

+ADD MILK!

Healthy Fluid Milk Incentive

PURPOSE

+ADD MILK! seeks to increase the purchase of healthy fluid milk (skim and 1%) by low-income consumers participating in the Supplemental Nutrition Assistance Program, or SNAP.

HOW IT WORKS

Hunger Solutions Institute at Auburn University launched +Add Milk! to offer a healthy fluid milk incentive at participating retailers throughout Alabama, California, Georgia, and South Dakota. For every dollar of SNAP benefits a participant uses to purchase healthy fluid milk, +Add Milk! provides a dollar incentive as a retailer-specific coupon or discount to redeem for additional SNAP items.



WHY IT'S IMPORTANT

Overall, Americans are consuming less milk, falling from about 0.96 cup-equivalents to about 0.61 cup-equivalents per day, and low-income households usually purchase more high-fat milk than low-fat milk. Low fat milk is an important part of a healthy diet, and health researchers have warned these declines over time could have health impacts on future generations. Studies have shown that incentive programs like +Add Milk!, increases purchase and consumption of the incentivized food.

COMMUNITY IMPACT



Drive economic development in underserved communities.



Positively impact the bottom line of producers and retailers in the food and agriculture industry.



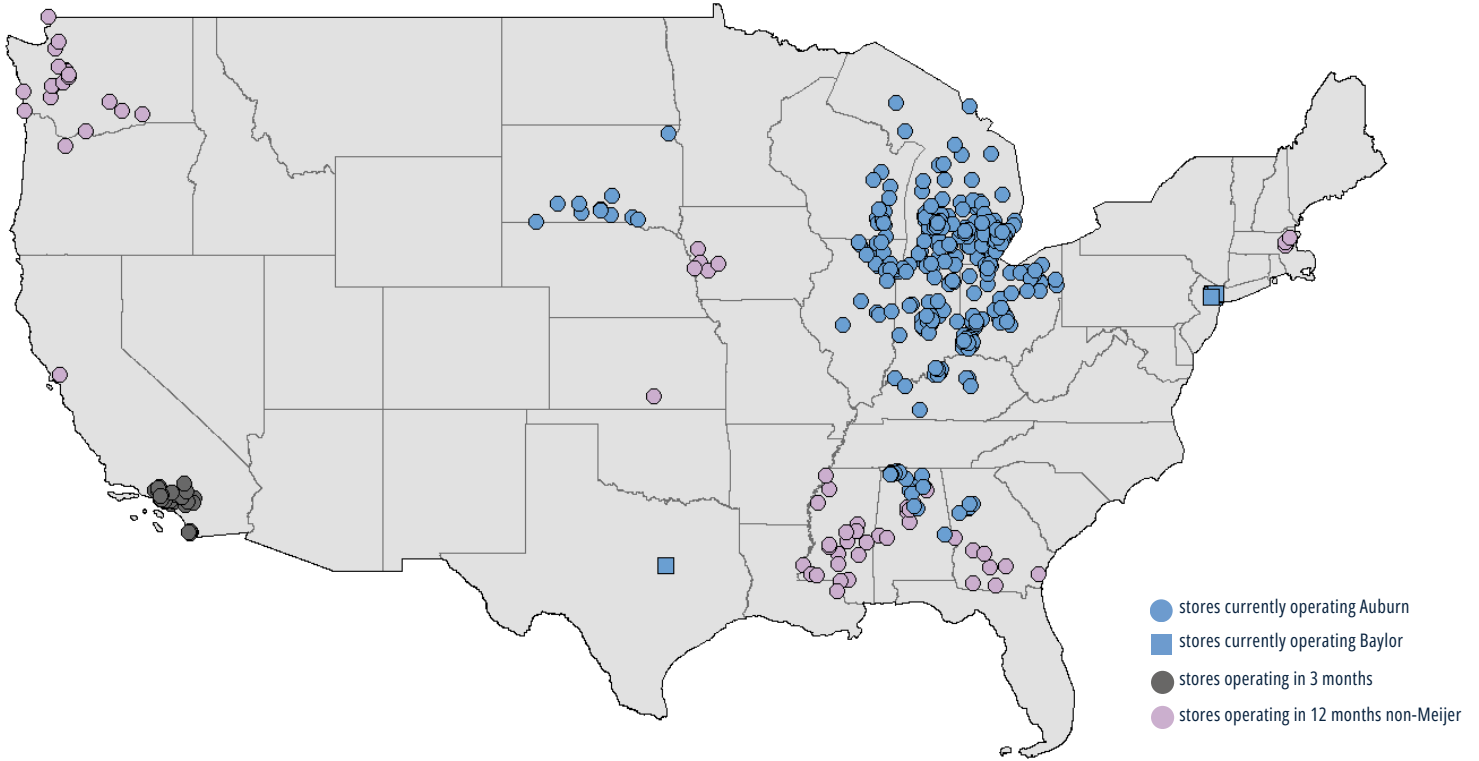
Support food and nutrition security of SNAP households.

¹ Stewart, H., Dong, D., & Carlson, A. (2013). "Why are Americans Consuming Less Fluid Milk? A Look at Generational Difference in Intake Frequency." USDA ERS Economic Research Report, Number 19

² Finnell, K.J & John, R. (2017). "Research to Understand Milk Consumption Behaviors in a Food-Insecure Low-Income SNAP Population in the US." Beverages, 3,46. (Finnell & John, 2017; Rob et al. 2007)

³ Robb, C. A., Reynolds, L.M., & Abdel-Ghany, M. (2007). Consumer Preference Among Fluid Milks: Low-Fat vs. High Fat Milk Consumption in the United States. International Journal of Consumer Studies, 31, 1

PARTICIPATING LOCATIONS



YEAR 2023 +ADD MILK!

Healthy Fluid Milk Incentive

FY 2024

launch 12/17/23

DEC

503 locations
6 States
\$11,780.46 redeemed

