



1           20.435 (4) (bt) *Healthy eating incentive pilot program*. As a continuing  
2 appropriation, the amounts in the schedule to contract with an entity to administer  
3 the healthy eating incentive program under s. 49.79 (7r). No moneys may be  
4 expended under this paragraph after December 31, 2019, except for moneys  
5 encumbered on or before that date.”.

6           **3.** Page 3, line 9: after that line insert:

7           “**SECTION 6p.** 49.79 (7r) of the statutes is created to read:

8           **49.79 (7r) HEALTHY EATING INCENTIVE PILOT PROGRAM.** (a) The department shall  
9 establish and implement a 10-month pilot program to provide 2,000 households that  
10 are eligible for food stamp program benefits in both urban and rural areas with  
11 discounts on fresh produce and other healthy foods at the point-of-sale at  
12 participating retailers.

13           (b) The department shall obtain and review proposals to administer the  
14 program under par. (a) in accordance with the department’s request-for-proposal  
15 procedures and according to criteria developed by the department. After reviewing  
16 the applications submitted, the department shall select an applicant and enter into  
17 a contract with that applicant to administer the program under this subsection. In  
18 administering the program, the selected applicant shall do at least all of the  
19 following:

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

22           2. Establish an adequate network of participating retailers to effectively  
23 conduct the pilot.

1           (c) The department shall contract with an independent research entity to  
2           conduct a study of the program established under this subsection. The department  
3           shall identify a statistically significant number of participants in the pilot program  
4           to provide food purchase, nutritional, and health data to the independent research  
5           entity. The research entity shall analyze the efficacy of the pilot program in affecting  
6           food purchases and the health of participating families.”

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**(END)**