



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 2622

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Feeding Florida and Florida Impact are working to encourage Supplemental Nutrition Assistance Program (SNAP) recipients to optimize their benefits by incentivizing the purchase of fresh produce at designated SNAP retail outlets. This program is focused on rural communities in Alachua, Martin, Pinellas, Hamilton, Putnam, Clay, Gilchrist and Levy counties. It allows for a 1:1 matching of SNAP benefits when buying fresh produce at specified retail locations. These locations will be trained in the disbursement, control and redemption of these dollars in order to ensure proper utilization of the funding.

5. State Agency to receive requested funds

State Agency contacted? Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	1,000,000
Fixed Capital Outlay	0
Total State Funds Requested	1,000,000

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	1,000,000	20%
Matching Funds		
Federal	4,000,000	80%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2023-2024	5,000,000	100%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested? Yes

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

Feeding Florida currently has a \$4M federal Gus Schumacher Nutritional Incentive Program (GusNIP) grant for this project however those funds limit the number of retail outlets that can operate the program. These funds will allow for expansion in the retail market with a focus on rural Florida.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?



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If yes, indicate the amount of funds received and what the funds were used for.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	This includes \$24,935 for promotional and outreach campaign materials, such as flyers, banners, posters and other materials in Spanish and English for 10 retail outlets. There is also \$1,500 budgeted for travel to the locations and for training of retail site personnel.	26,435
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Over the course of one year, SNAP Nutrition Incentives will be distributed as a \$1:\$1 SNAP to fresh produce model with a \$10 match cap while closely monitoring redemption rates and analyzing data. If at any point, this model becomes unsustainable, FF will shift to a \$1:\$1 SNAP produce for produce model with a \$10 match cap until funding is exhausted. This projected amount is based on historical analyses of retail SNAP transactions over a period of 3 years.	973,565
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		1,000,000



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14. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

Incenting healthy food consumption by food insecure citizens is a critical part of supporting and enhancing our state. Hundreds of studies agree that nutritional food can help prevent any number of health issues, and food as medicine is widely recognized as good for all communities. The goal is to improve the overall health of the most vulnerable population of our state.

b. What activities and services will be provided to meet the intended purpose of these funds?

The team will be working in conjunction with the retail operational teams to ensure that their customers are aware of the program and the extent of the available benefits. Training on all aspects of the program will be provided.

c. What direct services will be provided to citizens by the appropriation project?

Citizens utilizing SNAP benefits will have immediate access to the supplemental funds expressly for the purchase of fresh fruits and vegetables from the retail location.

d. Who is the target population served by this project? How many individuals are expected to be served?

The target population is the food insecure customer base of the retail outlets that will be offering the program. Based on historical transaction data, it is expected that over 40,000 people will obtain take advantage of this program and obtain fresh, healthy food to supplement their SNAP spend.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The expected benefit is to allow for food insecure citizens who are on SNAP to obtain healthy food in a dignified manner. It is expected that this will improve the health conditions of these citizens. All transactions involving SNAP spend, incentive issuance and incentive redemption will be constantly monitored. This ensures the integrity of the funding issuance process and that all funds were spent as indicated.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

Feeding Florida can provide documentation on all transactions for each fiscal period. This would include the amount of funding provided to each recipient and the amount of funding redeemed or utilized at each retail site. Feeding Florida will work to accommodate any data format that is acceptable to the state. This data can be submitted at requested intervals during the fiscal year and should the data be deemed insufficient during the year, the remainder of unconsumed funds would be returned and the program would be discontinued.

15. Requester Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

16. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

For Profit Entity



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- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name **Last Name**

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number