



2015 ASSEMBLY BILL 292

July 29, 2015 - Introduced by Representatives JORGENSEN, SPREITZER, SUBECK, GOYKE, KOLSTE, BERCEAU, BROSTOFF, BOWEN, CONSIDINE, DOYLE, GENRICH, HESSELBEIN, JOHNSON, KAHL, KESSLER, MASON, OHNSTAD, POPE, SARGENT, SINICKI, ZAMARRIPA and ZEPNICK, cosponsored by Senators SHILLING, CARPENTER, HANSEN, HARRIS DODD, C. LARSON, MILLER, RINGHAND, VINEHOUT and WIRCH. Referred to Committee on Public Benefit Reform.

1 **AN ACT** *to create* 20.435 (4) (d) and 49.798 of the statutes; **relating to:** a Grow
2 Wisconsin pilot program providing benefits to FoodShare recipients for
3 purchasing Wisconsin-grown foods and making an appropriation.

Analysis by the Legislative Reference Bureau

This bill directs the Department of Health Services (DHS) to design and implement a pilot program, known as Grow Wisconsin, that will operate in Dane, Rock, and Milwaukee counties and facilitate the purchasing, by recipients under the federal Supplemental Nutrition Assistance Program (SNAP), known as FoodShare in Wisconsin and formerly known as the Food Stamp Program, of foods and food products that are grown or made in Wisconsin. FoodShare provides benefits to eligible low-income individuals and households for the purchase of food. The benefits, which are electronically debited to a Quest card, are paid entirely with federal funds. FoodShare is administered by DHS, and the state and federal governments share the cost of administration.

Under the bill, farmers' markets and grocery stores located in Dane, Rock, or Milwaukee County that apply to, and satisfy criteria set by, DHS may participate in Grow Wisconsin. Under the program, DHS issues to participating farmers' markets tokens worth \$2 each. For every \$2 that a recipient spends on food with his or her Quest card at a participating farmers' market, up to \$20 per farmers' market per day, the recipient receives a token, which the recipient may then use at any time at any participating farmers' market to purchase fruit, vegetables, meat, or dairy products that were grown or made in Wisconsin. DHS issues to participating grocery stores

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1 (a) "Benefit card" means the electronic benefit transfer card used by a recipient
2 to purchase food under FoodShare.

3 (b) "FoodShare" means the food stamp program, as defined in s. 49.79 (1) (c),
4 operating in this state.

5 (c) "Program" means the Grow Wisconsin pilot program described in this
6 section.

7 (d) "Recipient" means an individual, or a member of a household, that is eligible
8 for and receiving benefits under FoodShare.

9 **(2) PROGRAM DESCRIPTION.** (a) *General.* The department shall design,
10 implement, and administer a pilot program as outlined in this section. The program
11 shall operate in Dane, Rock, and Milwaukee counties. Any recipient may participate
12 in the program at any participating farmers' market or grocery store.

13 (b) *Farmers' markets.* 1. Any farmers' market operating in Dane County, Rock
14 County, or Milwaukee County may apply to the department to participate in the
15 program. If an applying farmers' market meets the criteria established by the
16 department for participation of farmers' markets, the department shall issue tokens
17 to the farmers' market. Each token is worth \$2 for the purchase of foods specified
18 in subd. 2. at participating farmers' markets but has no cash value.

19 2. For every \$2 worth of food that a recipient purchases with his or her benefit
20 card at a participating farmers' market, limited to \$20 per farmers' market per day,
21 the recipient shall receive a token. The recipient may use the tokens at any time at
22 any participating farmers' market in any of the counties in which the program is
23 operating to purchase fruit, vegetables, meat, or dairy products that were grown or
24 made in Wisconsin.

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1 (c) *Grocery stores.* 1. Any grocery store located in Dane County, Rock County,
2 or Milwaukee County may apply to the department to participate in the program.
3 If an applying grocery store meets the criteria established by the department for
4 participation of grocery stores, the department shall issue preloaded debit rewards
5 cards, worth \$10 each, to the grocery store.

6 2. A recipient who purchases at least \$10 worth of fresh fruit and vegetables
7 with his or her benefit card at a participating grocery store shall receive a rewards
8 card. A recipient may receive only one rewards card per day and must use the
9 rewards card either during the same shopping trip or the next time the recipient
10 shops at the participating grocery store where he or she received the rewards card
11 to purchase fruit, vegetables, meat, or dairy products that were grown or made in
12 Wisconsin.

13 **(3) DEPARTMENT RESPONSIBILITIES.** The department shall do at least all of the
14 following:

15 (a) Establish criteria for participation in the program by farmers' markets and
16 grocery stores.

17 (b) Provide up-to-date information to recipients on which farmers' markets
18 and grocery stores are participating in the program.

19 (c) Establish accounting practices and policies and reporting requirements for
20 redeeming tokens and using rewards cards.

21 (d) Establish guidelines or requirements for farmers' markets and grocery
22 stores for all of the following:

23 1. Distributing tokens and rewards cards.

24 2. Redeeming tokens and rewards cards.

