Online SNAP Basics

NGAF Technical Assistance Center
6/29/20
Agenda

• **Background on Nutrition Incentive Hub**  
  • Karen Laumb – Nutrition Incentive Hub, Associate Project Director

• **Policy Background and Role of FNS**  
  • Shelly Pierce – USDA FNS, Director of the Retailer Policy and Management Division

• **State Process**  
  • Eileen Emory – Idaho Department of Health and Welfare, EBT Operations Supervisor

• **Store Experience**  
  • Jimmy Wright – NGAF Technical Assistance Center, Consultant and President of Wright’s Market

• **Online SNAP Demonstration**  
  • Colleen Griffin-Underhill – Freshop, Director of Customer Experience
Logistics

• Webinar is being recorded.

• All participants are muted.

• There will be Q&A at the end – questions can be submitted in the question feature of your GoToWebinar screen.
National Grocers Association
Anti-Trust Statement

The National Grocers Association (NGA) & National Grocers Association Foundation (NGAF) are committed to complying with the antitrust laws. Therefore, to assure compliance, we must ask that all participants in our events refrain from engaging in discussion that may result in antitrust violations such as agreements to fix prices or margins, allocate markets, engage in product, supplier or customer boycotts, and refusal to deal with industry members. The NGA & NGAF appreciate your compliance with the law during this educational program.
Background on Nutrition Incentive Hub
National coalition of partners that provides training, technical assistance, and evaluation for SNAP incentive and produce prescription programs

Our objective: Strengthen access to fruits and vegetables

- Supporting Gus Schumacher Nutrition Incentive Program (GusNIP) grantees
  - Funded through 2018 Farm Bill
  - Formerly known as the Food Insecurity Nutrition Incentive Program (FINI)

This work is supported by Gus Schumacher Nutrition Incentive Grant Program grant no. 2019-70030-30415 project accession no. 1020863 from the USDA National Institute of Food and Agriculture.
GusNIP Goals

• Increase the purchase and consumption of fruits and vegetables among participating households
• Reduce individual and household food insecurity
• Improve health outcomes of participating households
• Decrease associated healthcare use and costs
Policy Background and Role of FNS
States Online SNAP is Now Active
State Process
Idaho On-Line Purchasing Project

**Stakeholders**
- FIS
- State of Idaho
- FISERV
- Amazon
- Walmart
- FNS

**System Updates & Testing**
- State Accounting System
- FIS Install & Testing
- Retailer PIN changes & State BIN added
- State file and Data Testing

**Client Notification**
- Flyers
- Social Media
- Retail Marketing
- Press Release
Steps:

- Idaho contacts EBT vendor, Fidelity Information Services (FIS) to expand state contract to include online
- Idaho contacts Third Party Processor (TPP) Fiserv to provide service.
- Idaho contacts Walmart and Amazon to confirm both can serve Idaho shoppers
- Idaho requests FNS permission and submits waiver request, application and commitment letters
- Idaho makes internal system changes
- Idaho runs test with both retailers
- Idaho outreach to SNAP shoppers
Store Experience
Wright’s Market
Why Did I Apply?

• High in-store SNAP distribution
• Food access
• All customers deserve both brick and mortar and online purchasing
• E-Commerce as solution for food access
Process

• Applied in fall of 2016
• Selected in April 2017
• Launched in March 2020
Stakeholders

1. FNS
2. Retailer
3. E-Commerce Provider
4. State of Alabama
5. FIS
6. FISERV
Online SNAP Demonstration
Panelist Contact Information

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