

SNAP-Ed Builds Healthier Families, Stronger Communities, and a More Resilient Food System.

Wisconsin's SNAP-Ed program, known as **FoodWise**, helps children and families make healthy choices every day. Through hands-on lessons in schools, community spaces, and farmers markets, we make **healthy eating and active living easier**.

FoodWise supports families across Wisconsin by building partnerships with schools, food retailers, and community organizations. SNAP-Ed efforts also help connect families with local foods and support Wisconsin farmers.

STARTING HEALTHY

HABITS EARLY

SNAP-Ed helps prevent chronic disease by teaching kids to eat well & stay active.

79% of FoodWise participants are youth, most learning through school-based programs.

KIDS WHO PARTICIPATE IN FOODWISE:



Eat more fruits

52% ate more than one type daily



Drink fewer sugary beverages

36%



Get more exercise

87% met physical activity goals: 60 minutes/day



FoodWise supports schools in serving healthier meals and including more movement throughout the day, making healthy habits part of everyday learning.

HELPING FAMILIES MAKE

HEALTHY CHOICES

SNAP-Ed gives parents & caregivers the tools to feed their families well.

In fiscal year 2024, FoodWise partnered with **850** early care and education sites, schools, farmers' markets, food pantries, and other community-based settings to teach **over 35,000** Wisconsinites about healthy eating and active living. FoodWise teaches parents and caregivers how to plan, buy, and prepare healthy meals, leading to better diet quality for families.

FoodWise partnered with **266 local organizations** to reach nearly **98,000 people** through collaborative efforts to increase access to healthy food and opportunities for physical activity.

FoodWise teaches parents and caregivers how to **plan, buy, and prepare** healthy meals, leading to better diet quality for families.*

ADULTS WHO PARTICIPANT IN FOODWISE:



Drink fewer sugary beverages

68%



Use the Nutrition Facts label to make healthier food choices

58%

** Reicks et al., 2018*

CONNECTING FAMILIES

TO WISCONSIN AGRICULTURE

SNAP-Ed supports local food systems by linking families to seasonal food.

The **Wisconsin Harvest of the Month** program encourages families to eat more locally grown fruits and vegetables.

- Reached over **15,000** students and caregivers
- Increased fruit and vegetable consumption in school meals (*55% of participating schools*)

FoodWise supports:

- **79 farmers markets** accepting SNAP, WIC and/or Senior Farmers' Market Nutrition Program benefits
- **54 markets** offering nutrition incentive programs

Using SNAP benefits at farmers' markets helps SNAP-eligible community members eat more fruits and vegetables*, supports rural economies, and keeps food dollars in the community.

** ERS, 2018; Krokowski, 2014; Buttenheim, 2012*