

**STAFF MEASURE SUMMARY**

**Senate Committee On Human Services and Early Childhood**

**Fiscal:** Has minimal fiscal impact

**Revenue:** No Revenue Impact

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**Action Date:** 04/07/15

**Action:** Do Pass With Amendments And Requesting Referral To Ways And Means.  
(Printed A-Engrossed.)

**Meeting Dates:** 03/05, 03/31, 04/07

**Vote:**

Yeas: 5 - Dembrow, Gelser, Kruse, Monnes Anderson, Olsen

**Prepared By:** Chyenne Ross, Committee Administrator

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**WHAT THE MEASURE DOES:**

Creates Task Force on Healthy Food for Low-Income Families staffed by Department of Human Services. Specifies composition and object. Requires report to legislature by September 15, 2016. Sunsets December 31, 2018.

**ISSUES DISCUSSED:**

- Methods to incentivize consumption of fresh produce by low-income families
- U. S. Department of Agriculture pilot program in Massachusetts that targeted purchase of healthy foods

**EFFECT OF COMMITTEE AMENDMENT:**

Replaces contents of measure.

**BACKGROUND:**

In 2011, the U.S. Department of Agriculture implemented the Healthy Incentives Pilot in Massachusetts to determine whether financial incentives at the point-of-sale for Supplemental Nutrition Assistance Program (SNAP) recipients would increase their consumption of fruits, vegetables and other fresh foods. Under the pilot, SNAP recipients received 30 cents for every SNAP dollar spent on targeted foods at participating retailers. The pilot resulted in the consumption of more fruits and vegetables by participants in the pilot, than those not participating; and participants also spent more SNAP benefits on fruits and vegetables than those not participating. Other positive outcomes were also noted, including increased nutritional awareness over time among participating households.

Senate Bill 490-A creates the Task Force on Healthy Food for Low-Income Families, to be staffed by the Department of Human Services, to study ways to increase consumption of fresh foods by low income families.