
Wisconsin Legislative Council

ACT MEMO



Prepared by: Kelly McGraw, Staff Attorney

April 16, 2024

2023 Wisconsin Act 201 [2023 Assembly Bill 1013]

Healthy Food Incentive Program

2023 Wisconsin Act 201 creates a healthy food incentive program that provides a food stamp program recipient with additional benefits when the recipient purchases fruits and vegetables at an eligible retailer. Specifically, the program must provide to any food stamp program recipient that uses benefits at an eligible retailer a monetary amount up to the amount of food stamp program benefits used at the eligible retailer for the purpose of purchasing fruits and vegetables from the eligible retailer.

The Department of Health Services (DHS) must contract with one or more nonprofit organizations to administer a healthy food incentive program statewide. In administering the program, a nonprofit organization must prioritize including in the healthy food incentive program eligible retailers that source fruits and vegetables primarily from growers in this state. The organization must also establish a deadline by which a recipient must use the additional benefits that is within one year after they accrue. Any nonprofit organization administering the healthy food incentive program must ensure that matching amounts that are unused and expire remain with the nonprofit organization and, upon expiration, are available for use to provide matching amounts to other food stamp recipients under the program.

DHS may allocate no more than 25 percent of the funding available for the healthy food incentive program to program development, promotion of and outreach for the program, training, data collection, evaluation, administration, and reporting. DHS must allocate the remainder of the available funding to the eligible retailers participating in the healthy food incentive program. DHS may also establish a maximum amount of benefits that may be matched per day for a food stamp program recipient.

DHS must submit an annual report to the Legislature on the implementation of the healthy food incentive program. Additionally, DHS must seek any available federal matching moneys from the Gus Schumacher Nutrition Incentive Program to fund the healthy food incentive program.

Effective date: March 24, 2024

For a full history of the bill, visit the Legislature's [bill history page](#).

KAM:ksm