



Office of the Mayor

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Memo: Healthy Retail Access Work Group Funding Recommendation
Shepherd's Harvest LLC: *Healthy Meal Plan Delivery for EBT Customers*

Date: Thursday, February 1st, 2018

To: Madison Food Policy Council Members

From: George Reistad, Food Policy Coordinator and members of the Healthy Retail Access Work Group

Members of the Madison Food Policy Council,

The Healthy Retail Work Group met with representatives of Shepherd's Harvest LLC on Thursday, December 28, 2017. Work Group members discussed Shepherd's Harvest's proposal seeking Healthy Retail Access Program (HRAP) funding to expand their subscription-based healthy meal planning and delivery service to serve families and individuals that use FoodShare EBT benefits throughout the City of Madison, with specific focus on residents in the South Gammon/Elver Park area. Their proposal requests funding for the creation of a specialized point-of-sale system and application that accepts customers' EBT benefits upon food delivery. This is a direct workaround to the current USDA restriction barring the use of SNAP benefits for online grocery ordering and delivery. Members of this work group believe that providing this service for EBT customers will remove a significant barrier to good food access for populations with time constraints and vehicle access limitations.

Shepherd's Harvest -- in conjunction with Storm Technology Solutions, Madison Merchant LLC, Infuse (software development and support), and community partners like Garden Chef and Joining Forces for Families (JFF) -- is requesting HRAP funding to build and implement a custom Point-of-Sale system, expand their on-site refrigeration and worktop infrastructure, and launch a robust outreach and marketing campaign publicizing the EBT meals service in the South Gammon/Elver Park neighborhood.

After reviewing the submitted proposal, the Work Group recommends that the requested \$34,470 in HRAP funding be awarded to Shepherd's Harvest LLC to fund website/POS system/application development for EBT meal deliveries, purchase refrigeration equipment, and assist in funding direct marketing and community outreach efforts.

Sincerely,

A handwritten signature in black ink, appearing to be "GR" followed by a flourish.

George Reistad
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