



Background on SNAP Waivers Resource

Background:

The Supplemental Nutrition Assistance Program (SNAP) is undergoing new changes at the state level that will impact what millions of Americans can purchase with their SNAP benefits. For the first time in the program's history, the U.S. Department of Agriculture (USDA) is approving state waivers to restrict purchases of certain categories of food products by SNAP customers. The definitions of these excluded products differ from state to state, creating a challenging landscape for SNAP-authorized retailers and our customers alike.

Response:

To help businesses comply with these new restrictions and to streamline the identification of the tens of thousands of excluded products in the retail food and convenience industry, we determined that a resource is needed, available to all SNAP-authorized retailers and their product supplier partners.

To assist members in navigating this new environment, FMI, NGA and NACS are working with NielsenIQ (NIQ) to develop a SNAP Exclusions List that will identify the national brand products (and by request, private brand products) that are excluded from the SNAP program in each state that has an approved waiver.

Timing:

NIQ is still in the process of developing the SNAP Exclusions List. The goal is to make this resource available for purchase soon, ensuring companies can update their systems before the busy holiday season. We will alert members as soon as the list is finalized.

Additional Details:

- Product identification down to the UPC level.
- Delivered in an Excel format to reduce friction when updating retailer systems.
- Available for purchase directly from NIQ to ensure confidential information is protected.
- A variety of purchase options will be available to companies depending on company revenue, number of stores, and frequency of report delivery.

Price Points and Delivery Cadence: Prices are based on an annual license

Retailer Size	Annual Revenue	One Time Delivery (All Reports)	One Time Delivery - Per State Pricing	Quarterly Updates (All Reports)	Monthly Updates (All Reports)
Independent/Micro Retailers (Store Count Model)	< \$100M	\$100/Store	NA	\$200/store	\$400/store
Independent/Micro Retailers (Flat fee Option)	< \$100M	\$1,000	NA	\$2,000	\$4,000
Small Retailers Non-Retail (e.g. Manufacturers, Agribusinesses, Service Providers, Delivery Services)	\$100M < \$1B	\$7,500	\$1,500	\$15,000	\$30,000
Medium Retailers/Wholesalers	\$1B < \$10B	Not available	\$2,000	\$20,000	\$40,000
Large Retailers/Wholesalers	\$10B < \$50B	Not available	\$3,000	\$30,000	\$60,000
XL Retailers/Wholesalers	≥ \$50B	Not available	\$4,000	\$40,000	\$80,000

Contact Us:

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