



## Merchandising Opportunity: SNAP Callout on Pickle-In-A-Pouch



Front Display Label



Label on Pickle



Label on Packaging

Pickle-In-A-Pouch is accepted for food stamps/electronic benefits transfer (EBT) as a grab and go 'non-candy' food. Placing food stamp/EBT approved labels on individual pickles or packaging in relevant areas can help encourage sales.

Households can use Supplemental Nutrition Assistance Program (SNAP) benefits to buy foods for the household to eat, such as fruits and vegetables.

“The Food and Nutrition Act of 2008 defines eligible food as any food or food product for home consumption and also includes seeds and plants which produce food for consumption by SNAP households.” (Supplemental Nutrition Assistance Program, 2014).

*Supplemental Nutrition Assistance Program.* (2014, January 26). Retrieved from United States Department of Agriculture : <http://www.fns.usda.gov/snap/eligible-food-items>

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