



TO: County Executive Crowley
 DATE: September 8, 2025
 RE: Milwaukee Market Match Funding

As you consider the County's 2026 budget, we ask you to prioritize funding for the Milwaukee Market Match program. The program, which has helped families from across Milwaukee County access healthy foods for the past 4 years, is at risk of closing in 2026. **Please invest \$150,000 in the Milwaukee Market Match program.**

The Milwaukee Market Match program provides matching dollars to individuals and families participating in FoodShare to purchase additional fruits and vegetables at participating farmers markets. For example, if a family spends \$20 FOODSHARE (SNAP/EBT/QUEST) at the farmers market, they are given an additional \$20 MARKET MATCH to spend at the market on culturally appropriate produce.

Nationally, programs like this are referred to as SNAP Nutrition Incentive Programs (NIP), and they exist in states and communities across the United States. In Milwaukee County, the program began in 2020 as a 10-week pilot program with only 5 farmers markets participating. Then, in 2022, the County graciously allocated ARPA dollars to expand the program countywide. Since then, with county resources, it has grown to include 12 markets, supporting families from all across the county. Its impact is unmistakable and continues to be especially important as grocery prices rise and federal SNAP dollar's decline.

Current participating markets include Brown Deer Farmers Market, Fondy Farmers Market, Greendale Downtown Farmers Market, Greenfield Farmers Market, Jackson Park Farmers Market, Oak Creek Farmers Market, Riverwest Farmers Market, Shorewood Farmers Market, Tosa Farmers Market, West Allis Farmers Market, Whitefish Bay Farmers Market and the Milwaukee Winter Market.

The Milwaukee Market Match programs offer us a way to address upstream root causes of health disparities by increasing the *amount* and *quality* of food a person can buy. Increasing produce access and consumption helps address diet-related health disparities such as diabetes, cardiovascular disease, and obesity, and it is a way to invest in health and equity for individuals and families in our community.

In addition to the health benefits, these programs have been shown to yield economic benefits. Research from the USDA Economic Research Service on the multiplier effects of federal spending on

low-income programs, such as SNAP, shows that for every \$1 in new SNAP benefits, up to \$2 of economic activity is generated.

Milwaukee Market Match benefits families, farmers and our local economy. Families can stretch their food dollars further and buy more nutritious options. Farmers benefit from increased sales, and our local economy wins when dollars are spent locally. **Please invest \$150,000 in the Milwaukee Market Match program.**

If you have questions or would like additional information, please contact Nicole Hudzinski, Government Relations Director with the American Heart Association, at 608-225-4042 or nicole.hudzinski@heart.org.