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Wholesome Wave Supports Major Update to the Supplemental Nutrition Assistance Program (SNAP)

(Bridgeport, CT) Aug 19, 2021 Today Wholesome Wave, the national leading nonprofit working to increase access to fruits and vegetables for underserved people is proud to support the [recent announcement](#) from the United States Department of Agriculture (USDA) about an important update to the SNAP program, resulting in a substantial increase in the average SNAP benefit.

Reports of the announcement expect the average SNAP benefit to increase by \$36.24 per person per month (or \$1.19/person/day) above the pre-pandemic levels representing a 25%+ increase. [According to the plan](#) “...For the first time in more than 40 years, the reevaluation of the Thrifty Food Plan represents an increase in the real value, not simply an adjustment for inflation, of USDA’s lowest cost food plan that describes how much it costs to eat a healthy diet that aligns with food-group and nutrient recommendations.” In addition to the opportunity this change in policy has to improve diets, a [July report](#) from the Center on Budget and Policy Priorities noted that an increase in SNAP benefit could address disproportionate impacts of benefit inadequacy on people of color.

“It is hard to overstate the importance of this long-awaited update to the SNAP formula. Nobody who successfully enrolls in SNAP should experience food insecurity and an average benefit increase of over 25% will help toward that end,” said Ben Perkins, CEO at Wholesome Wave. “Our ambition is now to help make the right food, the healthy food, reachable for all who need it. This is the essence of our resolute commitment to our FED Principle: fidelity, equity, and dignity to those we serve.”

The review of the Thrifty Food Plan formula which led to this announcement was initiated by the 2018 Farm Bill, a major bipartisan effort that set a five-year agenda for Agriculture policy in the United States. Among many other important policy wins that supported healthy food access for all Americans, the bill also created the [Gus Schumacher Nutrition Incentive Program](#). Wholesome Wave congratulates the Biden administration as well as the 115th Congress on this powerful bipartisan effort to update the SNAP program.

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About Wholesome Wave: Wholesome Wave is the leading national nonprofit that works to make fruits and vegetables affordable for all. Rooted in the belief that poverty should never be an obstacle to nutritious food, Wholesome Wave—together with its network partners—has empowered millions of Americans who struggle with hunger by increasing affordable access to healthy produce.