

# Real Life Nutrition on Foodshare



# Introductions

- Jill Hicks
- Penny Schmitt
- Jennifer Dolan

*“What influences you the most when making decision about buying food?”*



*Jen Dolan*



# How much would you get on Foodshare?

Wisconsin Average  
\$110.21 per month  
\$3.60 per day  
\$1.22 per meal



# *“What is difficult/challenging for Foodshare users?”*

*(Share with neighbor)*



<https://www.youtube.com/watch?v=cgxxT4xpVNI>

# “BUST the Myth”





*“People on Foodshare  
don’t work.”*

How  
to be  
Lazy



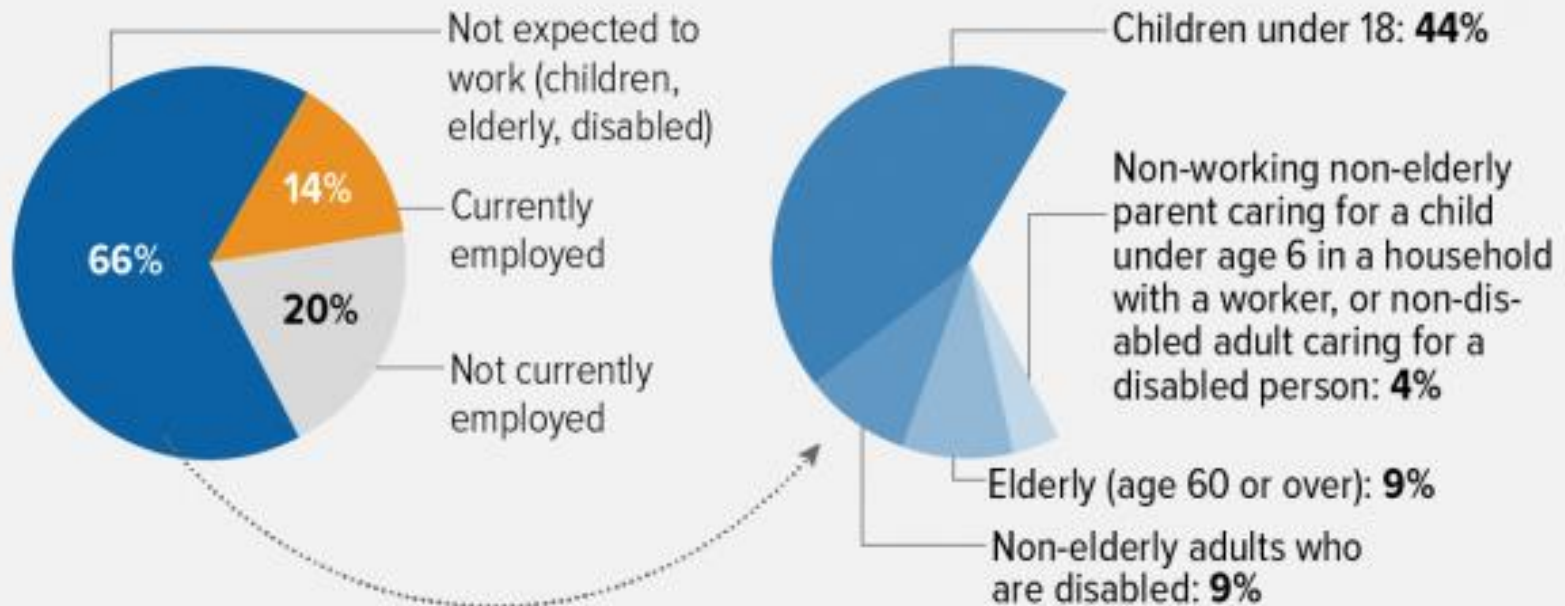
*4 out of 5 SNAP beneficiaries are either working (many military) or individuals who cannot be expected to work, such as children, the elderly, or the disabled.*

*(Center on Budget and Policy Priorities and National Consumers League)*



The overwhelming majority of SNAP recipients who can work do so.

### 4 Out of 5 SNAP Participants Are Not Expected to Work or Are Working



*“People on Foodshare enjoy  
lavish meals.”*



# SNAP funding is primarily used to buy food.

## What SNAP Recipients Are Actually Eating

Hint: it's not that different from what everyone else is eating.

Mean percentage of persons consuming different types of food on a given day (for those 1+ years old)

● SNAP recipients

● Poor people who didn't get SNAP

● Higher-income nonparticipants

0% 20% 40% 60% 80% 100%



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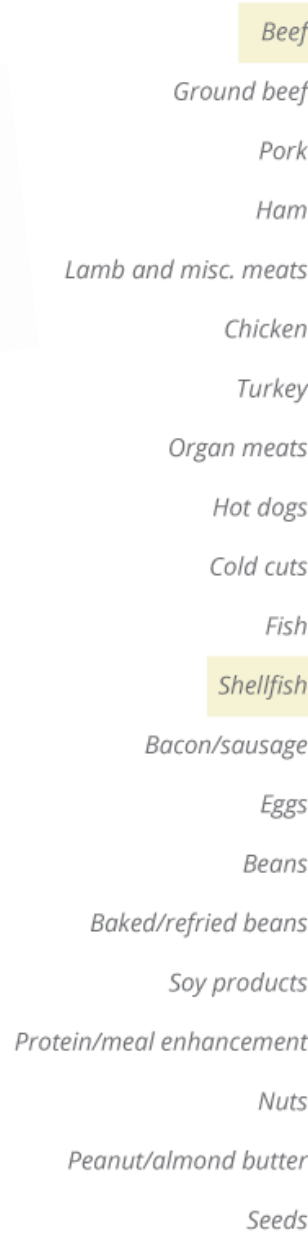
● SNAP recipients

● Poor people who didn't get SNAP

● Higher-income nonparticipants

## MEAT AND MEAT ALTERNATES

### TYPES OF MEAT, AMONG THOSE EATING ANY




**"I have seen people purchasing filet mignons and crab legs with their EBT cards."**  
 -Missouri state Rep. Rick Brattin (R), to The Washington Post



*“Fraud is high with Foodshare”*



- “SNAP has one of the most rigorous quality control systems of any public benefit program”  
(Center on Budget and Policy Priorities)
  - SNAP fraud cut by three-quarters over the past 15 yrs
  - Program’s error rate is at an all-time low of less than 3%
  - Introduction of EBT (Electronic Benefit Transfer) cards has dramatically reduced consumer fraud
  - According to the USDA, the small amount of fraud that continues is usually on the part of retailers, not consumers
- 



*“Foodshare is an economic drain to our society”*



# Every dollar spent on SNAP spurs \$1.79 in economic activity



*SNAP helps keep up demand for farm products and food, thereby boosting growth and jobs*

*(USDA and National Consumers League)*

*“Once on Foodshare, Always on Foodshare”*



**S**upplemental  
**N**utrition  
**A**ssistance  
**P**rogram



According to USDA, households are enrolled in Foodshare for an average of 11.7 months.




# What about Nutrition Education?

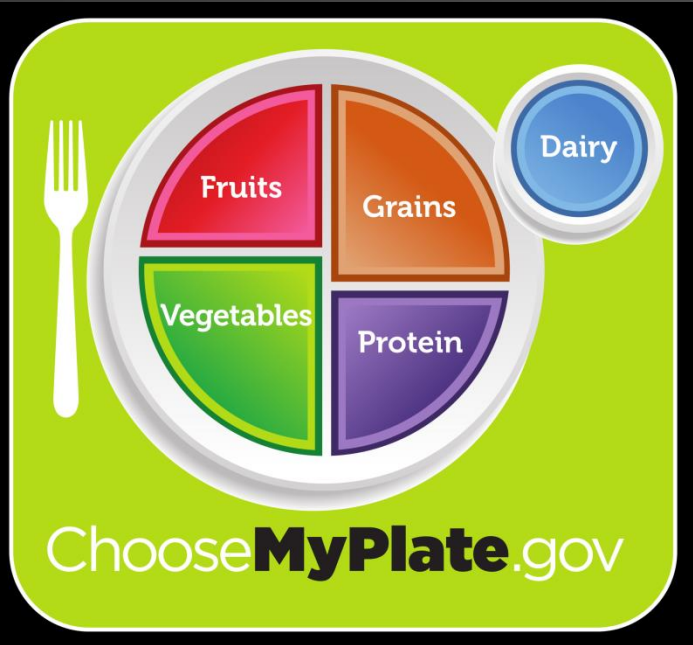


# Why does nutrition education matter?

- 1 in 3 children is overweight or obese;  
2 in 3 adults is overweight or obese.
- 77% of adults do not eat the recommended daily amount of fruits & vegetables.
- The economic cost of obesity in WI is estimated to be 3.1 billion and increasing.

**Every \$1 spent on nutrition education  
saves up to \$10 in health care costs.**





AND



How do you like to learn?

# Money for Food

*Teaching people to eat  
better for less*



# \$15 CHALLENGE



# This is tough stuff!

## What do we do?



# FRESH, FROZEN, CANNED



# ONE DISH MEALS



# UNIT PRICING



# LABEL READING

## Nutrition Facts

Serving Size 1 Banana (130g)  
Servings per Container 1

### Amount Per Serving

**Calories** 300    **Calories from Fat** 130

**% Daily Value\***

**Total Fat** 16g    **24%**

Saturated Fat 8g    **39%**

Trans Fat 0g

**Cholesterol** 0g    **0%**

**Sodium** 15mg    **1%**

**Potassium** 320mg    **9%**

**Total Carbohydrate** 44g    **15%**

Dietary Fiber 4g    **16%**

Sugars 32g

**Protein** 2g

Vitamin A    2%

Vitamin C    15%

Calcium    2%

Iron    6%

Riboflavin (Vitamin B2)    4%

Vitamin B6    15%

Folate    4%

Magnesium    6%

Copper    4%

Manganese    10%

\* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower, depending on your calorie needs:

|                    | Calories  | 2,000   | 2,500   |
|--------------------|-----------|---------|---------|
| Total Fat          | Less than | 65g     | 80g     |
| Sat Fat            | Less than | 20g     | 25g     |
| Cholesterol        | Less than | 300mg   | 300mg   |
| Sodium             | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate |           | 300g    | 375g    |
| Dietary Fiber      |           | 25g     | 30g     |

## Nutrition Facts

Serving Size: 1 Rick or Treat Rickaroon (45g)

Serving Per Container: 1

### Amount Per Serving

**Calories:** 242    **Cal from Fat:** 184

**% Daily Values\***

**Total Fat** 20g    **31%**

Saturated Fat 15g    **76%**

Trans Fat 0g

**Cholesterol** 0mg    **0%**

**Sodium** 31mg    **1%**

**Potassium** 192mg    **5%**

**Total Carbohydrate** 18g    **6%**

Sugars 10g

Dietary Fiber 1g    **4%**

**Protein** 4g    **8%**

Vitamin C 1%    •    Calcium 4%

Iron 8%    •

\*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

|                    | Calories  | 2,000  | 2,500  |
|--------------------|-----------|--------|--------|
| Total Fat          | Less than | 65g    | 80g    |
| Sat Fat            | Less than | 20g    | 25g    |
| Cholesterol        | Less than | 300g   | 300mg  |
| Sodium             | Less than | 2400mg | 2400mg |
| Total Carbohydrate |           | 300g   | 375g   |
| Dietary Fiber      |           | 25g    | 30g    |

## Nutrition Facts

Serving Size 2/3 cup (55g)

Servings Per Container About 8

### Amount Per Serving

**Calories** 230    **Calories from Fat** 40

**% Daily Value\***

**Total Fat** 8g    **12%**

Saturated Fat 1g    **5%**

Trans Fat 0g

**Cholesterol** 0mg    **0%**

**Sodium** 160mg    **7%**

**Total Carbohydrate** 37g    **12%**

Dietary Fiber 4g    **16%**

Sugars 1g

**Protein** 3g

Vitamin A    10%

Vitamin C    8%

Calcium    20%

Iron    45%

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

|                    | Calories: | 2,000   | 2,500   |
|--------------------|-----------|---------|---------|
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# WELL STOCKED CUPBOARD



# SHARING COMMUNITY RESOURCES

Almost 9% of all Wisconsin residents - or 1 in 11 households - struggle with basic food needs. In south Wood County we have many resources to help. For more information about any of these programs, call:



## South Wood County Food Providers

### Food Pantries

**The South Wood Emerging Pantry Shelf (SWEPS)** provides food for those in need in south Wood County. When visiting SWEPS the individual will receive a seven day food and hygiene (if available) supply packed by volunteers. SWEPS is located at 331 12th Avenue South, Wisconsin Rapids. Screening will be held on location during the operating hours of Monday, Wednesday, Thursday, and Friday from 12:00-4:00pm and Tuesday from 4:00-7:00pm. You contact SWEPS at 715-422-2050 for more information.

**Baker Street Community Church Food Pantry:** provides food for those in need in Wood County Tuesday and Friday 9:00am-noon. Call the church for emergencies after hours at 715-421-5335. Located at 640 Baker Street, Wisconsin Rapids.

**Christian Life Fellowship:** Food pantry that distributes pre-packaged bags on Wednesdays from 6:30 to 8:00pm, and Thursdays from 1:00pm to 3:00pm. Valid ID with current address required. Christian Life Fellowship is located at 600 7th Street, Fort Edwards.

**Ruby's Pantry:** There are no qualifications to participate; just a \$20 donation to cover the cost of transportation. Ruby's Pantry is held the third Saturday of every month and is a mobile food distribution site located at the Boys & Girls Club at 501 17th Street South, Wisconsin Rapids, WI. This is sponsored by Immanuel Lutheran Church & School and the Boys & Girls Club of Wisconsin Rapids. For more information call 715-423-5260.



### Government Assistance

**FoodShare:** Provides monthly financial support for low-income families and individuals to buy nutritious foods. To check eligibility or apply for benefits visit [access.wisconsin.gov](http://access.wisconsin.gov) or call the Northern Income Maintenance Consortium at 1-888-794-5722.

**The Women, Infants and Children Program (WIC)** helps keep pregnant and breastfeeding women, infants and children under five years of age healthy and strong. WIC provides: nutrition information; nutritious foods; breastfeeding information and support; breast pumps for eligible clients; health screening; information about community services; and fresh fruits, vegetables, and herbs provided through the Farmer's Market Nutrition Program. For more information visit [www.co.wood.wi.us/Departments/Health/WIC](http://www.co.wood.wi.us/Departments/Health/WIC); or call 715-421-8950.

### Delivered Meals

**Aging & Disability Resource Center Meals on Wheels** - Meals on Wheels eligibility includes being 60 or older, mostly home bound, and unable to prepare balanced meals. The spouse of an eligible person can participate also. Meals on Wheels requests are evaluated on an individual basis during a home visit. Monetary contribution encouraged. No eligible person is denied service due to inability to contribute. Aging & Disability Resource Center of Central Wisconsin is located at 220 S 3rd Avenue Suite #1, Wisconsin Rapids. You can reach us at (715) 421-0014 or (888) 486-9545; or visit us at [www.adrc-cw.com](http://www.adrc-cw.com).

**Aspirus Riverview Hospital Home Delivered Meals:** Delivers a hot, nutritious noon meal Monday through Friday. Meal cost is \$3.80 per noon meal, \$2.40 per evening meal pack, and \$8.45 per weekend pack of meals. For additional information call 715-421-7447.



# SHOPPING TOURS



SHARE OUR STRENGTH'S  
**COOKING  
MATTERS**  
NO KID HUNGRY

at the  
**STORE**

**Walmart** 



# 10 TIPS USDA SHEETS

<http://www.choosemyplate.gov/ten-tips>

**USDA** United States Department of Agriculture

**10 tips**  
Nutrition  
Education Series

## save more at the grocery store

**10 MyPlate tips to stretch your food dollar**

Using coupons and looking for the best price are great ways to save money at the grocery store. Knowing how to find them is the first step to cutting costs on food. Use the MyPlate coupon tips to stretch your budget.

- 1 find deals right under your nose**  
Look for coupons with your receipt, as peel-offs on items, and on signs along aisle shelves.
- 2 search for coupons**  
Many stores still send ads and coupons for promotion, so don't overlook that so-called "junk mail." You can also do a Web search for "coupons." Go through your coupons at least once a month and toss out any expired ones.
- 3 look for savings in newspaper**  
Brand name coupons are found as inserts in the paper every Sunday—except on holiday weekends. Some stores will double the value of brand name coupons on certain days.
- 4 join your store's loyalty program**  
Signup is usually free and you can receive savings and electronic coupons when you provide your email address.
- 5 buy when foods are on sale**  
Maximize your savings by using coupons on sale items. You may find huge deals such as "buy one get one free."
- 6 find out if the store will match competitors' coupons**  
Many stores will accept coupons, as long as they are for the same item. Check with the customer service desk for further details.
- 7 stay organized so coupons are easy to find**  
Sort your coupons either by item or in alphabetical order. Develop a system that's easiest for you and make finding coupons quick and hassle-free. Ideas for coupon storage include 3-ring binders, accordion-style organizers, or plain envelopes.
- 8 find a coupon buddy**  
Swap coupons you won't use with a friend. You can get rid of clutter and discover additional discounts.
- 9 compare brands**  
Store brands can be less expensive than some of the name brand foods. Compare the items to find better prices.
- 10 stick to the list**  
Make a shopping list for all the items you need. Keep a running list on your phone, on the refrigerator, or in a wallet. When you're in the store, do your best to buy only the items on your list.

Go to [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) for more information.

Center for Nutrition Policy and Promotion  
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DG TipSheet No. 27  
April 2014



**10 tips**  
Nutrition  
Education Series

## build a healthy meal

**10 tips for healthy meals**

**ChooseMyPlate.gov**

**A healthy meal starts with more vegetables and fruits and smaller portions of protein and grains.** Think about how you can adjust the portions on your plate to get more of what you need without too many calories. And don't forget dairy—make it the beverage with your meal or add fat-free or low-fat dairy products to your plate.

- 1 make half your plate veggies and fruits**  
Vegetables and fruits are full of nutrients and may help to promote good health. Choose red, orange, and dark-green vegetables such as tomatoes, sweet potatoes, and broccoli.
- 2 add lean protein**  
Choose protein foods, such as lean beef and pork, or chicken, turkey, beans, or tofu. Twice a week, make seafood the protein on your plate.
- 3 include whole grains**  
Aim to make at least half your grains whole grains. Look for the words "100% whole grain" or "100% whole wheat" on the food label. Whole grains provide more nutrients, like fiber, than refined grains.
- 4 don't forget the dairy**  
Pair your meal with a cup of fat-free or low-fat milk. They provide the same amount of calcium and other essential nutrients as whole milk, but less fat and calories. Don't drink milk? Try soy milk (soy beverage) as your beverage or include fat-free or low-fat yogurt in your meal.
- 5 avoid extra fat**  
Using heavy gravies or sauces will add fat and calories to otherwise healthy choices. For example, steamed broccoli is great, but avoid topping it with cheese sauce. Try other options, like a sprinkling of low-fat parmesan cheese or a squeeze of lemon.
- 6 take your time**  
Savor your food. Eat slowly, enjoy the taste and textures, and pay attention to how you feel. Be mindful. Eating very quickly may cause you to eat too much.
- 7 use a smaller plate**  
Use a smaller plate at meals to help with portion control. That way you can finish your entire plate and feel satisfied without overeating.
- 8 take control of your food**  
Eat at home more often so you know exactly what you are eating. If you eat out, check and compare the nutrition information. Choose healthier options such as baked instead of fried.
- 9 try new foods**  
Keep it interesting by picking out new foods you've never tried before, like mango, lentils, or kale. You may find a new favorite! Trade fun and tasty recipes with friends or find them online.
- 10 satisfy your sweet tooth in a healthy way**  
Indulge in a naturally sweet dessert dish—fruit! Serve a fresh fruit cocktail or a fruit parfait made with yogurt. For a hot dessert, bake apples and top with cinnamon.

Go to [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) for more information.

**USDA** United States Department of Agriculture  
Center for Nutrition Policy and Promotion

DG TipSheet No. 7  
June 2011  
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Questions?

