Healthy Fluid Milk Incentive Training Handbook
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## 5. GENERAL AND EMERGENCY RESPONSE PLAN

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Section 1: Introduction and Overview

1.A Program History

The Healthy Fluid Milk Incentive (HFMI) is based on previous USDA incentive programs, most notably the Healthy Incentive Pilot. SNAP participants who used the Healthy Incentive Pilot were shown to have eaten 26% more fruits and vegetables a day compared to those who were not in the pilot program. The HFMI program is another way for USDA’s Food and Nutrition Services (FNS) to provide low-income individuals better access to nutritional foods which follow the recommendations of the Dietary Guidelines for American’s (DGAs).

A 2016 study of food typically purchased by SNAP households revealed that of the top ten items routinely purchased utilizing SNAP benefits, fluid milk is ranked 9 of 10 items with only 3.5% of total monthly SNAP benefits being spent toward this product. Though nationally, 90% of Americans do not meet their recommended dairy consumption, this percentage is slightly below non-SNAP household expenditures which spend 3.8% of their food budget on fluid milk. Other dairy products such as cheese and other qualifying items were purchased even less frequently with SNAP households spending only 1.1% of the total food budget on these items and non-SNAP households devoting 1.7% of their food budget on other dairy products.¹

1.B Program Purpose

The Add Milk! HFMI project is designed to help decrease these deficiencies in dairy consumption for those in the SNAP program. By creating a one for one dollar match on healthy fluid milk purchases, the program looks to bridge the deficiencies created in the typical diet pattern. Increasing the consumption of healthy fluid milks will provide individuals their recommended amounts of Vitamins A, D, and Calcium, while also reducing the amounts of saturated fats as well as added sugars and sodium typically consumed in processed dairy products, such as sweetened and flavored dairy products.

1.C Goals

With this purpose in mind, the goals of the “Add Milk!” HFMI project are the following:

- To improve SNAP recipients’ access to fluid milk through an incentive program
- To increase the amount of fluid milk product and potentially other dairy products purchased and consumed by SNAP eligible households, which benefits both the users diet quality as well as retailers and dairy producers
- To increase the average daily consumption of fluid cows’ milk to promote Calcium, Vitamins A and D, and other essential nutrients
- To highlight and teach communities the value of adding fluid cows’ milk as part of a nutritionally complete diet to create positive diet patterns
- To remove barriers for SNAP participants to achieve the recommended daily consumption of dairy to promote a proper diet
- To test a pilot program that can be used to create a sustainable practice for engaging consumers in dairy incentive programs.

1.D Objectives

The objectives of this pilot project are the following:

- To partner directly with SNAP authorized retailers in specific communities and markets that are reflective of the target population
- To partner with local agencies to educate SNAP families and households about the program and participation in it
- To work toward increasing the purchase of fluid milk at the sites where the incentive is being delivered
Section 2: Project Delivery

2.A  Point of Sale Plan

2.A.1  Qualifying purchases*

Incentives will be triggered at the point of sale (POS) when SNAP households purchase with their SNAP dollars a qualifying fluid cows’ milk product of ANY size, defined as follows:

- Fat-free or 1% milkfat cows’ milk
- With no flavoring or sweeteners
- Packaged in liquid form
- Consistent with the Food and Drug Administration, state and local standards for fluid milk vitamin A and D levels.

*Lactose-free milk that meets these requirements also qualifies.

2.A.2.  Dollar-for-Dollar Incentive

When a SNAP customer purchases qualifying milk with their SNAP benefits, he or she will receive a dollar-for-dollar amount equal to the amount of SNAP dollars spent on the qualifying item.

2.A.3.  Redemption Coupon

Once a qualifying purchase has been made, a coupon printed at the bottom of the customer’s receipt will have a unique bar code that can be scanned to redeem the dollars earned on future eligible purchases of ANY size at the same location.

2.B  Eligibility Requirements

Only SNAP households (both individuals and families) are eligible. Qualifying purchases must be made with SNAP benefits (on SNAP EBT or Lone Star Card).
2.C  **Coupon Redemption Requirements**

- Coupons cannot be used the same day as the qualifying purchase. They must be redeemed on a future purchase of eligible items. This future purchase can be as soon as the day following the qualifying purchase.
- Coupons expire within 30 days of the qualifying purchase.
- Coupons must be redeemed at the same store as the initial qualifying purchase.
- More than one coupon *can* be redeemed in a single purchase.
- Coupons *can* be used with other promotional offers at that retail site.

2.D.  **Eligible Redemption Products – Littlefield and Lubbock, TX Sites**

Upon purchase of a qualifying fluid milk product at the Lubbock (#81) and Littlefield (#8) Food King locations, participants will then be eligible to redeem the coupon for **any fluid cows’ milk (including lactose-free)** that is unsweetened, unflavored, and meets USDA’s standards for Vitamin A and D.

2.D.  **Eligible Redemption Products – San Angelo, TX Site**

Upon purchase of a qualifying fluid milk product at the San Angelo Food King location, participants will then be eligible to redeem the coupon for **any unsweetened and unflavored dairy product of any fat content whose first ingredient is cows’ milk.**

*For example*, dairy products eligible to be purchased with the Add Milk! coupon at the San Angelo site *include but are not limited to* the following:

- Whole fluid milk
- Lactose-free milk of any fat content
- Plain, unsweetened yogurt
- 2% fluid milk
- Cottage cheese
- Unflavored and unsweetened cream cheese
- Heavy whipping cream
- Unsweetened, unflavored real butter
2.E  Retail Site Information

The three participating Food King stores are the following:

**Littlefield, TX**
Food King #8
102 E Waylon Jennings Blvd
Littlefield, TX 79339

**Lubbock, TX**
Food King #81
8208 Slide Rd
Lubbock, TX 79424

**San Angelo, TX**
Food King, #38
2 S Main St
San Angelo, TX 76903
Section 3. Educational Guidelines

3.A Best Practices for Reaching SNAP recipients

3.A.1 Train the Trainer

• Identify stakeholders in the community that SNAP recipients trust and interact with most frequently and consistently
• Train these stakeholders on the details and specifics of the program
• Contact state and regional level SNAP benefits offices to ensure they are aware of the program, including how and where it operates
• Contact local Community Partner Program organizations: See https://www.texascommunitypartnerprogram.com/TCPP_Site_FindPartnerResults?zc=&sc=Lubbock&SCO=&mr=100&toh=none&lang=en
• Use local hunger coalitions’ and food banks’ networks to promote this program.

3.A.2 Reaching SNAP recipients*

• Remember the “Rule of 3’s.” SNAP participants should see materials three times. Aim to communicate in at least three instances and in three different ways:
  o Virtually (website, media posts)
  o By mail
  o At stores
• Provide promotional materials in both English and Spanish
• Include the most relevant FAQs in promotional materials and training sessions.
• Include information about participating Food King grocery store locations in promotional materials and training sessions.
• Point SNAP recipients to the Add Milk! website’s instructional resources

*Please use only official Add Milk! marketing materials provided by the Baylor Collaborative on Hunger and Poverty (BCHP). Use the “Contact Us” form at www.addmilk.org to request printed marketing materials.

BCHP’s HFMI team can provide postcards, rack cards, posters, and 8 ½ x 11 signs for stores and regional partners to use in English and in Spanish.

3.B.1 What is the objective of the Healthy Fluid Milk Incentive Program?
The objective of the HFMI pilot program is to increase the purchase and consumption of fluid milk product and potentially, other dairy products by SNAP eligible households.

3.B.2 Will this HFMI program be on-going or will it be a pilot?
HFMI is a pilot program funded by USDA designed to test the success of incentivizing milk purchase and consumption among SNAP recipients.

3.B.3 How long will the program run?
The program will begin May 3, 2021, and will last for up to twelve months—May 2021 through April 2022.

3.B.4 Who is eligible to participate in this program?
Any SNAP eligible household can participate in the program using SNAP dollars to purchase qualifying milk products.

3.B.5 Can anyone take part in the Add Milk! incentive program?
No. Only SNAP participants (individuals or families) can participate, using SNAP dollars to purchase qualifying milk products.

3.B.6 What kind of milk qualifies for a coupon?
You can buy ANY size 1% or fat-free fluid cows’ milk. Products must be pasteurized, unflavored, and unsweetened.

3.B.7 Can I purchase lactose-free 1% or fat-free milk to be eligible for a coupon?
Yes! Lactose-free 1% or fat-free fluid milk of any size is a qualifying purchase. Products must be pasteurized, unflavored, and unsweetened.

3.B.8 How do I get coupons to buy more milk?
First, choose a qualifying milk product (see above). When you’re ready to check out, give your SNAP EBT (Lone Star) card to the cashier. When the milk is scanned, a coupon will print at the bottom of your receipt.

3.B.9 How much are the coupons worth?
For every dollar you spend, you’ll earn a dollar toward your next purchase of a qualifying milk product.
3.B.10 What products can I purchase with the coupons?
ANY size fluid cows’ milk **of any fat content**, including lactose-free milk. Products must be pasteurized, unflavored, and unsweetened cows’ milk.

3.B.11 What is the difference between “qualifying fluid cows’ milk” and “any fluid cows’ milk”? 
“Qualifying fluid milk” is 1% or fat-free fluid cows’ milk without flavors or sweeteners that meets FDA, state, and local standards for fluid milk Vitamin A and D levels. “Any fluid cows’ milk” is any fluid milk, including whole milk and 2% milk, without flavors or sweeteners.

3.B.12 When is the soonest I can redeem a coupon after receiving it? 
Coupons can be used the next day. Coupons expire within 30 days and can only be used at the store where the coupon was issued.

3.B.13 Can I use my WIC card to purchase qualifying milk products? 
No. Only SNAP participants using SNAP dollars can participate in the Add Milk! program.

3.B.14 Can I use my coupon at any Food King location? 
No. The coupon can only be used at the store where the coupon was issued.

3.B.15 Can more than one Add Milk! coupon be used at a time and can they be used with other coupons or offers? 
Yes, you can use more than one Add Milk! coupon at a time and coupons can be used with other promotional offers.

3.B.16 Which Littlefield and Lubbock Food King stores are participating in the Add Milk! incentive program?

**Littlefield – Food King #8**
102 E Waylon Jennings Blvd
Littlefield, TX 79339

**Lubbock – Food King #81**
8208 Slide Rd
Lubbock, TX 79424
3.C SAN ANGELO - Frequently Asked Questions

3.C.1 What is the objective of the Healthy Fluid Milk Incentive Program?
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3.C.8 How do I get coupons to buy more milk?
First, choose a qualifying milk product (see above). When you’re ready to check out, give your SNAP EBT (Lone Star) card to the cashier. When the milk is scanned, a coupon will print at the bottom of your receipt.

3.C.9 How much are the coupons worth?
For every dollar you spend, you’ll earn a dollar toward your next purchase of a qualifying milk product.
3.C.10 What products can I purchase with the coupons?
ANY unsweetened, unflavored dairy product whose first ingredient is cows’ milk. So, for example, the San Angelo store coupon can be redeemed for whole milk, cottage cheese, heavy whipping cream, cream cheese, etc. as long as these are pasteurized, unflavored, and unsweetened cows’ milk products. Lactose-free milk products are also included.

3.C.11 What is the difference between “qualifying fluid cows’ milk” and “any fluid cows’ milk”?
“Qualifying fluid milk” is 1% or fat-free fluid cows’ milk without flavors or sweeteners that meets FDA, state, and local standards for fluid milk Vitamin A and D levels. “Any fluid cows’ milk” is any fluid milk, including whole milk and 2% milk, without flavors or sweeteners.

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Coupons can be used the next day. Coupons expire within 30 days and can only be used at the store where the coupon was issued.

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No. Only SNAP participants using SNAP dollars can participate in the Add Milk! program.

3.C.14 Can I use my coupon at any Food King location?
No. The coupon can only be used at the store where the coupon was issued.

3.C.15 Can more than one Add Milk! coupon be used at a time and can they be used with other coupons or offers?
Yes, you can use more than one Add Milk! coupon at a time, and coupons can be used with other promotional offers.

3.C.16 Which San Angelo Food King store is participating in the Add Milk! incentive program?
San Angelo – Food King, #38
2 S Main St
San Angelo, TX 76903
Section 4: Support and Resources


This training handbook as well as additional resources for both SNAP recipients and regional partners can all be found at the project website, www.AddMilk.org. The website is in English and in Spanish.

4.B Print Marketing Materials

The following marketing materials are available in English and Spanish and can be requested by contacting the HFMI team through the “Contact Us” form at www.addmilk.org.

- Postcard
- Rack card (4” x 9”)
- Poster (22” x 28”)
- Retail store register sign or small poster (8 ½” x 11”)

4.C Contact Information

4.C.1 Food King Retail Sites

**Littlefield – Food King #8**
102 E Waylon Jennings Blvd
Littlefield, TX 79339
(806) 385-4711

**Lubbock – Food King #81**
8208 Slide Rd
Lubbock, TX 79424
(806) 794-9728

**San Angelo – Food King, #38**
2 S Main St
San Angelo, TX 76903
(325) 655-2821
4.C.2 SNAP offices

**Littlefield**
HHSC Benefits Office - E Marshall Howard
210 E Marshall Howard Blvd
Littlefield, TX 79339
(806) 385-4416

**Lubbock**
34th SNAP Office
5806 W 34th
Lubbock, TX 79407
(806) 791-7500

Parkway SNAP Office
1716 Parkway Dr
Lubbock, TX 79403
(806) 744-7632

**San Angelo**
HHSC Benefits Office - S Oakes
622 S Oakes St
San Angelo, TX 76903
(325) 655-0576

4.C.3 Texas Hunger Initiative Regional Offices

**Texas Hunger Initiative - Lubbock Field Office**
500 East 50th
Lubbock, TX 79404
Regional Manager – Keith Timmer
Keith_Timmer@baylor.edu

**Texas Hunger Initiative – San Angelo Field Office**
36 East Twohig, Suite 201
San Angelo, TX 76903
Regional Director – Mary Herbert
Mary_Herbert@baylor.edu
4.C.4 Baylor Collaborative on Hunger and Poverty

Physical Address
Baylor Collaborative on Hunger and Poverty
Baylor University
Diana Garland School of Social Work
811 Washington Ave., Waco, Texas 76701

Mailing Address
Baylor Collaborative on Hunger and Poverty
One Bear Place #97320
Waco, Texas 76798
## Section 5: General and Emergency Response Plan

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<td>During store hours</td>
<td>See store location information</td>
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<td>SNAP Participant Questions</td>
<td>Keith Timmer (Lubbock/Littlefield)</td>
<td>M-F, 8 a.m. – 5 p.m.</td>
<td><a href="mailto:addmilk@baylor.edu">addmilk@baylor.edu</a></td>
</tr>
<tr>
<td></td>
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<td>M-F, 8 a.m. – 5 p.m.</td>
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<tr>
<td></td>
<td>Mary Herbert (San Angelo)</td>
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| Program Emergency                     | Keith Timmer (Lubbock/Littlefield) | 6 a.m. – 11 p.m.      | [Keith_Timmer@baylor.edu](mailto:Keith_Timmer@baylor.edu)  
|                                       | Mary Herbert (San Angelo)        |                       | [Mary_Herbert@baylor.edu](mailto:Mary_Herbert@baylor.edu)   |
| Medical or Safety Emergency           | Local police, fire, ambulance    | 24/7                  | Call 911                                |

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