



BILL RECONCILIATION TALKING POINT

RURAL IOWA IMPACT: Fewer customers in rural grocery stores leads to store closures and food deserts.

1. SNAP STRENGTHENS LOCAL ECONOMIES

- According to the National Grocers Association, SNAP supported more than 389,000 jobs, contributed \$20 billion in wages and generated over \$4.5 billion in federal and state tax revenue in 2024 alone.
- The Food Industry Association (FMI) estimates that SNAP purchases account for nearly 5% of all U.S. supermarket sales – benefiting local retailers and helping drive consumer demand, especially in rural communities where independent grocers are economically vital.
- SNAP is the nation's most effective program for addressing hunger. It's temporary, targeted and supports people through short-term challenges.
- The program is a good investment that strengthens local economies – particularly in rural areas – by supporting family-owned grocery stores, farmers' markets and food retailers.
- SNAP has modernized significantly in recent years, with technology that ensures accountability and reduces fraud. Further cuts won't improve the system – they will take food away from families who need it.
- Rural communities are resilient and resourceful, but they also face real challenges—higher food insecurity and fewer resources, particularly access to food and health care.
- According to Feeding America's *Map the Meal Gap*, 85% of the counties with the highest food insecurity are rural. While nearly 20% of children across the country are experiencing food insecurity, in some rural counties, child food insecurity rates are estimated to be as high as 50%.

2. SNAP BI PARTISAN SUPPORT IN IOWA

- According to our **January IFBA poll**, **68% of Iowans support SNAP in its current form**, including: **50% of Republicans**
- Strong bipartisan support shows that **SNAP is not a partisan issue—it's a people issue**.
- This level of support underscores that Iowans **recognize the program's value in fighting hunger and poverty**.
- **66% of Iowans** report that **food insecurity is an issue in their communities**.

Please contact:

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Please sign up for advocacy updates at: <https://www.iowafba.org/join-our-mailing-list>

www.iowaFBA.org

Iowa Food Bank Association member food banks:

