Healthy juice options legislation approved by Council

Statement of Alderman Khalif J. Rainey
January 17, 2018

Today the Common Council voted unanimously to approve my legislation urging the United States government to permit Supplemental Nutrition Assistance Program (SNAP) participants to purchase natural, freshly prepared fruit and vegetable juices.

I sincerely thank my colleagues for their strong support of the measure, which directs the city’s Department of Administration – Intergovernmental Relations Division to lobby the U.S. Department of Agriculture to change policy to permit SNAP (food stamps) participants to purchase fresh fruit and vegetable juices. SNAP participants are allowed to purchase soft drinks but should also be allowed healthier options such as fresh and natural juices. In addition, juice bars that sell an array of fresh juices are opening in areas of the City of Milwaukee where many residents are SNAP recipients.

In my view it just makes healthy sense to allow SNAP recipients the option of purchasing juices for themselves and their children instead of sugar-filled soft drinks. I believe can make a serious dent in obesity and other serious health issues if we can make healthy juice options more readily available to city residents.

This Council approval is a key first step in my efforts on this important front, and I will be working with members of Congress to help make this important SNAP change come to fruition.

Importantly, I will also be working with other local officials across the U.S. so we send a message to Congress that we need their help to make this change a reality.

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