SNAP RETAILER SUMMIT



Agenda

Welcome | Secretary Bruce D. Greenstein

SNAP Introduction | Camille Conaway

Waiver Overview | Amanda Skinner

Definitions Discussion | *Timothy Jenkins*

Retailer Requirements | Brendetta Age

Q&A | SNAP Team & Executive Management Team

Closing | Secretary Bruce D. Greenstein



SNAP RETAILER SUMMIT

Welcome

Secretary Bruce D. Greenstein



SNAP RETAILER SUMMIT

SNAP Team Introduction *SNAP Team*



Your Louisiana SNAP Team

- Camille Conaway | Executive Director for Economic Independence, LDH and Louisiana Works
- Monica Brown | Deputy Assistant Secretary, LDH
 Office of Economic Stability
- Timothy Jenkins | Director, LDH Office of Economic Stability
- Amanda Skinner | SNAP Director, LDH Office of Economic Stability
- Brendetta Age | SNAP Manager, LDH Office of Economic Stability



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Waiver Overview SNAP Team



LA SNAP Food Restriction Waiver

- Effective February 18, 2026
- Retailer Information and Compliance Guide
- Louisiana Department of Health (LDH)



Background



Louisiana faces high rates of obesity and diabetes.



Sugary drink consumption is strongly linked to chronic disease.



The SNAP
Waiver aims
to improve
nutrition among
SNAP recipients.



Federal Approval



The U.S. Department of Agriculture Food and Nutrition Service (USDA-FNS) has approved this two-year demonstration project for the state of Louisiana.



The project will be implemented statewide on **February 18, 2026**, and will include evaluation and monitoring.



Restricted Items

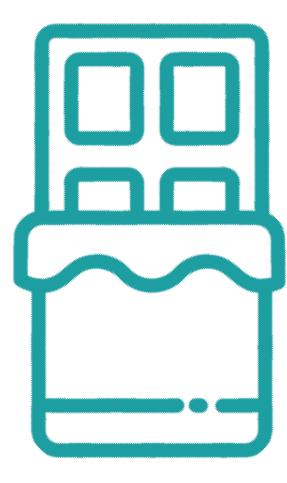
SNAP benefits cannot be used to purchase:



Soft Drinks



Energy Drinks



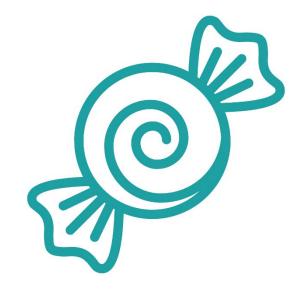
Candy



Waiver Purpose



Support healthier choices



Reduce lownutrition item consumption



Assess impacts on shoppers' behavior and health



Implementation Timeline



- October-November 2025:
 - Pre-Launch Design
- December 2025:
 - Pre-Launch Outreach
- January 2026:
 - Pre-Launch Implementation
- February 18, 2026:
 - Go-Live



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Definitions DiscussionSNAP Team



Definition: Soft Drinks

- Carbonated, nonalcoholic beverages that contain high-fructose corn syrup or artificial sweeteners.
 - The term does not include flavored carbonated water, nor does it include any beverages that contain milk or milk products, soy rice, or similar milk substitutes, or any beverage containing equal to or greater than 50% of vegetable or fruit juice by volume.



Definition: Energy Drinks 💈

- Carbonated or non-carbonated beverages containing a stimulant such as fortified caffeine, guarana, glucuronolactone, or taurine.
 - They may also include herbal extracts such as ginseng, mineral salts, and vitamins, or high doses of organic acids, amino acids, inositol, sugars, or other similar compounds in addition to sweeteners.
 - Juices or natural fruit pulp or concentrates may also be added.
- Energy drinks are specifically formulated to enhance energy, alertness, or physical performance.



Definition: Candy 🕾

- A preparation of sugar, honey, or other natural or artificial sweeteners in combination with chocolate, fruits, nuts, or other ingredients or flavorings in the form of bars, drops, or pieces.
 - The candy exclusion includes any such preparation that also contains flour and is sold in the form of bars, drops, or pieces.
 - This definition does not include protein bars, granola bars, or baking ingredients such as sprinkles, chocolate melting wafers, toffee bits, or chocolate chips.



Plan for State-Approved Product List

- The State is in negotiations with the Food Management Institute/Nielsen to purchase a product list of more than 30,000 UPC codes of all restricted items.
- We are still determining the process for adding new products.
 - The State may have a portal for retailers to request item status, then the State would periodically produce addenda to the list based on these submissions.
 - The State may purchase periodic updates from FMI/Nielsen.



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Retailer Responsibilities

SNAP Team



Retailer Responsibilities



Update POS systems



Train staff



Submit attestation form



Display signage



Ensure compliance



System Update Requirements

- Reclassify restricted items.
- Update POS and inventory coding.
- Ensure blockage at purchase.



Small Retailer Workaround

- Two-transaction process for SNAP vs. non-SNAP items.
- No exemptions allowed.



Self-Attestation Form



- Due January 7, 2026.
- Submit by email to LDH.SNAPRetailers@la.gov.
- Be sure to list all of your store locations.



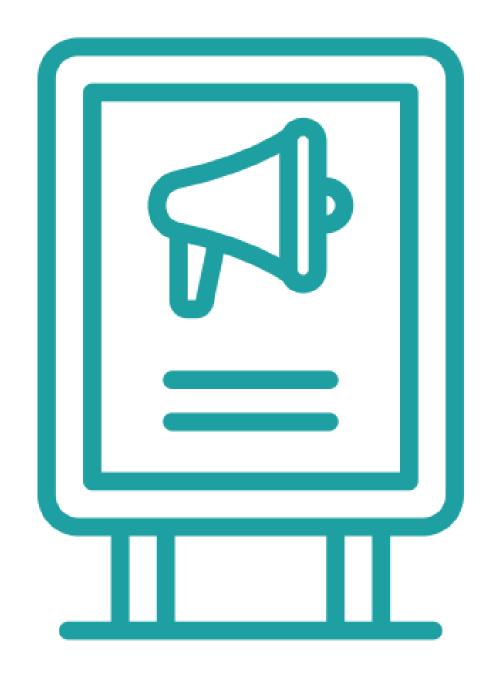
Staff Training



- Staff must be able to:
 - Identify restricted items.
 - Process transactions correctly.
 - Refer customers with questions to LDH.



Required Signage



• Display LDH-approved posters and flyers.



Online Retailers



- The waiver requirements apply to Instacart, DoorDash, etc.
- Retailers are responsible for accurate tagging.



Client Communication



- Letters
- Emails
- Texts
- Flyers
- Website updates
- Social media
- Call center



Retailer Communication



- Emails
- Virtual town halls
- FAQs
- Guidance materials



Compliance and Monitoring



- Failure to comply may result in referral to USDA-FNS.
- FNS is providing a 90-day grace period.
- After that, first offenses will receive a warning letter from FNS.
- No state-level penalties will be issued.



Evaluation Process



- Retailer participation is voluntary.
- Data will be aggregated, never retailer-specific.



Support Resources

Retailer Help Desk



LDH.SNAPRetailers@la.gov



225-342-2342

Client Support

888-LAHELP-U

(888-524-3578)

Webpage



ldh.la.gov/SNAPWaiver



Outstanding Issue



- Out-of-state purchases and deliveries
 - State would prefer prohibition at all locations
 - Awaiting FNS guidance



Key Dates

January 7, 2026 Attestation due

January 15, 2026 Communications launch

February 18, 2026 POS blocking begins



Summary



Retailers must:

- Update systems;
- Train staff;
- Submit attestation; and
- Ensure compliance.



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Q&A SNAP Team & Executive Management Team



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Closing
Secretary Bruce D. Greenstein





Thank you for supporting Louisiana families.

