



Good Food Bucks Program

SNAP Talking Points and Statistics

SNAP Overview

SNAP is evaluated and renewed every 5 years through the USDA Farm Bill to determine benefit amounts and accessibility. While SNAP has existed since the 1930s, the shift to the Thrifty Food Plan in 1977 stated explicitly that SNAP aims to "alleviate hunger and malnutrition ... by increasing food purchasing power for all eligible households who apply for participation."¹ In New Jersey, SNAP is issued to recipients once monthly onto their electronic benefits transfer (EBT) card, named the Families First Card, which then can be spent at any SNAP-Authorized Retailer on SNAP-eligible items. The average monthly SNAP allotment per person was \$241 per month, and \$459 per household as of October 2021.²

SNAP Statistics

- 815,000 New Jerseyans received SNAP benefits in January 2021, a 23% increase from the previous year.²
- Over 46% of SNAP households in New Jersey have at least 1 Child.³
- In New Jersey, about 142,000 senior citizens receive SNAP, which is 8% of the population 60 and older. Seniors receive an average of \$129 of monthly SNAP benefits.⁴
- Over three quarters of New Jersey families receiving SNAP benefits have at least one adult working full-time. Often they work for near-minimum wage, with little to no benefits.⁴
- The USDA re-evaluated the Thrifty Food Plan, upon which SNAP allotments have been determined since the mid-1970s, increasing benefits by 21% across the board beginning in October 2021.⁵
- From October 2020 to November 2021, an average of 42.5 million Americans and 21.6 million households received over \$107.5 billion in SNAP benefits.²
- Over \$1.2 billion in SNAP dollars go to local, NJ businesses and every NJ SNAP dollar generates \$1.70 in the local economy.⁴

SNAP at Farmers Markets

- In 2020 there were 53 SNAP-authorized farmers markets and farmers in New Jersey, with 4,656 SNAP-authorized farmers markets and farmers nation-wide. New Jersey lost 9% of SNAP-authorized markets and farmers from 2013-2020, while nationally the number of SNAP-authorized markets and farmers grew over 14%.⁶
- In 2020, farmers markets and direct-marketing farms generated over \$33 million in SNAP redemptions, an 89% increase from 2013.⁶
- In New Jersey, SNAP redemptions at farmers' markets in 2020 were over \$435,000, more than twice as much as in 2013.⁶
- As of 2018, 1 in 3 U.S. counties had at least one SNAP-authorized farmers market. 72% of counties had at least one farmers market, revealing the potential for more farmers markets to become SNAP-authorized.⁷

¹ [Farmers' Market Coalition SNAP Advocacy](#)

² [USDA SNAP Data Tables FY19 through FY22 National View Summary, 2022.](#)

³ [Food Research and Action Center. *New Jersey Facts: Supplemental Nutrition Assistance Program \(SNAP\)*. Feb. 2018.](#)

⁴ [Hunger Free NJ. *SNAP Feeds New Jersey*. December 2019.](#)

⁵ [USDA. *USDA Modernizes the Thrifty Food Plan. Updates SNAP Benefits*. August 2021.](#)

⁶ [USDA. *Comparison of SNAP Authorized Farmers and Markets FY 2013 and FY 2020*. March 2021.](#)

⁷ [USDA. *One-third of U.S. counties in 2018 had one or more farmers markets that accepted SNAP benefits*. November 2020.](#)