

## 10 Food Stamp Program Outreach Ideas for Retailers



Help your customers learn about the nutrition benefits of the Food Stamp Program. Food stamp benefits bring Federal funds into your community that can increase sales at your store. With food stamps, your low-income customers can purchase *more* healthy foods such as fruits and vegetables, whole-grain foods, and dairy products. As a retailer, you can:

1. Display food stamp posters, flyers, magnets, and other materials. Go to [www.fns.usda.gov/fsp/info.htm](http://www.fns.usda.gov/fsp/info.htm) for free USDA materials and promotional items.
2. Invite local groups such as food banks, anti-hunger groups, or other community or faith-based groups to staff an information table to give out food stamp information or prescreen customers for eligibility. Use the pre-screening tool available at [www.foodstamps-step1.usda.gov](http://www.foodstamps-step1.usda.gov).
3. Put food stamp information, such as national (1-800-221-5689) or local food stamp toll-free numbers, on grocery bags and in weekly circulars and bulletins.
4. Publish food stamp materials in languages spoken in your community. Available at <http://www.fns.usda.gov/fsp/outreach/translations.htm>.
5. Print food stamp promotional messages on store receipts.
6. Broadcast Food Stamp Program public service announcements (<http://www.fns.usda.gov/cga/radio/radio.htm>) in the store.
7. Host nutritious food tasting or cooking demonstrations. Give out recipe cards that contain nutrition information and the national (1-800-221-5689) or local food stamp toll-free number. Check out the recipe finder at <http://foodstamp.nal.usda.gov/recipes.php>.
8. Form partnerships with local community and advocacy groups. Host a "health fair" to conduct food stamp eligibility prescreening ([www.foodstamps-step1.usda.gov](http://www.foodstamps-step1.usda.gov)). Invite local media to the event.
9. Partner with EBT processors to train cashiers about the under-utilization of food stamps.
10. Encourage EBT processors to add recorded messages to help-desk numbers promoting the nutrition benefits of food stamps and encouraging food stamp clients to "tell a friend."