

The Supporting All Healthy Options When Purchasing Produce (SHOPP) Act: S.2223 and H.R. 3127

Helping Close the Produce Consumption Gap with Frozen Food

The Supporting All Healthy Options When Purchasing Produce (SHOPP) Act, is a commonsense public policy solution that will help low-income households in the U.S. – adults and children – build and maintain a healthy diet by expanding access to - and consumption of - fruits and vegetables as recommended in the federal government’s Dietary Guidelines for Americans and MyPlate nutrition advice. This proposal uses real-life point of sale opportunities to incentivize produce consumption and create repetitive healthy habits that last a lifetime.

The bi-partisan legislation was introduced by Reps. Mark Alford (R-MO) and Jasmine Crockett (D-TX) in May 2023 (H.R. 3127) and Sen. Cornyn (R-TX) and Lujan (D-NM) in July 2023 (S.2223).

THE PROBLEM

34 million children and adults are food insecure.

Food security and nutrition security are serious problems in the U.S., with [34 million](#) children and adults who are food insecure, and the federal government plays an important role in helping these Americans achieve and maintain a healthy diet, especially those who are less fortunate.

Following dietary guidelines is linked to a healthy diet

Consuming the recommended amounts of fruits and vegetables in accordance with the federal government’s [Dietary Guidelines](#) for Americans and [MyPlate](#) nutrition advice is linked to a [healthy diet](#) and [reductions in obesity](#) and [obesity-related diseases](#).

Only 1 in 10 Americans eat according to dietary guidelines

Only [1 in 10](#) Americans report eating the recommended number of servings of fruits and vegetables, and the problem is worse among low-income households and those who are eligible for the Supplemental Nutrition Assistance Program (SNAP).

Lack of time and cooking skills are among top barriers

Some of the top [barriers](#) to a nutritious diet among SNAP participants are a lack of cooking skills and lack of time to prepare foods.

THE SOLUTION

GusNIP and its point-of-sale promotion programs overwhelmingly promote fresh over frozen, and USDA's [Produce Prescription Program](#) only funds projects that support the consumption of fresh produce.

GusNIP provides annual grants to non-profit and government organizations that develop programs that encourage and/or incentivize increased produce consumption among low-income families.

The GusNIP annual budget for FY 2023 is \$59.4 million, with \$20.7 million of those funds earmarked for the GusNIP Produce Prescription Program, “which allows healthcare providers to ‘prescribe’ fresh fruits and vegetables.”

Limiting USDA produce promotion and incentives to fresh-only products reduces access to nutritious and affordable frozen food options for those who may not be able to purchase certain foods year-round, those that have limited time to make meals, or who families that have limited grocery retail options.

Frozen food is a pragmatic part of the solution to meeting the country's nutrition needs.

The SHOPP Act would **amend and modernize GusNIP's priorities** in important ways. Under the proposal:

The Secretary of Agriculture **MUST** consider GusNIP applications/projects that promote or incentivize **FROZEN** fruit and vegetable consumption among SNAP recipients.

USDA must allow **FROZEN** fruits, vegetables and legumes to be included in the Produce Prescription Program. The program currently allows only fresh fruits and vegetables.

Frozen Food: Nutritious, Affordable, Sustainable, Accessible



[Studies show](#) frozen fruits and vegetables are **as rich in nutrients**, and in some cases more so than fresh-stored produce, all while being **available 365 days a year**.

Frozen food helps support produce consumption. When [consumers](#) have various forms of fruits and vegetables available in their home, their **produce intake is higher** than if just fresh is available.

93% of SNAP-eligible respondents in a 2022 survey say they purchase fresh and frozen foods, and **80%** say they would be prompted to buy more frozen produce if there were financial incentives.

With portion control, a longer shelf life and being able to prepare only what is needed, frozen food can help families **reduce food waste**.

[Consumer research](#) shows **eight out of 10** SNAP-eligible households surveyed agreed that frozen fruits and vegetables make it easier to eat more produce, prevent food waste and help save money.

86% of SNAP-eligible shoppers [indicated they](#) cannot financially afford to waste food, and that frozen food ingredients **help them save money** because they are able to use the food over a longer time without the risk of spoilage.

- Learn more about the safety and benefits of frozen at [The Frozen Advantage](#).
- Learn more about how frozen food [supports access to healthy food choices](#).