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Meijer to offer discounts on produce

Meijer will begin offering special discounts on fruits and vegetables for its SNAP customers. The initiative, which will include discounts from \$5 to \$10, and 5 percent to 10 percent on SNAP purchases on qualifying produce, is thanks to a waiver granted recently by the U.S. Department of Agriculture that Meijer applied for earlier this year.

"As a company committed to enriching lives in the communities we serve, feeding people has always been at the heart of what we do," said Meijer President and CEO Rick Keyes. "We are participating in this important federal initiative to help families get easier access to healthy foods, which is another way we can help reduce food insecurity."

The incentives apply at all Meijer supercenters, neighborhood markets and Express locations, and will remain in effect for a year. The first promotional period will run Oct. 2-31 and provide 10 percent off fresh fruits and vegetables. Additionally, Meijer will provide coupons to its SNAP customers to take similar discounts off future purchases of qualifying produce.

The 2018 farm bill allowed SNAP-authorized stores, like Meijer, to seek a USDA waiver to provide SNAP customers incentives for purchasing healthier food, including fruits, vegetables, low-fat dairy and whole grains.

"Beginning with our pioneering DoubleUp Bucks program, Michigan has always been a leader in helping people who need food assistance get healthier, Michigan-grown fruits and vegetables," said Sen. Debbie Stabenow, chairwoman of the Senate Committee on Agriculture, Nutrition and Forestry. "With nearly 500 locations across six states, Meijer's announcement today will mean better access to healthier foods for millions of American kids, senior and families."

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