serving more than 26 million Americans in 2006, the program continues to be an important part of the Federal safety net. The increased food purchasing power offered by the Food Stamp Program has been found to promote food security and improve the overall economic well-being of low-income households (LeBlanc et al., 2006). However, its effect on the quality of the diets of food stamp recipients is less clear.

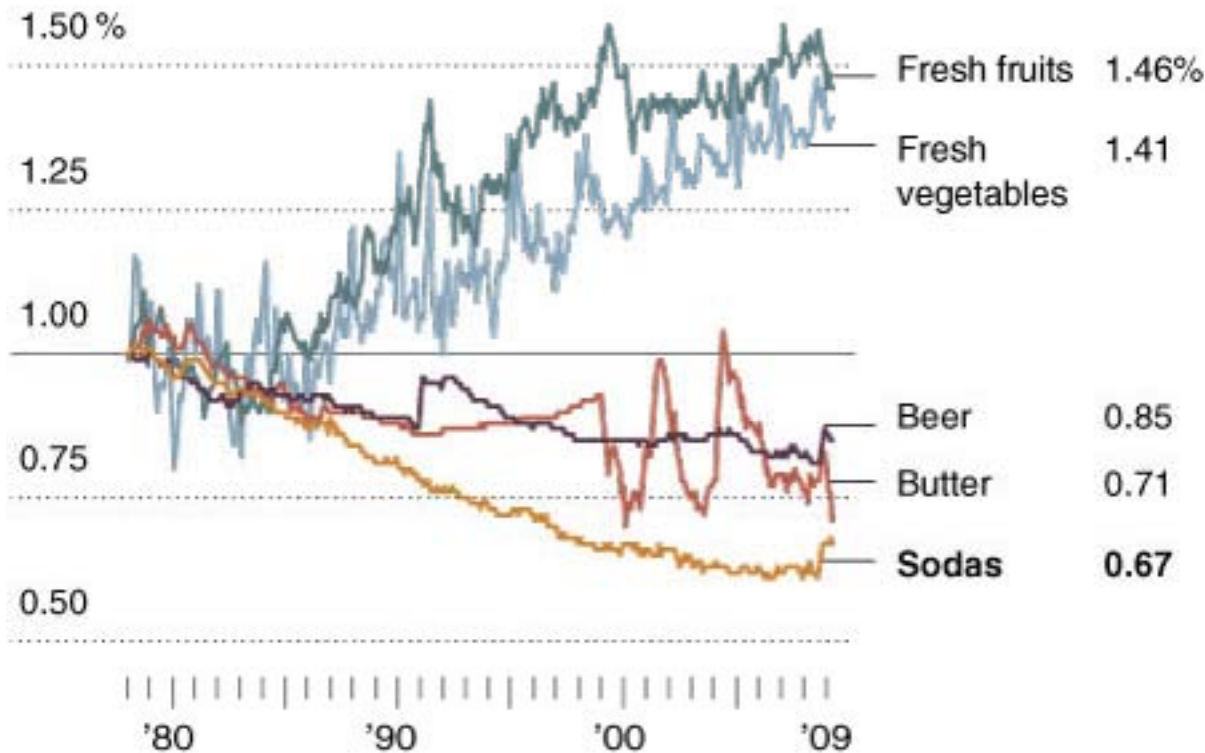


The Cost of Healthy Eating

The cost of many unhealthy foods, like soda, butter and beer, has fallen in the last three decades, while the cost of fruits and vegetables has risen substantially.

CHANGE IN MONTHLY FOOD PRICES

MARCH 2009



Fresh

Processed

Lines show change in price of items since 1978, relative to overall inflation as measured by the Consumer Price Index. The price of vegetables, for example, has risen 40 percent faster than the overall index.

Source: Bureau of Labor Statistics, via Haver

FOOD STAMPS

Follow the Money



Are Corporations
Profiting from
Hungry Americans?

Michele Simon

Sampling of Big Food federal lobbying in 2011¹⁴

ORGANIZATION	WHO THEY LOBBIED	ISSUE
American Beverage Association	Congress, USDA	"Sugar Issues" & SNAP
Cargill	Congress, USDA	SNAP
Coca-Cola	Congress, USDA	SNAP*
Food Marketing Institute	Congress, USDA	SNAP, "preservation of food choice"
Grocery Manufacturers Association	Congress, USDA	"Restrict use" of SNAP
Kellogg	Congress	"SNAP ... In Farm Bill"
Kroger	Congress	"SNAP and WIC funding"
Mars	Congress	"Administration of SNAP"
PepsiCo	House	"Restrictions" on SNAP
Snack Food Association	Congress, USDA	SNAP, Farm Bill
J.P. Morgan Chase	USDA	EBT
Walmart	Congress, USDA, White House	"federal nutrition programs"

*Coca-Cola reported lobbying on, "ensuring choice and fairness in food assistance programs," demonstrating the challenge of researching which corporations and trade groups are lobbying specifically on SNAP.

Walmart receives half of all SNAP dollars in Oklahoma

Given the company's scope, it makes sense that Walmart would be a huge beneficiary of SNAP spending. But just how much remains unclear. Walmart

Oklahoma store	SNAP receipts
Wal-Mart	\$506 million
Warehouse Market	\$65 million
Homeland stores	\$67 million
Reasor's	\$31 million
Dollar General	\$25 million
Save-a-Lot	\$24 million
7-Eleven	\$12 million
QuikTrip	\$10 million

Source: Oklahoma Department of Human Services, mid-2009 to early 2011

Media advertising, 2011: > \$16 Billion



\$267



\$113



\$51

\$ Millions



\$42



\$35

Ad Age June 2012



Sugary Drink
f.a.c.t.s.
Food Advertising to Children and Teens Score

WWW.SUGARYDRINKFACTS.ORG



Evaluating Sugary Drink Nutrition and Marketing to Youth



YALE RUDD CENTER
FOR FOOD POLICY & OBESITY

Jennifer L. Harris,
Marlene B. Sc
Kelly D. Bl

berkeley **Media** studiesgroup www.bmsg.org

Target Marketing Soda & Fast Food: Problems with Business as Usual

Prepared for Communities Creating Healthy Environments (CCHÉ)

Thanks to Jeff Chester for providing many examples of target marketing, to Sonya Grier and Shiriki Kumanyika for their research, and to the Communities Creating Healthy Environment (CCHÉ) team and the Praxis Project for their support. This brief was prepared by BMSG for The Praxis Project with support from The Praxison Foundation.



What would they know?

What wouldn't they know?



Coalition Statement on Preserving Food Choice in SNAP/Food Stamps

It is critical that every American have the basic resources necessary to purchase and prepare a nutritionally adequate diet. For many in the U.S. who live in households that face a constant struggle against hunger, the Supplemental Nutrition Assistance Program (SNAP), the new national name for the Food Stamp Program, provides vital assistance in meeting that goal. Some have proposed limiting food choices for SNAP consumers. As members of the coalition to preserve SNAP, we believe mandating such limitations would be at cross-purposes with the basic intent of SNAP to reduce hunger and support people in difficult times.

REQUEST:

We urge Congress and the Administration to maintain the integrity of SNAP and oppose program changes that would limit consumer food choice.

RATIONALE:

The 2008 Farm Bill strengthened our nation's nutrition safety net by modestly increasing the SNAP benefit levels, improving SNAP asset rules, and enabling SNAP households to obtain nutritious food through regular channels of commerce. The last Farm Bill wisely continued to allow recipients choice among food purchases. The long-standing clear distinction in the program between food items that can be purchased with SNAP benefits and non-food items that cannot be purchased maintains the fundamental purpose of the program and provides consumers and retailers with a simple test for determining product eligibility.

CONCLUSION:

The 2009 An
and administ
cushion the b

Rather than limiting food choice and layering over an already complex program with additional hurdles for recipients that may cause stigma and result in confusion and nonparticipation, efforts should focus on nutritional education, access and outreach. In addition to connecting eligible consumers with SNAP and providing them with adequate resources to purchase food, policies should promote good nutrition by: supporting nutrition education; ensuring outlets in low-income areas for obtaining nutritious foods like fruits and vegetables; and promoting after school and summer programs that offer healthy food and safe recreational activities.

Currently, m
Participation
obesity. Too
consistent ba
households v
the foods the

Much of the
visibility part
supermarket
delivered on
virtually invi
food stamp r
to seamlessly
lose ground c

American Bakers Association
American Beverage Association
American Frozen Food Institute
Bread for the World
Canned Manufacturers Institute
Center on Budget and Policy Priorities
Coalition on Human Needs
Congressional Hunger Center
Corn Refiners Association
Feeding America
Food Marketing Institute
Food Research and Action Center (FRAC)
Frozen Potato Products Institute
Grocery Manufacturers Association
National Confectioners Association
National Council of La Raza
National Grocers Association

National Potato Council
National Yogurt Association
RESULTS
Sargent Shriver National Center
on Poverty Law
Share Our Strength
Snack Food Association
The Sugar Association
WHYHunger

Anti-hunger advocates Food trade associations

"We urge Congress...to
oppose program
changes that would
limit consumer food
choice...efforts should
focus on nutritional
education, access, and
outreach."

July 25, 2011

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25 October 2011

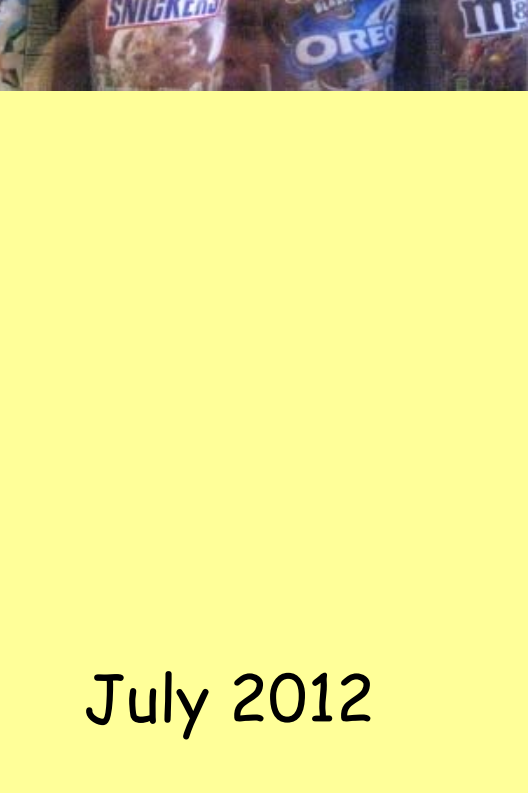
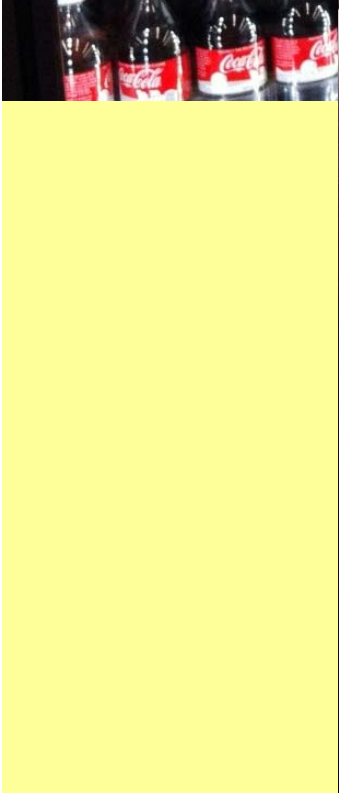
First Lady Michelle Obama visits Chicago Walgreens to Promote Access to Healthy, Affordable Food in Fight to End Childhood Obesity

Walgreens announces agreement with local network of farmers to sell produce in Chicago

DEERFIELD, Ill., October 25, 2011 - First Lady Michelle Obama today toured a Walgreens (NYSE, NASDAQ: WAG) store on Chicago's South Side to see first-hand the company's efforts to fight the childhood obesity epidemic and provide better food options and accessible health care to under-served communities. The event was part of a mayoral summit hosted by the First Lady's *Let's Move!* initiative and Chicago Mayor Rahm Emanuel.



Walgreens: "stores are...uniquely positioned to bring more food options to Americans."



July 2012



Why not?

- EBT users know
- Smaller margins

Walgreen's
July 2012




United States
Department of
Agriculture



Economic
Research
Service

Economic
Information
Bulletin
Number 56

September 2009



Food Insecurity in Households with Children

Prevalence, Severity, and Household Characteristics

Mark Nord



- ### Humanitarian goals
- Improve nutrition
 - Safeguard health

50% Children





SNAP to Health:

A Fresh Approach to Strengthening the Supplemental Nutrition Assistance Program

Children

- 23 Million in SNAP families
- Our Nation's future

National interest

- Food secure
- Nourished
- Healthy

