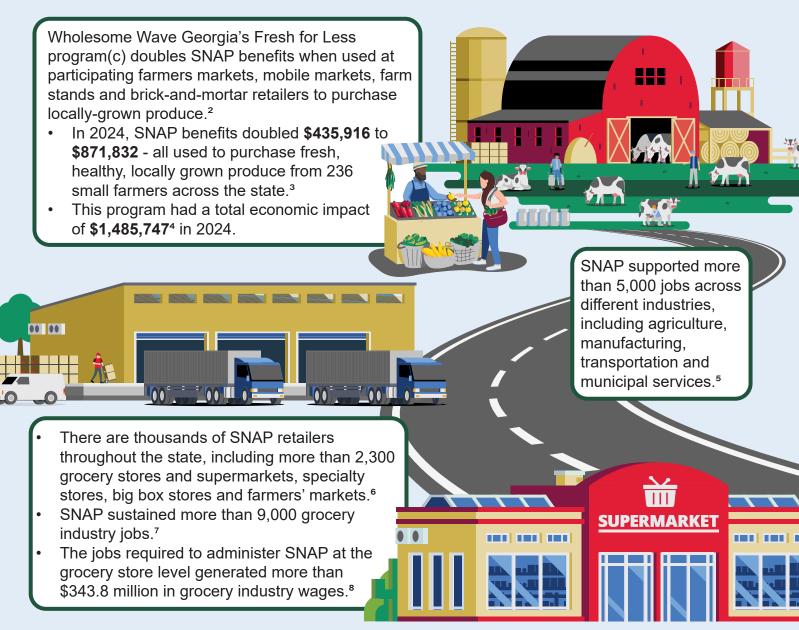
From Growers to Grocers: How SNAP Supports the Food Distribution System

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



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=15e1c457b56c4a729861d015c d626a23

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

8lbid.

⁹lbid.

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