WEBINAR:
Opportunities in the 2018 Farm Bill: Federal Efforts to Advance Equitable and Sustainable Food Systems

January, 9, 2018
12-1:15PM PT / 3-4:15PM ET

Support for the Healthy Food Access Portal is provided through The Center for Healthy Food Access at The Food Trust, in partnership with Robert Wood Johnson Foundation
Overview

• Introduction

• Background on the Farm Bill

• Policy Pillars
  • Healthy Food Financing Initiative
  • Supplemental Nutrition Assistance Program
  • Food Insecurity Nutrition Incentive Program
  • Sustainable agriculture and local/regional food systems

• Q&A
Increasing Access to and Building Demand for Healthy Food

centerforhealthyfoodaccess.org
Portal Partners

**PolicyLink** is a national research and action institute advancing racial and economic equity by Lifting Up What Works®. [www.policylink.org](http://www.policylink.org)

**The Food Trust** is a nonprofit working nationally to make healthy food available to all by working with neighborhoods, schools, grocers, farmers and policymakers to develop a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. [www.thefoodtrust.org](http://www.thefoodtrust.org)

**Reinvestment Fund** is a national leader in rebuilding America’s distressed towns and cities and does this work through the innovative use of capital and information to finance projects related to housing, community facilities, food access, commercial real estate, and energy efficiency. [https://www.reinvestment.com/](https://www.reinvestment.com/)
In 2013, we launched the portal to bring together in one place the rapidly growing body of research, tools, and resources for healthy food access advocates and practitioners.
Farm Bill Spending
Projected outlays under the 2014 Ag. Act 2014-2018


Total outlays = $489 billion
Support for the Healthy Food Access Portal is provided through The Center for Healthy Food Access at The Food Trust, in partnership with Robert Wood Johnson Foundation.
2018 Farm Bill

Abby Bownas
NVG LLC
Introduction to the Farm Bill

- Congress passed the first farm bill, the “Agricultural Adjustment Act,” in 1933
- Renewed every 5 years (give or take!)
- Broad piece of legislation governing the structure of federal farm, food, forestry, and rural policy and programs
- Written by Members of Congress who sit on the Senate and House Committees on Agriculture, Nutrition, and Forestry
Why is the Farm Bill Important?

• Though called a “Farm Bill” it affects the lives of all Americans
• Diverse policy includes food safety net, energy conservation, sustainability, research, food access, international food aid, to supporting farmers and those who grow our food... And more!
• It is also about job creation and building economies in rural and small towns
Potential Issues & Points of Concern

- Reduction or adjustments to SNAP
- Crop insurance reform
- Supporting a struggling farm economy
- Budget reconciliation and/or Entitlement reform
- Conservation programs
- Trade issues
- Innovative programs without baseline
- ???
Farm Bill process – All by September 30, 2018?!
Your voice is needed

• There is an opportunity for individuals weigh in with Members of Congress and voice your priorities.
• Let them know that individuals across the country should be food secure, have access to fresh healthy food at affordable prices, and that beginning, small and mid-size farmers should have the resources and infrastructure to produce and bring their crops to market.
• There are various ways to have your voice be heard:
  – Have meetings, calls, or write to your Members
  – Invite them to events and to learn about what you are doing at the local level
  – Utilize communications and social media tools
• Be creative!
Healthy Food Financing Initiative

Lisa Cylar Barrett
Director of Federal Policy, PolicyLink

Support for the Healthy Food Access Portal is provided through The Center for Healthy Food Access at The Food Trust, in partnership with Robert Wood Johnson Foundation
PolicyLink is a national research and action institute advancing racial and economic equity by Lifting Up What Works

Equity is the frame for all of our work

Equity is just and fair inclusion. An equitable society is one in which all can participate and prosper and reach their full potential. The goals of equity must be to create conditions that allow all to reach their full potential. In short, equity creates a path from hope to change.
In 2009, PolicyLink partnered with Reinvestment Fund and Food Trust to launch a national campaign to improve access to healthy food in communities of color and lower-income rural, small town and urban areas across the country.

Proposed a federal program which was model after the work that happened in Pennsylvania
Nature of HFFI

• Provides one time grants and loans to projects like grocery stores, farmers markets, food hubs, co-ops and other food access businesses

• Critical dollars that often are unable to access through traditional loans and resources

• Investment is comprised of one time loans and grants
Impact of HFFI

HFFI Grantees and State & City Financing Initiatives

Map showing distribution of federal HFFI grants awarded as of October 2017, plus the location of regional, state and city initiatives.
Impact of HFFI

- Since investments began in 2011, approximately $220 million invested
- Over $1 billion in additional resources leveraged
- Investments in 35 states
- Often used to seed state or regional level Healthy Food Financing programs e.g. Michigan, Ohio, New Jersey, etc.
HFFI as an authorized program

• Included in the 2014 Farm Bill
• Authorized program sits at United States Department of Agriculture (USDA)
• Key component of authorized program is National Fund Manager
• National Fund Manager raises private capital, provides financial and technical assistance to partnerships and funds eligible projects.
A few examples of HFFI Investments making a difference

• **Vicente’s Supermarket – Brockton, MA**
  - Small family owned store got its start in mid-1990s as a specialty store serving the Cape Verdean Community in Brockton
  - Opened 2\(^{nd}\) location in 2015 with HFFI Investments

**Campbell’s Market, Vinton County, Ohio**

- Full service grocery store opened December 4th with support from local, state and federal levels
What we have learned

- Resources needed for projects across the spectrum of the food system
- Program has tremendous economic impact on communities where projects located
- Learning more about key supports needed for entrepreneurs
• Learn more about HFFI and nationwide efforts to increase access to Healthy Food
  – www.healthyfoodaccess.org

• Join the Healthy Food Access Policy Network
  – http://www.healthyfoodaccess.org/take-action-now/join-policy-network

• Act to Support HFFI
  – http://www.policylink.org/KeepMeInformed/HFFI
Farm Bill: SNAP Matters for Healthy Foods & Healthy Communities

presentation by
Ellen Vollinger, FRAC Legal Director
SNAP’s Strengths

SNAP responds to changes in need, whether due to economic downturns, natural disasters, or growth in aging population

SNAP reduces hunger and poverty

SNAP benefit receipt in early childhood improves high school graduation rates, adult earnings, and adult health

SNAP relieves pressure on overwhelmed food banks, pantries, religious congregations, and other charities

- [http://frac.org/programs/supplemental-nutrition-assistance-program-snap](http://frac.org/programs/supplemental-nutrition-assistance-program-snap)
SNAP Serves Vulnerable People

82 percent of all SNAP benefits go to households that include a child, an elderly person, or a person with disabilities

1 in 5 SNAP households contain a person with disabilities

The average SNAP household income is 61 percent of the federal poverty line


More than 3 of 4 SNAP families had at least 1 working member in the past 12 months.

SNAP serves people in every US community

FRAC’s interactive SNAP Map tools provide data on SNAP participation by state, county, and congressional district
http://frac.org/research/resource-library/snap-map-snap-matters-every-community

SNAP helps 1 in 6 rural households, 1 in 6 in small town households, and 1 in 8 households in metro areas

SNAP aids local economies: each $1 in federal SNAP benefits generates $1.79 in economic activity
SNAP Matters for Economies

Each $1 in federal SNAP benefits generates $1.79 in economic activity.

A $1-billion increase in SNAP benefits generates an estimated $92.6 million of agricultural production, $32.3 million of agricultural GDP or value added, and close to 1,000 agricultural jobs (FTE-jobs plus self-employment).

https://www.ers.usda.gov/topics/food-nutrition-assistance/supplemental-nutrition-assistance-program-snap/economic-linkages/

260,115 food retailers participated in SNAP in FY 2016; of the $66,376,562,067 in SNAP benefits, 81 percent were redeemed by supermarkets and superstores.

SNAP Responds to Disasters

SNAP provides temporary and replacement SNAP benefits for disaster victims

In 2017 SNAP provided significant relief in the wake of hurricanes and wildfires

By mid-October, Disaster SNAP (D-SNAP) sites had served more than 932,000 Hurricane Harvey victims in Texas

Under regular order, SNAP is reauthorized in the Farm Bill.
Report summarizing House Ag hearings on SNAP:

Prior proposals to cut SNAP and alter it:
--President’s FY 2018 Budget proposed $193B in 10-year SNAP cuts, shifting to states 25% of benefit costs, and imposing fees on retailers
--House-passed FY 2018 Budget resolution $150B in 10-year SNAP cuts and structural changes to SNAP

H.R. 1276 would improve SNAP benefit adequacy
For more on Campaign to Protect and Strengthen SNAP, go to
http://frac.org/action/snap-farm-bill
Food Insecurity Nutrition Incentives

“FINI” in the Farm Bill

Brent Ling
FINI in the Farm Bill

• Created in 2014 to support **produce incentive programs** around the country for **SNAP** participants.

  • $100 million over four years
  • Grantees must match all federal funds $1:$1
  • Funded projects in 45 states (as of 2017)
  • Priority for programs connected to regional agriculture
  • Programs operate in Farm-Direct retail, conventional grocery, and often in a mix of both

• Fair Food Network runs the **Double Up Food Bucks** program.
Double Up Food Bucks – How does it work?

• Begins with a purchase using a SNAP EBT card
• Qualified purchases are matched with Double Up Food Bucks
• Bucks are redeemed for produce
Double Up Food Bucks – Shopper Impact

*Preliminary findings based on sales data and surveys.

- Double Up is popular – 91% redemption rate.
- Shoppers increase their produce intake by between 60%-80%
- Participants increase the variety of produce they eat.
- SNAP households with low and very low food security use Double Up more intensively.
- Shoppers with diet-related health conditions use Double Up to improve their well being.
- Participating SNAP households are larger than average and include more children.

“This program has been so helpful! I was out of work due to health issues and eating nourishing food is a large part of how I recovered.”

- Nebraska Shopper
Double Up Food Bucks – Grocer Impact

*Preliminary findings based on sales data and surveys.

- Double Up increases produce sales.
- Increases are enough to warrant extra wholesale deliveries.
- Grocers feel that Double Up helps them serve their customers better.

“All of our team is committed to Double Up Food Bucks... you’re helping customers with their families and their lives... and Double Up is also great from a business perspective.”

- Kansas Grocer
• Every Double Up transaction is tied to regional produce.

• Double Up diversifies customer base and strengthens markets.

• Farmers will put more land into production and add more crops.

• 12%-13% of participating farmers plan to buy new equipment.

• Direct-to-consumer sales are higher in Michigan counties with Double Up programs.

“[Double Up is] helping us make a living. Where the money actually goes to, whether for buying equipment or for workers, it helps us make a living. It really does.”

- Michigan Farmer
Double Up Food Bucks

2017 SNAPSHOT: DOUBLE UP PROJECTS NATIONWIDE

- Active Double Up programs
- Fair Food Network supporting healthy food incentives
1. Increase funding to expand programs and achieve baseline.

2. Create a technical assistance mechanism to:
   • Share best practices among grantees.
   • Provide support for small but high impact retailers and in high-need geographies.
   • Collect uniform data across programs.
   • Analyze & report results annually for health community, researchers, program managers, USDA, and Congress.

3. Coordinate technology development and share products across programs.
FAIR FOOD NETWORK — PIONEERING SOLUTIONS THAT SUPPORT FAMILIES, FARMERS & LOCAL ECONOMIES.

Voices of Double Up Food Bucks

Food Insecurity Nutrition Incentives - USDA
Local and Regional Food Economies

Wes King

Support for the Healthy Food Access Portal is provided through The Center for Healthy Food Access at The Food Trust, in partnership with Robert Wood Johnson Foundation.
NSAC: a grassroots alliance of 120 member organizations (and hundreds more partners and allies) from around the country working together to improve federal food & farm policy for 30 years!
How NSAC Works

**FARMERS & STAKEHOLDERS**
Share their experiences, ideas, challenges related to federal policy, programs, rules with local groups

**MEMBER GROUPS**
Collect input from farmers & stakeholders as well as their own experiences, bring asks to NSAC

**NSAC**
Helps members: identify top priority sustainable food & farm policy issues nationwide, set campaign strategies, campaign to win!

**CONGRESS & FED AGENCIES**
NSAC brings – directly and thru members – priority asks to Congress and agencies like USDA to improve federal food & farm policy
Local/Region Food & the Farm Bill

Photo Credit USDA
• The Local Food and Regional Market Supply Act (Local FARMS act) - S. 1947 / H.R. 3941
  – Sponsored by Sen. Sherrod Brown (OH), Reps. Chellie Pingree (ME), Jeff Fortenberry (NE) and Sean Maloney (NY)

• The Local FARMS act will strengthen communities with farm to fork investments and put choice back intro the hands of the people by:
  – Helping farmers reach new markets through outreach, cost-share, and technical assistance programs
  – Increasing access to fresh, healthy, local food among low-income groups and communities in need.
  – Developing new and strengthening existing infrastructure that connections producers to consumers.
Local FARMS Act

- Creates a new streamlined and comprehensive local/regional food economies program with increased and permanent funding at $80m / yr that merges FMLFPP and VAPG; and includes value chain coordination and regional food shed approaches to planning through public-private partnerships.
- Expands the Senior Farmers Market Nutrition Program to include low-income veterans and increases funding form $20.6m to $50m / yr
- Provides regulatory relief to school food procurement, making it easier for schools to procure local/regional food
- Help family farmers understand and comply with new food safety rules through funding for outreach, training technical assistance, and cost-share assistance for upgrading on-farm food safety infrastructure and becoming food safety certified.
• The Beginning Farmer and Rancher Opportunity Act (BFROA) of 2017 – H.R. 4316
  – Sponsored by Representatives Tim Walz (D-MN) and Jeff Fortenberry (R-NE)
• BFROA lays out a national strategy that will break down barriers to entry and give real support to the next generation of farmers by:
  – Expanding beginning farmers access to affordable land
  – Empowering new and veteran farmers with the skills to succeed in today’s agricultural economy
  – Ensuring equitable access to financial capital and federal crop insurance
  – Encouraging commitment to conservation and stewardship across generations
Links and Resources

• **Learn more about the Local FARMS Act:**
    • Get details, endorse the bill (if you’re representing an organization)

• **Learn more about the Beginning Farmer and Rancher Opportunity Act:**
    • Get details, endorse the bill (if you’re representing an organization)

• **Sign up for grassroots actions from NSAC:**
  – [http://sustainableagriculture.net](http://sustainableagriculture.net)
Questions & Answers
Stay Informed & Get Involved

• Join the Healthy Food Access Policy Network:

• Get Connected to Advocacy Efforts:
  – HFFI: [http://www.policylink.org/KeepMeInformed/HFFI](http://www.policylink.org/KeepMeInformed/HFFI)
  – SNAP: [http://frac.org/action/snap-farm-bill](http://frac.org/action/snap-farm-bill)
  – FINI c/o Fair Food Network: [https://fairfoodnetwork.org/](https://fairfoodnetwork.org/)
Thank You!

www.healthyfoodaccess.org
info@healthyfoodaccess.org

Follow us on Twitter @AccessFood
Like us on Facebook