

2024 Regular Session

HOUSE CONCURRENT RESOLUTION NO. 61

BY REPRESENTATIVE MCFARLAND

FEDERAL PROGRAMS: Urges and requests the Legislature of Louisiana to support the "Greaux the Good" farmers market match program

1                                        A CONCURRENT RESOLUTION

2 To urge and request the Legislature of Louisiana to support the "Greaux the Good" farmers  
3 market match programs.

4 WHEREAS, according to the Louisiana State University AgCenter, agriculture  
5 creates an annual economic impact to Louisiana of nearly eleven billion dollars, making it  
6 one of the top economic industries in the state; and

7 WHEREAS, in 2017, Louisiana produce which includes fruit and vegetable crops  
8 accounted for approximately five hundred ninety-seven million dollars in total value to the  
9 state; and

10 WHEREAS, according to the 2022 census by the United States Department of  
11 Agriculture (USDA), there are approximately twenty-five thousand farm operations in this  
12 state, one thousand four hundred of which are for small scale producers of fruits and  
13 vegetables with farms not exceeding forty-nine acres in size; and

14 WHEREAS, farmers typically make approximately seventeen cents of every food  
15 dollar spent through traditional food marketing systems, but can make up to one hundred  
16 percent of every food dollar spent in direct-to-consumer operations, thus increasing the  
17 amount of money farmers make off of the commodities they produce; and

18 WHEREAS, the Gus Schumacher Nutrition Incentive Program (GusNIP) is  
19 authorized under 7 U.S.C. 7517 to allow the USDA to provide funding opportunities to  
20 conduct and evaluate projects providing incentives to increase the purchase of fruits and  
21 vegetables by low-income consumers; and

1           WHEREAS, the GusNIP has aided in the creation of market match programs  
2 throughout the country, including Louisiana, whereby recipients of the Supplemental  
3 Nutrition Assistance Program, commonly known as SNAP, can receive a dollar for dollar  
4 match up to a particular amount to use for the purchase of fresh fruits and vegetables at  
5 participating farmers markets and from local producers; and

6           WHEREAS, according to recent USDA data, there are nine hundred seven thousand  
7 Louisiana residents, nearly one quarter of the state's population, enrolled in SNAP; and

8           WHEREAS, the "Greaux the Good" program provides technical assistance and other  
9 support to Louisiana farmers markets and direct marketing farmers to further increase the  
10 number of local agricultural direct-to-consumer SNAP-authorized business; and

11           WHEREAS, the Farmers Market Nutrition Program (FMNP) was established by  
12 Congress in 1992, to provide fresh, unprepared, locally grown fruits and vegetables to  
13 participants of the Women, Infants, and Children (WIC) federal assistance program and the  
14 Seniors FMNP, and to expand awareness, use of, and sales at farmers markets; and

15           WHEREAS, according to the USDA, fifteen percent of all Louisiana homes in 2020  
16 suffered from food insecurity, which is defined as a lack of consistent access to enough food  
17 for every person in a household to live an active, healthy life; and

18           WHEREAS, according to the Centers for Disease Control, Louisiana suffers from  
19 some of the poorest health outcomes in the country, in large part due to forty-seven and a  
20 half percent of adults reporting they consumed fruit less than one time daily and nearly  
21 thirty-three percent reporting they consumed vegetables less than one time daily; and

22           WHEREAS, SNAP aids in reducing hunger and food insecurity, and matching  
23 programs are known to increase consumption of fruits and vegetables in low-income  
24 households; and

25           WHEREAS, fifty-two out of sixty-four parishes have been impacted by the "Greaux  
26 the Good" program with over four thousand five hundred shoppers, eighty produce farmers,  
27 and two hundred thirty vendors with approximately eighty-four percent redemption rate  
28 since receiving its first appropriation in 2022; and

29           WHEREAS, the "Greaux the Good" program has provided Louisiana farmers  
30 markets and operations with funding to create or expand a market match SNAP program

1 whereby increasing the number of shoppers at farmers markets and the amount of fresh  
2 produce consumed in Louisiana, will create a mutual benefit of positively impacting the  
3 state's agricultural economy and farmers while helping to decrease the food insecurity of  
4 some of the most vulnerable populations.

5       THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby  
6 urge and request the Louisiana House of Representatives and the Louisiana Senate to  
7 recognize and continue to support the farmers market match programs for SNAP and FMNP  
8 recipients in the state as the "Greaux the Good" program.

9       BE IT FURTHER RESOLVED that the Legislature of Louisiana does hereby urge  
10 and request the Louisiana House of Representatives and the Louisiana Senate to appropriate  
11 funds for the "Greaux the Good" program in order to increase the size and scope of the  
12 program which will support local farmers and decrease food insecurity in the state.

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DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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HCR 61 Engrossed

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McFarland

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