+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.

PARTICIPATING LOCATIONS

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YEAR 2023

MAY
13 stores
$92.66 redeemed
7% total redemption rate

JUNE
24 stores
$217.06 redeemed
15% redemption rate

JULY
26 stores
$354.38 redeemed
12% redemption rate

AUG
27 stores
$525.42 redeemed
16% redemption rate

SEPT
27 stores
$554.89 redeemed
19% redemption rate

OCT
29 stores
$764.87 redeemed
21% redemption rate

+ADD MILK! IS MANAGED BY THE HUNGER SOLUTIONS INSTITUTE. THIS MATERIAL IS BASED UPON WORK THAT IS SUPPORTED BY THE FOOD AND NUTRITION SERVICE, U.S. DEPARTMENT OF AGRICULTURE.