

State of Misconsin 2015 - 2016 LEGISLATURE

LRB-2283/1 PJK:cjs

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

ASSEMBLY BILL 292

rewards cards worth \$10 each. A recipient who spends at least \$10 with his or her Quest card on fresh fruit or vegetables at a participating grocery store receives a rewards card, limited to one rewards card per day, from the participating grocery store. The rewards card must be used, during the same or next shopping trip at the participating grocery store that issued it, to purchase fruit, vegetables, meat, or dairy products that were grown or made in Wisconsin.

- 2 -

The bill specifies certain duties for DHS related to the pilot program, such as establishing criteria for participation by farmers' markets and grocery stores; establishing guidelines for labeling Wisconsin–grown or Wisconsin–made fruits, vegetables, meats, and dairy products; and establishing accounting and reporting requirements for farmers' markets and grocery stores. In addition, DHS must submit a report on the program to the legislature no later than September 1, 2018. The report must contain recommendations on making changes to the program and whether the program should be expanded statewide. The bill appropriates \$144,902 of general purpose revenue per fiscal year in the 2015–2017 fiscal biennium for the program.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

1	SECTION 1. 20.005 (3) (schedule) of the statutes: at the appropriate place, insert
2	the following amounts for the purposes indicated:
3	2015-16 2016-17
4	20.435 Health services, department of
5	(4) HEALTH CARE ACCESS AND ACCOUNTABILITY
6	(d) Grow Wisconsin pilot program GPR B 144,902 144,902
7	SECTION 2. 20.435 (4) (d) of the statutes is created to read:
8	20.435 (4) (d) Grow Wisconsin pilot program. Biennially, the amounts in the
9	schedule for designing, implementing, administering, and paying all costs under the
10	program under s. 49.798.
11	SECTION 3. 49.798 of the statutes is created to read:
12	49.798 Grow Wisconsin pilot program for buying Wisconsin-grown
13	foods. (1) DEFINITIONS. In this section:

2015 – 2016 Legislature

ASSEMBLY BILL 292

(a) "Benefit card" means the electronic benefit transfer card used by a recipient
to purchase food under FoodShare.
(b) "FoodShare" means the food stamp program, as defined in s. 49.79 (1) (c),
operating in this state.
(c) "Program" means the Grow Wisconsin pilot program described in this

- 5 (c) "Program" means the Grow Wisconsin pilot program described in this6 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.
- (b) Farmers' markets. 1. Any farmers' market operating in Dane County, Rock
 County, or Milwaukee County may apply to the department to participate in the
 program. If an applying farmers' market meets the criteria established by the
 department for participation of farmers' markets, the department shall issue tokens
 to the farmers' market. Each token is worth \$2 for the purchase of foods specified
 in subd. 2. at participating farmers' markets but has no cash value.

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

2015 – 2016 Legislature

ASSEMBLY BILL 292

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
$13\\14$	(3) DEPARTMENT RESPONSIBILITIES. The department shall do at least all of the following:
14	following:
14 15	following: (a) Establish criteria for participation in the program by farmers' markets and
14 15 16	following: (a) Establish criteria for participation in the program by farmers' markets and grocery stores.
14 15 16 17	 following: (a) Establish criteria for participation in the program by farmers' markets and grocery stores. (b) Provide up-to-date information to recipients on which farmers' markets
14 15 16 17 18	following: (a) Establish criteria for participation in the program by farmers' markets and grocery stores. (b) Provide up-to-date information to recipients on which farmers' markets and grocery stores are participating in the program.
14 15 16 17 18 19	following: (a) Establish criteria for participation in the program by farmers' markets and grocery stores. (b) Provide up-to-date information to recipients on which farmers' markets and grocery stores are participating in the program. (c) Establish accounting practices and policies and reporting requirements for
14 15 16 17 18 19 20	following: (a) Establish criteria for participation in the program by farmers' markets and grocery stores. (b) Provide up-to-date information to recipients on which farmers' markets and grocery stores are participating in the program. (c) Establish accounting practices and policies and reporting requirements for redeeming tokens and using rewards cards.
14 15 16 17 18 19 20 21	following: (a) Establish criteria for participation in the program by farmers' markets and grocery stores. (b) Provide up-to-date information to recipients on which farmers' markets and grocery stores are participating in the program. (c) Establish accounting practices and policies and reporting requirements for redeeming tokens and using rewards cards. (d) Establish guidelines or requirements for farmers' markets and grocery

- 4 -

2015 - 2016 Legislature

ASSEMBLY BILL 292

3. Identifying and labeling Wisconsin-grown or Wisconsin-made fruits,
 vegetables, meats, and dairy products.

- 3 4. Ensuring that tokens and rewards cards are used only for the purchase of 4 Wisconsin-grown or Wisconsin-made fruits, vegetables, meats, and dairy products. $\mathbf{5}$ (4) REPORT. No later than September 1, 2018, the department shall submit to 6 the chief clerk of each house of the legislature for distribution to the legislature under 7 s. 13.172 (2) a report that analyzes the various effects of the program. The 8 department shall include in the report any changes to the program that the 9 department recommends, such as expanding the program to more geographic areas 10 or statewide, limiting participation to just farmers' markets or just grocery stores, 11 making participation in the program mandatory for farmers' markets or grocery 12stores, limiting or expanding the foods that may be purchased with tokens or rewards 13cards, and modifying the token or rewards card value.
- 14

(END)