



American
Heart
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NOURISH

Senate Bill 0327 & House Bill 5715

May 18, 2021

Rhode Island Public Health Institute

Interagency Food and Nutrition Policy Advisory Council

Retail SNAP Incentive Program

- Hunger at all time high in Rhode Island – 47,000 families with children receive SNAP
- FOTM is the evidence base for SNAP Incentives – this program works!
- Multi stakeholder coalition formed in 2019 to design program – secured DHS commitment
- SNAP incentive programs stimulate the economy

THE ECONOMIC BENEFIT OF SNAP INCENTIVES

Every **dollar** invested in healthy food incentives contributes to **three dollars** in economic growth

\$1

\$3



\$683M TO

\$1.41B

Additional income in family's pockets to spend on food

Retailer Benefits from a Retail SNAP Incentive Program

Ann Arbor, Michigan

- 34% increase in produce sales
- Creation of 38.9 jobs after investment in SNAP Incentive programming.

Seattle:

- 15% increase in produce sales
- Creation of 24.7 new jobs after investment in their SNAP incentive programming.

The Economic Contributions of Healthy Food Incentives

Dawn Thilmany
Allison Bauman
Erin Love
Becca B.R. Jablonski

Why pass this bill now?

This 1.5 cent per ounce tax on the distributor can generate approximately \$45 million in revenue – to be **directly reinvested in the communities that are most impacted by the health effects of sugary drinks.**

Hunger is at an all time high in the state – **1 in 4 RI families are experiencing hunger** - and we need a sustainable, long-term method to alleviate this public health crisis.

The number one barrier to eating healthy is cost – SNAP recipients represent our most vulnerable populations like children and seniors and the majority report that **SNAP benefits do not provide enough food for the month**

There is a small business exemption in the bill so RI's local craft bottlers will not feel the impacts of the tax. **This is a public health win-win for RI's economy and hungry families!**



In Rhode Island, 17.5% of youth ages 10 to 17 have obesity, giving Rhode Island a ranking of 11 among the 50 states and D.C.

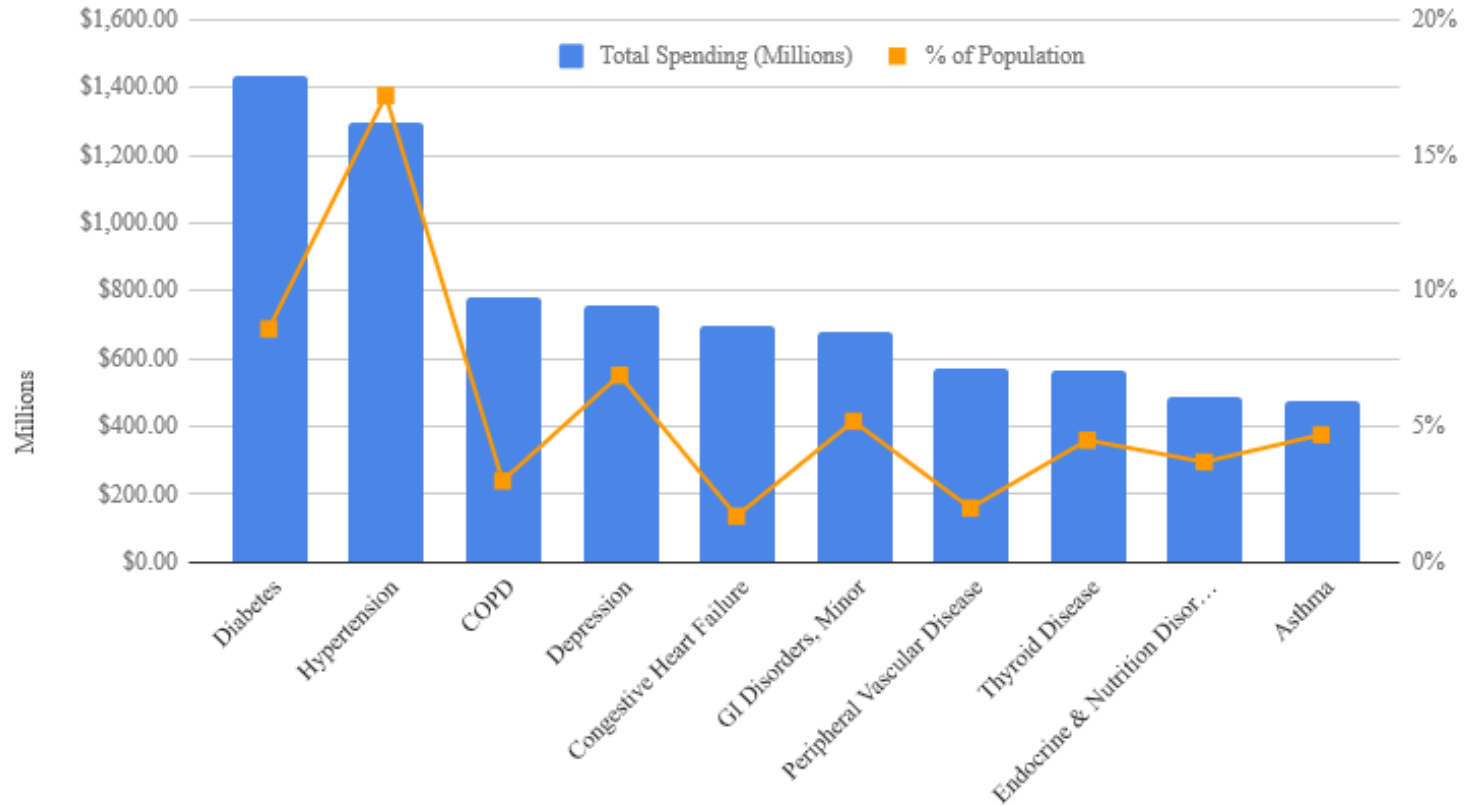
Figure. Prevalence of self-reported sugar-sweetened beverage (SSB) intake once daily or more among US adults by state, National Health Interview Survey Cancer Control Supplement (NHIS CCS), 2010 and 2015. SSBs include regular soda, sweetened fruit drinks, sports/energy drinks, and sweetened coffee/tea drinks. This map shows combined 2010 and 2015 data from the NHIS CCS (9, 10).

Sugary Drinks Impact

- 10 teaspoons of sugar in 1 can of soda
- Excess consumption of added sugars, especially from sugary drinks, raises the risk of heart disease, high blood pressure, type 2 diabetes, and tooth decay
- Corporate marketers target consumers, especially those from families with low incomes and communities of color, with ads to get them to buy sugary drinks.

Top 10 Most Expensive Chronic Conditions in Rhode Island

Total Spending (Millions) for Patients with Each Condition and Percent of Population with Each Condition



Job Loss Concerns Unfounded

The impact of the Philadelphia beverage tax on employment: A synthetic control analysis

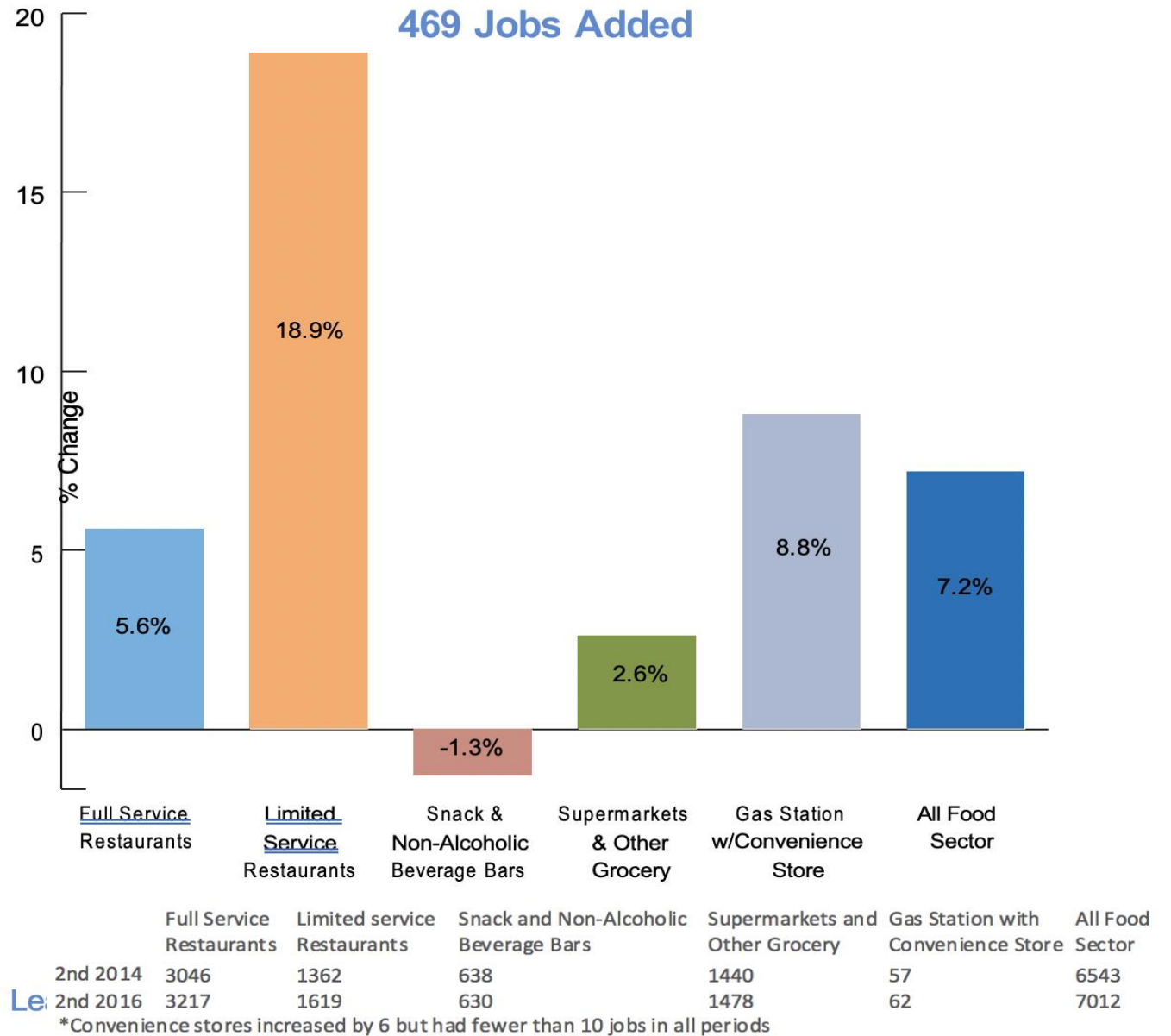
“We did not find that the sweetened beverage tax resulted in job losses up to two and a half years after the tax was implemented. These findings are consistent with other peer-reviewed modeling and empirical papers on the employment and unemployment effects of sweetened beverage taxes.”

Unemployment claims in Philadelphia one year after implementation of the sweetened beverage tax

“Results showed there were no statistically significant changes to unemployment claims in Philadelphia compared to neighboring counties for supermarkets, soft drink manufacturers, across other potentially affected industries, or across all industries following implementation of the beverage tax.”

Scientific evidence does not support job loss claims

Berkley, California



The background features stylized illustrations of an avocado (top left), a head of broccoli (top center), and a red apple (top right). There are also several small colored circles (red and orange) scattered across the white background. The word "NOURISH" is centered at the bottom in a bold, sans-serif font. The letter "R" is orange and replaced by a stylized carrot with green leaves. The other letters are dark blue.

NOURISH

RI Food System Impact Metrics



Enhance Climate for
Food and Beverage
Businesses



Ensure Food Security for
All Rhode Islanders



Preserve and Grow
Agriculture &
Fisheries Industries



Sustain & Create
Markets for RI Food &
Beverage Products



Minimize Food Waste
and Divert it from the
Waste Stream

What are we currently tracking?

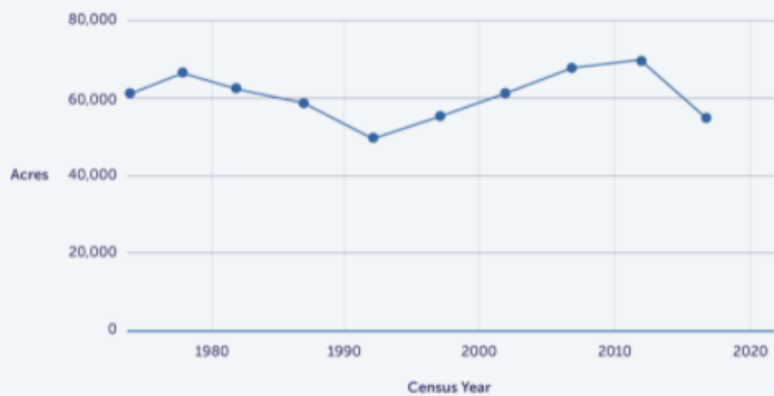
What indicators best measure economic, environmental and health impacts, track food strategy progress and identify opportunities areas to prioritize?



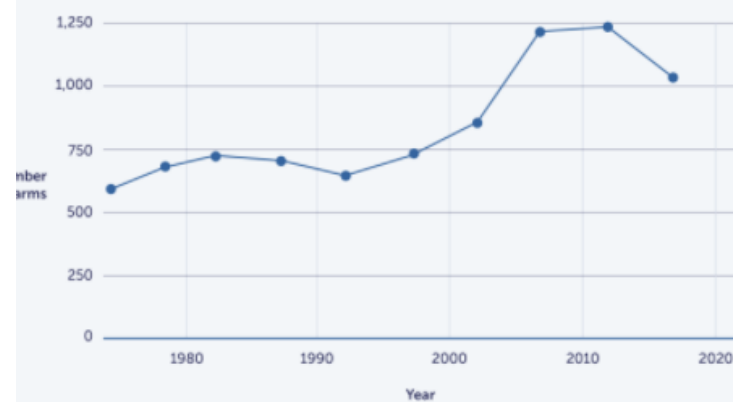
Preserve and Grow Agriculture & Fisheries Industries

1. Acres of land in food production
2. Number of farms --> **we lost 200 farms from 2012 to 2017**
3. Value (in dollars) of RI wild caught seafood and aquaculture products. --> **47% of total ag sales from nursery and sod**
4. Percent of agricultural sales attributed to food production

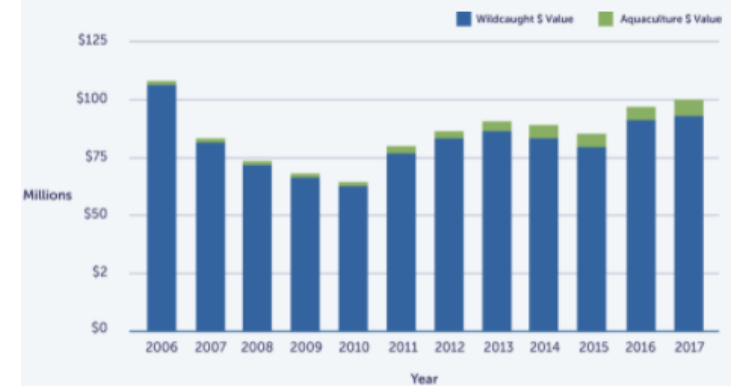
Acres of Land in Food Production in Rhode Island



Number of Farms in Rhode Island



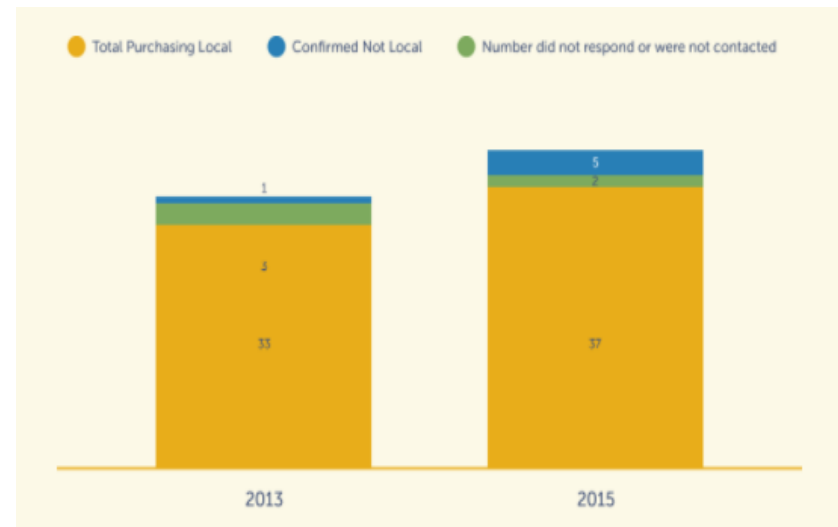
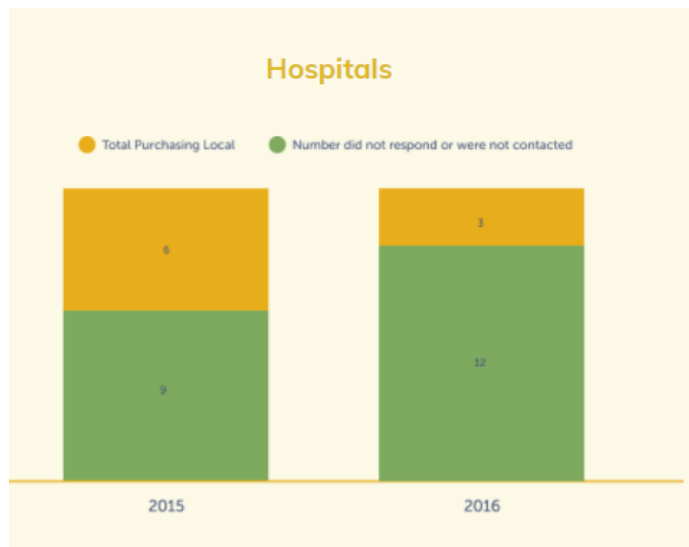
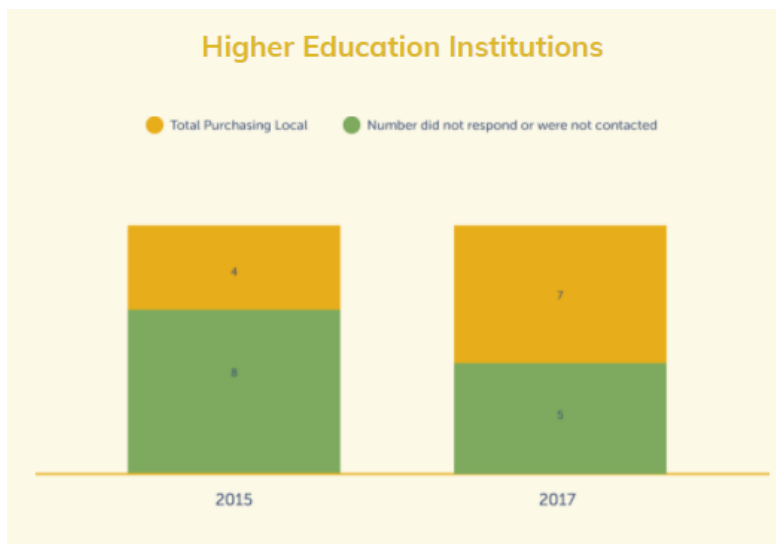
Dollar Value of Rhode Island Wild Caught Seafood and Aquaculture Products*





Sustain & Create Markets for RI Food & Beverage Products

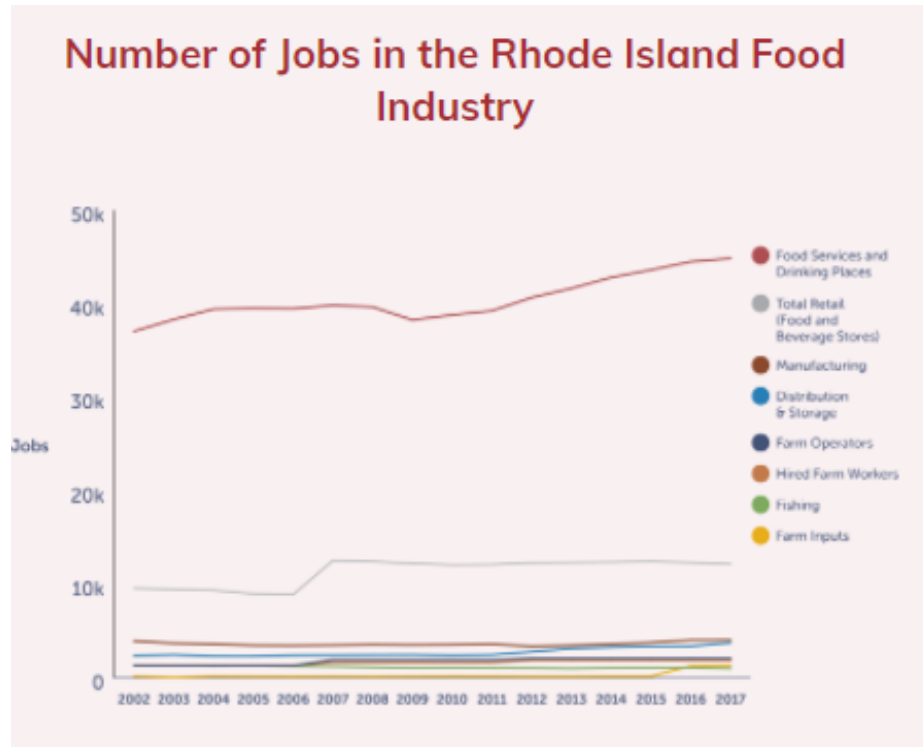
1. Number of food businesses (processors, markets, restaurants, farm stands, distributors)
2. Number of institutions buying local food (schools, colleges, hospitals)
3. Local institutional spend (in dollars) and percent of total budget on local food purchases (schools, colleges, hospitals)
4. Number of farmers markets





Enhance Climate for Food and Beverage Businesses

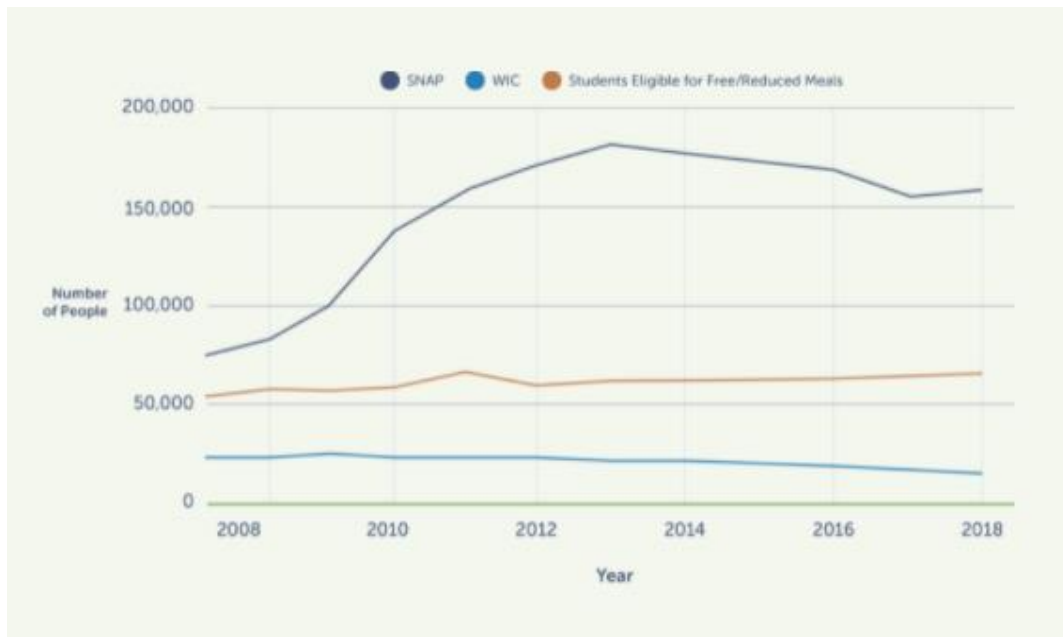
1. Number of jobs in the food industry (100,000 in 2018)
2. Median earnings per hour in food industry jobs





Ensure Food Security for All Rhode Islanders

1. Percent of Rhode Islanders who are "food insecure"
2. RI counties without a healthy food retailer within 1 mile
3. Number of ppl using Federal Nutrition Programs (SNAP/WIC/School Meals)
4. Number of annual dollars distributed through Bonus Bucks

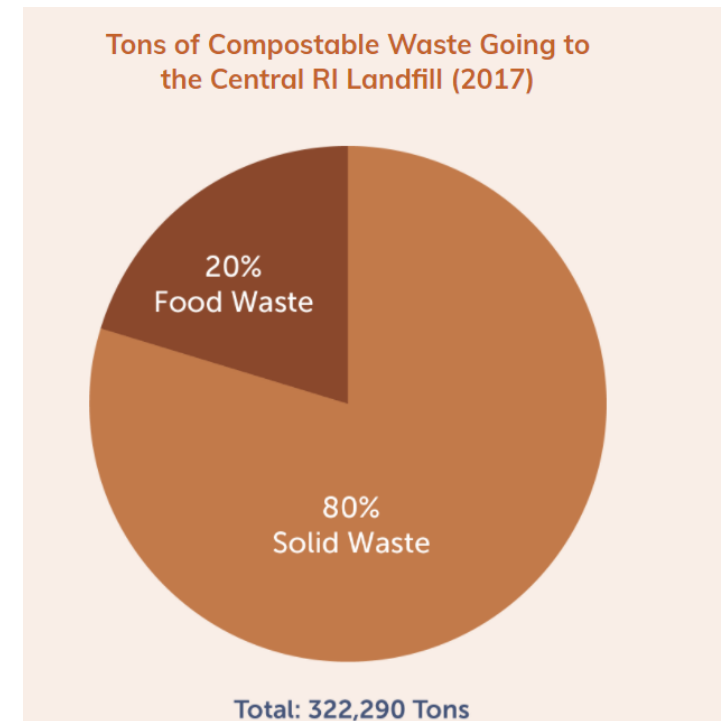


Source: Rhode Island Food Policy Council



Minimize Food Waste and Divert it from the Waste Stream

1. Tons of compostable waste going to central RI landfill
2. Tons of food donated to RI Community Food Bank
3. Tons of food commercially composted



Measuring impact

1. Are focus areas still priority post-pandemic?
2. Should we establish a baseline? What data do we have readily available?
3. Which metrics are most important for measuring **economic, social** and **health** impacts? Social?
4. What resources are available to track metrics?



INTEGRATED FOCUS AREAS:

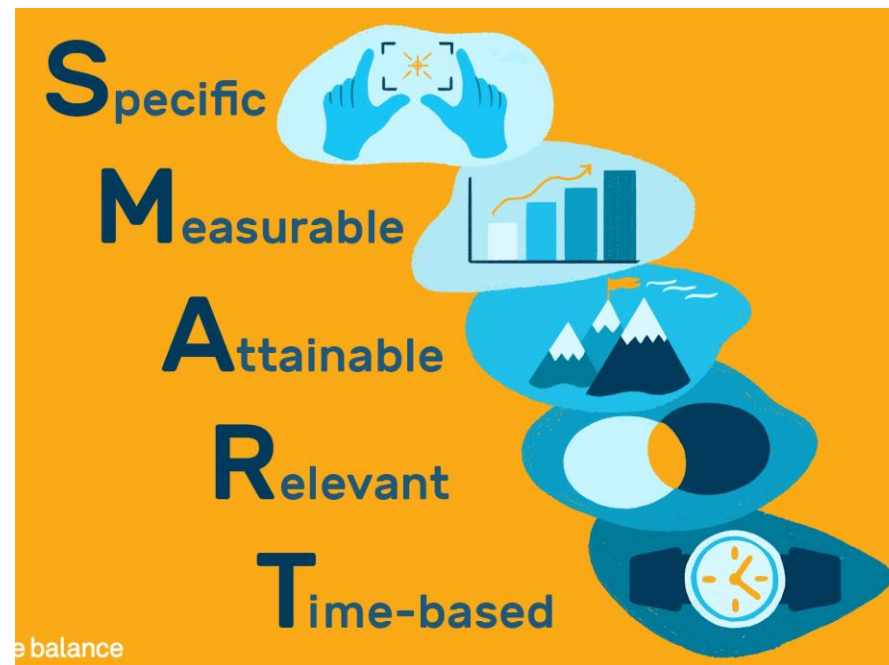
Preserve & Grow Agriculture, Fisheries Industries in Rhode Island

Enhance the Climate for Food & Beverage Businesses

Minimize Food Waste & Divert It from the Waste Stream

Sustain & Create Markets for Rhode Island Food, Beverage Products

Ensure Food Security for all Rhode Islanders





American Farmland Trust

SAVING THE LAND THAT SUSTAINS US

Nonprofit Organization founded in 1980
Committed to Saving the Land That Sustains Us

Protecting Farmland from Development
Promoting Sound Farming Practices
Keeping Farmers on the Land

Farm to Institution New York State (FINYS) works to strengthen the economic security of farmers and the health of New Yorkers by empowering institutions to spend at least 25% of their food budget on foods grown in New York.



Why Farm to School?

It Helps Farmers, Growers, and Fisheries and Creates Jobs

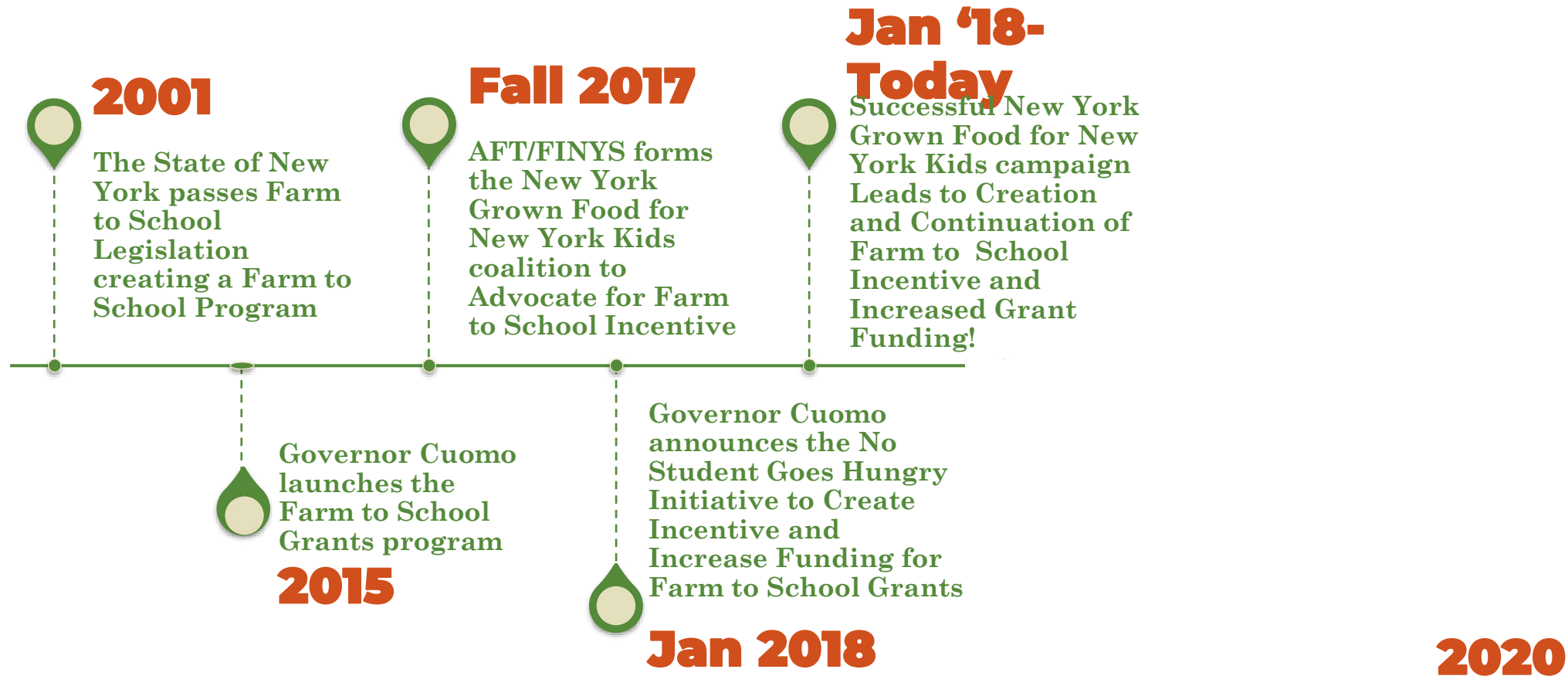
- Each dollar invested in Farm to School stimulates up to **\$2.16** in additional local economic activity
- Each new Farm to School job creates up to an additional **2.35 jobs** in the local community

It Improves Public Health and Nutrition Security for All Kids

- On average, **1/2** of a child's daily calories comes from school meals



A History Lesson: Farm to School in New York State



New York Grown Food for New York Kids Coalition

Over 150 organizations and individuals advocating for Farm to School policy with the legislature and administration in New York since September 2017

AFT facilitates policy development and regular group meetings, calls, and emails, sign-on letters, lobby days, action alerts and more at key moments to advance farm to school policy in NY



2018 No Student Goes Hungry Initiative

Created the **30% New York Farm to School Purchasing Incentive**

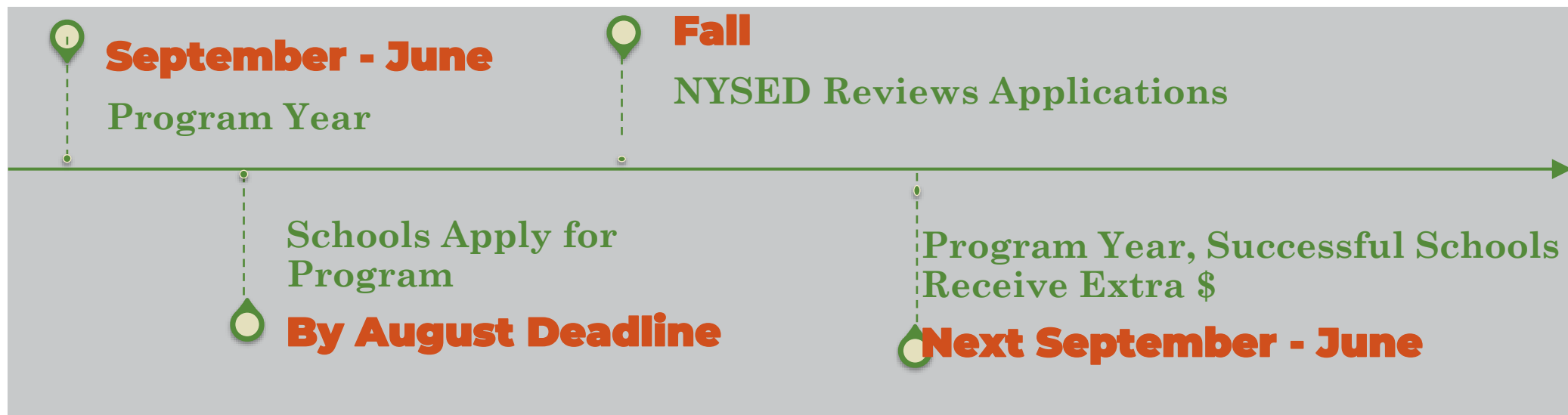
Addresses the greatest barrier schools face in supporting local farmers: **cost**



Also doubled the State's investment in the Farm to School grants program for training, equipment, and staff **to help schools get on the pathway to reach 30%**

How the Incentive Works

School Food Authorities that spend at least 30% of lunch food costs on New York Food Products from farmers, growers, producers, or processors quadruple their per-lunch-meal reimbursement from the state, increasing it from **6 cents** to **25 cents** during the following year.



Important Definitions



School Food Authority (SFA) - The governing body responsible for the administration of meal programs at schools. SFAs may serve one or several school districts, or individual schools and are managed by a food service director.



New York Food Product - Items grown, harvested, or produced in New York State (NYS); or a processed product comprising over 51% agricultural raw materials grown, harvested, or produced in NYS, by weight or volume.

Year 1 Impacts of the Incentive

In Fall 2019, **7 School Food Authorities** (SFAs) were deemed successful, including **Buffalo Public Schools**

These schools provided New York grown food to nearly **35,000 students daily** while spending almost **\$3 million** on food grown in New York state

Year 2 Impacts of the Incentive

In Fall 2020, **57 School Food Authorities (SFAs)** were deemed successful, including **all 7 SFAs from year one**

These schools provided New York grown food to nearly **90,000 students daily** while spending over

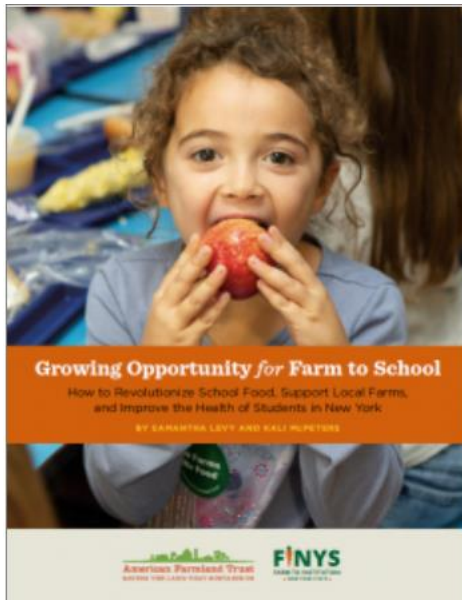
\$5 million on food grown in New York state.

Schools spent **38%** on average, with one school spending **over 60%!**

Research and Program Evaluation

Farm to School Programs are a Win, Win, Win:

Improve Student Health and Academic Outcomes
Increase Farmers' Bottom Lines
Strengthen Regional and Community Food Systems



www.farmland.org/growingopportunity



www.farmland.org/growingresilience

After two Years, Students had increased access to nutritious New York products while growing new markets



Fruit
87%



Vegetables
54%



Fluid Milk
51%



Processed Products
42%



Other Dairy
32%



Animal Protein
22%



Honey/Maple Syrup
4%



WITH THE RIGHT SUPPORT...



75%
of schools

anticipate reaching **30%** spending
on **NEW YORK GROWN FOOD**
for lunch by 2025.



This would increase
school spending on food
from **NEW YORK FARMS** to

\$250 million

while increasing access to
HEALTHY, LOCAL FOOD
to more than

900,000
students.





This could generate nearly
\$360 million in total economic impact
statewide while only costing the state of New York
\$103 million.

A return on investment of **\$3.50** in economic activity for
every taxpayer dollar spent.

Lessons Learned

- Farm to School Incentives and Grants Programs go hand in hand to support New York schools in buying local. Farm to School Coordinators are Key
- Consider adapting New York's incentive program for Rhode Island's unique needs
 - 30%? Review where schools are at and design a percentage threshold that is challenging, yet achievable
 - Create definitions for which purchases should qualify and communicate them up front
 - Create documentation and tracking guidelines that ensure program integrity yet are not too burdensome and communicate them up front
 - Incentivize purchase at all school meals, rather than just lunch
 - Incentivize participation by FSMCs
- Review State Procurement Laws Regulations and remove barriers they may create to buying local
- Identify and address supply chain gaps



Photo by Josh Baldo

Thank You! Questions?

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