



2015 SENATE BILL 214

July 16, 2015 - Introduced by Senators SHILLING, CARPENTER, HANSEN, HARRIS DODD, C. LARSON, MILLER, RINGHAND, VINEHOUT and WIRCH, cosponsored 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. Referred to Committee on Health and Human Services.

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

SENATE BILL 214

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.

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:

	2015-16	2016-17
--	----------------	----------------

3
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:

SENATE BILL 214

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.

SENATE BILL 214**SECTION 3**

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.

SENATE BILL 214

1 3. Identifying and labeling Wisconsin-grown or Wisconsin-made fruits,
2 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.

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
12 stores, limiting or expanding the foods that may be purchased with tokens or rewards
13 cards, and modifying the token or rewards card value.

14 (END)