



2017 SENATE BILL 416

September 21, 2017 - Introduced by Senators HARSDORF, L. TAYLOR, DARLING, OLSEN, TIFFANY, JOHNSON, PETROWSKI, COWLES, WIRCH and VUKMIR, cosponsored by Representatives ROHRKASTE, JARCHOW, ZIMMERMAN, STAFSHOLT, TRANEL, PETRYK, HORLACHER, QUINN, THIESFELDT, TITTL, GOYKE, BERCEAU, GENRICH and KOLSTE. Referred to Committee on Public Benefits, Licensing and State-Federal Relations.

1 **AN ACT to create** 20.435 (4) (bt) and 49.79 (6m) of the statutes; **relating to:**
2 FoodShare healthy eating incentive pilot program and making an
3 appropriation.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Health Services to establish and implement a pilot program to provide discounts to certain households that are eligible for FoodShare benefits with discounts on fresh produce and other healthy foods. FoodShare, also known as the food stamp program and the federal Supplemental Nutrition Assistance Program, provides benefits to eligible low-income households for the purchase of food. FoodShare is administered by DHS. The federal government pays the benefits for FoodShare while the state and federal government share equally the cost of administration.

Under the bill, DHS must seek proposals from entities to administer the healthy eating incentive pilot program through DHS's request-for-proposal procedures and according to criteria developed by DHS. DHS must then choose an applicant with which to contract and the chosen applicant must administer the program, including managing all financial transactions between and among participants, retailers, food manufacturers, and DHS and also establishing an adequate network of participating retailers to effectively conduct the pilot.

In addition, under the bill, DHS is required to contract with an independent research entity to conduct a study of the program. DHS must identify a certain number of participants in the program to provide food purchase, nutritional, and

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1 (b) The department shall obtain and review proposals to administer the
2 program under par. (a) in accordance with the department's request-for-proposal
3 procedures and according to criteria developed by the department. After reviewing
4 the applications submitted, the department shall select an applicant and enter into
5 a contract with that applicant to administer the program under this subsection. In
6 administering the program, the selected applicant shall do at least all of the
7 following:

8 1. Manage all financial transactions between and among participants,
9 retailers, food manufacturers, and the department.

10 2. Establish an adequate network of participating retailers to effectively
11 conduct the pilot.

12 (c) The department shall contract with an independent research entity to
13 conduct a study of the program established under this subsection. The department
14 shall identify a statistically significant number of participants in the pilot program
15 to provide food purchase, nutritional, and health data to the independent research
16 entity. The research entity shall analyze the efficacy of the pilot program in affecting
17 food purchases and the health of participating families.

SECTION 4. Effective date.

18 (1) This act takes effect on the day after publication, or on the 2nd day after
19 publication of the 2017 biennial budget act, whichever is later.
20

21 (END)