

From Growers to Grocers: How SNAP Supports the Food Distribution System

SNAP creates increased demand for Georgia-grown food among households with low incomes and helps support demand for the entire state during economic downturns.¹

Wholesome Wave Georgia's Fresh for Less program(c) doubles SNAP benefits when used at participating farmers markets, mobile markets, farm stands and brick-and-mortar retailers to purchase locally-grown produce.²

- In 2024, SNAP benefits doubled **\$435,916** to **\$871,832** - all used to purchase fresh, healthy, locally grown produce from 236 small farmers across the state.³
- This program had a total economic impact of **\$1,485,747⁴** in 2024.



SNAP supported more than 5,000 jobs across different industries, including agriculture, manufacturing, transportation and municipal services.⁵



- There are thousands of SNAP retailers throughout the state, including more than 2,300 grocery stores and supermarkets, specialty stores, big box stores and farmers' markets.⁶
- SNAP sustained more than 9,000 grocery industry jobs.⁷
- The jobs required to administer SNAP at the grocery store level generated more than \$343.8 million in grocery industry wages.⁸



SNAP sales and administration at Georgia's grocery stores generate about \$53.7 million in state and local tax revenues.⁹

During an economic downturn, every SNAP dollar generates more than \$1.50 in economic activity. When people lose jobs, many turn to SNAP for food assistance and quickly use those benefits and their available cash at local grocery stores and other retailers.¹⁰

Endnotes

¹Canning, P., & Mentzer Morrison, R. (2019, July 18). Quantifying the impact of SNAP benefits on the U.S. economy and jobs. U.S. Department of Agriculture, Economic Research Service.

<https://www.ers.usda.gov/amber-waves/2019/july/quantifying-the-impact-of-snap-benefits-on-the-u-s-economy-and-jobs>.

²Wholesome Wave Georgia is the state's sole operator of the Fresh For Less program that doubles SNAP benefits for the purchase of locally grown produce and participating markets and retailers.

³Wholesome Wave Georgia's estimate of farmers who benefit from their Fresh for Less program.

^{4*}This number was calculated using the Local Food Impact Calculator, a tool developed by the USDA and Colorado State University.

The total impact number uses \$871,832 as the base to the multiplier. USDA and Colorado State University say the multiplier "represents an estimated comparative analysis of the change in a community's economy measured before and after a shock," like a growth in sales at a farmers' market. See more at USDA Agricultural Marketing Service and Colorado State University. *Local food impact calculator*. calculator.localfoodeconomics.com/.

See more at <https://calculator.localfoodeconomics.com/>

⁵National Grocers Association. (2025). *Georgia: SNAP economic impact*.

⁶USDA, Food and Nutrition Service. SNAP retailer locator.

<https://usda-fns.maps.arcgis.com/apps/webappviewer/index.html?id=15e1c457b56c4a729861d015cd626a23>

⁷National Grocers Association. (2025). *Georgia SNAP economic impact*.

⁸Ibid.

⁹Ibid.

¹⁰Canning, P., & Stacy, B. (2019, July). The Supplemental Nutrition Assistance Program (SNAP) and the economy: New estimates of the SNAP multiplier. U.S. Department of Agriculture, Economic Research Service.

https://ers.usda.gov/sites/default/files/_laserfiche/publications/93529/ERR-265.pdf?v=17031