HB 3340 calls for a $1M state investment to create a Healthy Local Food Incentives Fund. The Fund will support “Double Value Coupon Programs,” creating affordable access to healthy food at farmers markets and other direct producer-to-consumer venues for Supplemental Nutrition Assistance Program (SNAP) and Women, Infants, and Children (WIC) program recipients. This has the potential to reach 2 million SNAP users and 260,000 WIC recipients.

**Why is HB 3340 Needed?**

- Limited access to affordable, healthy food contributes to obesity and diabetes. These conditions are especially prevalent among low-income Illinoisans and thus costly to the State of Illinois.
- Rates of diabetes among Illinoisans with incomes below $15,000 are three times higher than those who have an income higher than $50,000.
- The estimated medical cost of diabetes in Illinois in 2014 was $8.98 billion, which includes $6.6 billion in direct medical costs and $2.4 billion in indirect costs, such as disability, work loss and premature death.\(^1\)
- Expansion of Medicaid eligibility under the Affordable Care Act will create a 97.5% overlap between SNAP and Medicaid eligibility in Illinois. A healthier SNAP and WIC population will reduce Medicaid costs.
- Approximately 1 in 5 children receives SNAP benefits\(^{ii}\) and 1 in 3 children are overweight or obese.\(^{iii}\)

**Farmers Markets Offer Healthy Food Environments and Stimulate Local Economies**

*Healthy Food Environments:*

- Illinois has 375 farmers markets, with more established each year; 119 of which have the capacity to accept SNAP.
- Since 2009, over 55 farmers markets and direct-to-consumer venues in Illinois have offered Double Value Coupon Programs that double the purchasing power of SNAP and WIC beneficiaries, making the healthier, locally produced foods sold at Illinois farmers markets more affordable.
- Each year, 50-58% of SNAP and Double Value Coupon benefits spent at farmers markets are spent on fresh fruits and vegetables, with another 40-45% spent on staples such as meats, cheese, eggs, bread and preserved produce.\(^{iv}\)

*Stimulating Local Economies:*

- Markets offering Double Value Coupon Programs have generated over $508,000 in SNAP sales and $272,000 in Double Value Coupon sales since 2009, translating into almost $1,397,000 in local economic impact.
- Combined SNAP, WIC and Double Value Coupon sales account for 10-25% of farmer and producer revenues at markets where the Double Value Coupon Program operates.

**Organizations that support HB 3340 include:** *(List in formation)*

- American Heart Association/ American Stroke Association
- Consortium to Lower Obesity in Chicago Children (CLOCC) at Ann and Robert H. Lurie Children’s Hospital of Chicago
- Experimental Station
- Illinois Alliance to Prevent Obesity
- Illinois Public Health Institute
- Illinois Stewardship Alliance
- Illinois Farmers Market Association
- Sargent Shriver National Center on Poverty Law

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\(^{iv}\) Experimental Station, Reported data, 2015.