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Wisconsin SNAP Program Just Got a Reality Check

Madison... Representative Clint Moses (R-Menomonie) Today, the Wisconsin State Assembly will vote on Assembly Bill 180 to better align Wisconsin's SNAP program with its core purpose: helping families access nutritious food.

AB 180 removes soda, candy, and energy drinks from the list of items eligible for purchase with SNAP benefits. The bill does not reduce benefit amounts or change eligibility. Instead, it ensures benefits are used to support healthier choices.

"SNAP should help people eat better and live healthier lives," Rep. Moses said. "When taxpayer-funded benefits are routinely spent on products that contribute to chronic disease, it hurts families and drives up Medicaid costs for everyone."

About 11 percent of SNAP benefits are spent on soda and candy, and SNAP recipients consume significantly more sugar-sweetened beverages than nonparticipants. At the same time, more than two-thirds of Wisconsin FoodShare participants are also enrolled in Medicaid, highlighting the link between poor nutrition and long-term public health costs.

An amendment adopted in the Assembly clarifies the definitions of soda and candy, aligning Wisconsin law with other states that have enacted similar reforms. Eighteen states, beginning with Nebraska and including Colorado, Indiana, Iowa, Texas, and Florida, have already signed comparable policies into law.

"With federal SNAP rules changing and states taking on more responsibility for program costs, Wisconsin must act responsibly," Moses said. "AB 180 is a practical step toward better health outcomes and stronger accountability."

The senate version of this bill is waiting to be taken up on the floor where it will then be sent to the Governor's desk.

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The 92nd Assembly District includes the cities of Chippewa Falls and Menomonie; villages of Elk Mound and Lake Hallie; townships of Hallie, Lafayette, Wheaton, Elk Mound, Menomonie, and Red Cedar, and the parts of the city of Eau Claire that reside in Chippewa County.