



SNAP-Ed New York PROGRAM IMPACTS 2025



20 Agencies

17 Community

3 State

NYS Department of Health

NYS Office for the Aging

NYS Department of
Agriculture and Markets

Funded by...

USDA's Supplemental
Nutrition Assistance
Program (SNAP).

Teaches...

how to shop for and cook
healthy meals on a
limited budget while
utilizing their SNAP
benefits.

Provides...

programs in different
community spaces, schools,
and online to people of all
ages who are low-income and
eligible for SNAP or other
means-tested federal
assistance programs.

Why SNAP-Ed

SNAP-eligible communities bring deep cultural knowledge, resourcefulness, and strong caregiving traditions to the table, yet they continue to navigate challenges such as limited food budgets and reduced access to healthy options. Throughout FY25, SNAP-Ed NY worked alongside individuals and families to build on these strengths—supporting practical budgeting skills, expanding nutrition knowledge, and collaborating with community partners to enhance local food and physical activity environments. These efforts helped households stretch their food dollars and make choices aligned with the Dietary Guidelines for Americans.

SNAP-Ed NY has 4 primary nutrition-related objectives designed to improve health among the SNAP population:



Increase the consumption of
nutrient dense fruits and
vegetables, whole grains, lean
meats and low-fat dairy
products

Increase physical activity and
reduce sedentary behaviors



Decrease the consumption of
sugar-sweetened beverages

Reduce the consumption of low-
nutrient, high-energy dense
foods containing large amounts
of added sugars, salt and
saturated fat

The program has three primary objectives related to food insecurity and hunger that are designed to improve health among the SNAP population:



Improve food
resource
management
skills



Improve food
preparation
skills



Increase access
to affordable and
nutritious food

With the signing of H.R.1, federal funding for SNAP-Ed concluded on September 30, 2025. As this funding decision became public, program capacity began to shift, leading to a significant reduction in activities during the final quarter of the year. SNAP-Ed NY continued to honor community strengths and deliver high-quality support wherever resources allowed. Remaining FY25 funds will support a structured wind-down in FY26.

SNAP-Ed New York FFY 2025 Review

Nutrition Workshops

213,505

Reached

13,387

Events

35,706

Sessions

Indirect Activities

1,116,744

Reached

3,152

Events

5,203

Media Channels

Policies, Systems, & Environmental Changes (PSE)

1,631,822

Reached

572

Initiatives

2,217

Changes

Community Partnerships

1,555

Partners

906

Workshop Partners

649

PSE Partners

This report reflects data from the Program Evaluation and Reporting System (PEARS), representing approximately 90% of SNAP-Ed NY implementing agencies. It may not capture the full scope of SNAP-Ed activities conducted across New York State.



Reaching New Yorkers Online & On-the-Go

Facebook
@SNAPedNewYork



161,981

Reached

1,524

Followers

Top Content:

Program post from
Chenango County

Instagram
@snapedny



6,773

Reached

1,207

Followers

Top Content:

Tips to prolong
produce

YouTube
@SNAPedNY



14,527

Views

810

Subscribers

Top Content:

MyPlate Healthy
Eating Style

SNAP2BHealthy
Texting Program



1,128

Subscribers

57% English

Language Users

43% Spanish

Language Users

Website:
SNAPedNY.org

162,000+

Views

26,160

Visits to Recipe Bank

1 min. 7 sec.

Engagement per User

E-Learning Site:
Eat-Easy.org

2,579

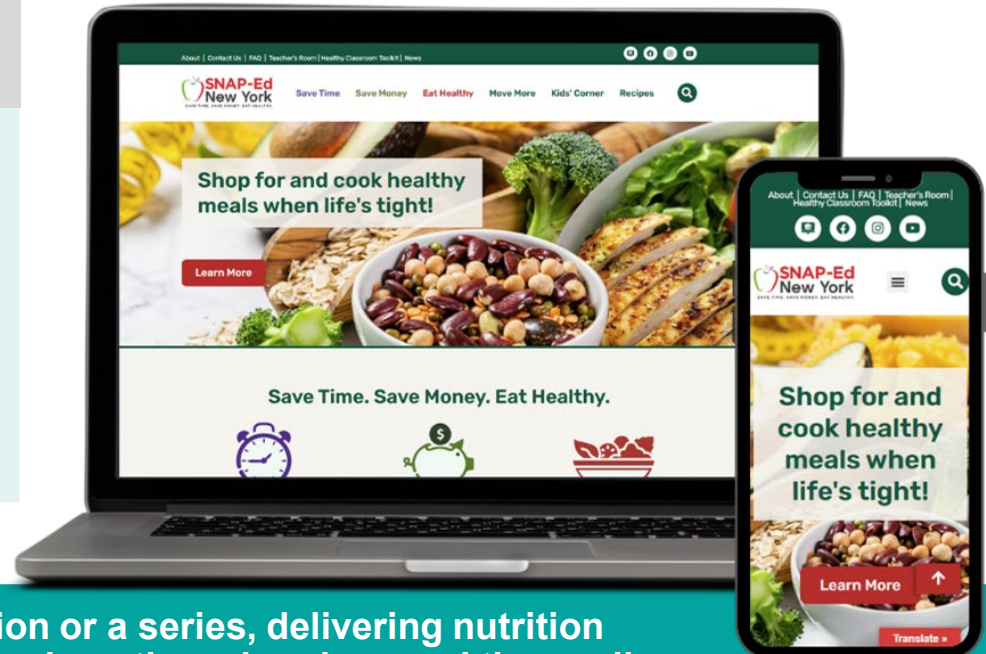
Active Users

33,977

Views

56.26%

Engagement rate



Digital tools expand our reach beyond a session or a series, delivering nutrition information and connecting with New Yorkers where they already spend time online.



NUTRITION WORKSHOPS





About Nutrition Workshops:

SNAP-Ed NY offers **free, community-based education** focused on healthy eating and active living for youth, families, seniors, and single adults.

The program provides **hands-on educational sessions**, including cooking demonstrations, physical activities, and community discussions, designed to meet people where they are with the resources they have.

Educators use a **trauma-informed, weight-neutral, and evidence-based** approach to discuss strategies for saving time and money while eating healthy on a limited budget.

This program serves **all age groups** and is available in various community spaces, schools, and online, aiming to make healthy choices accessible and easy for everyone.



"I have tried diets, but never discussed nutrition like this"

- SNAP-Ed NY Participant

We teach, empower and connect:



Healthy eating & smart shopping on a budget.



Basic cooking and food safety skills.



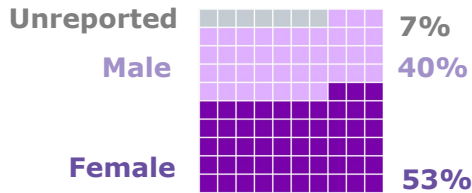
Tips and recipes to support saving time, meal planning and preparation using available resources.



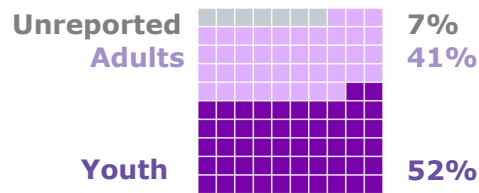
Staying active and little changes that can make a big difference in overall health.

FY 2025 Participant Demographics

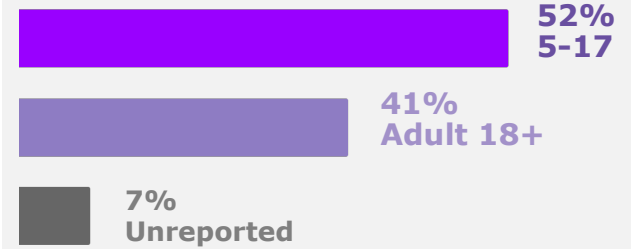
Most are female and this has been relatively constant across the years



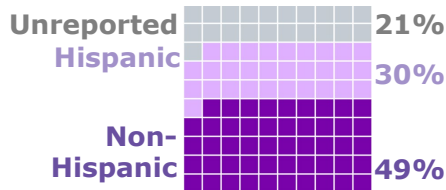
Most are youth and this has been relatively constant across the years



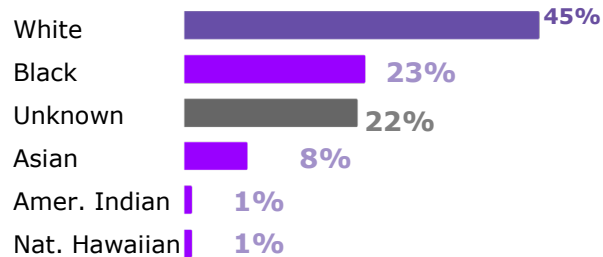
Age breakdown



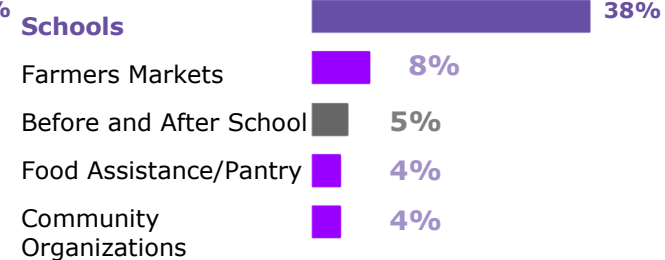
Most who report their ethnicity are non-Hispanic and this has been relatively constant across the years



About half who report their race are White and this has been relatively constant across the years



Almost 40% of activities happened in schools



"Having the sessions in both English and Spanish made everybody feel included and engaged."







- Teacher, **Hempstead Elementary**



"I never realized how much sugar I was drinking until the lesson. Now I make my own fruit water, and even my parents have switched, we don't buy soda anymore."

- SNAP-Ed NY Participant

FY 2025 Program Outcomes

	Intent to change	Actual change
	7,779 Participants Surveyed after a single session Percent of participants who intend to make the following changes...	1,542 Participants Surveyed after multiple sessions Percent of participants who made the following changes since attending the series...
 Eat more fruits	82%	57%
 Eat more veggies	86%	57%
 Drink less sugar-sweetened beverages	86%	63%
 Increase physical activity	81%	57%
 Compare prices when shopping	83%	58%
 Cook more meals at home	83%	53%



"The MyPlate broke it down easily for me to understand the basics of what I need to eat every day. It sounds simple - but following it made a life changing difference for me!"

- SNAP-Ed NY Participant



"Tyler shared that when he sits down and plans his meals for the week, he has found that he spends less money and wastes less time looking for something to eat!"

- SNAP-Ed NY Educator



"I never realized how much those refreshers were affecting me. Since I stopped drinking them after learning about choosing whole fruit instead of juice, I feel more awake, less groggy, and I'm even saving money. Every small change really does make a big difference."

- SNAP-Ed NY Participant

Participant & Partner Quotes



"I learn something new in each of your classes- and try to incorporate little changes. I've started eating whole grain pasta and now I check the amount of sugar in the products I buy. Your tips really help us, the teachers, in our own lives- which in turn directly affects our students in a positive way. They see us modeling these new behaviors and we talk about the healthy changes we've made and why."

- Teacher



"What I've learned in these classes has truly changed my life. I make almost all of my food at home and when I go out I don't just eat what I used to. I choose healthier foods and drinks and encourage my friends to do the same. I wish they would listen. I keep inviting them to your classes."

- SNAP-Ed NY Participant



"I've been utilizing the farmer's market more and purchasing fresh veggies and freezing them. I've also been paying more attention to labels and eating a little better overall. The extra bit from the vouchers has opened up an opportunity to try new veggies as well. I now know I like squash. Snacks have turned into fresh fruit or celery instead of potato chips. This program has been wonderful, and I've taken full advantage. I wish it was ongoing."

- SNAP-Ed NY Participant



Make the most of what's in your produce box.

Learn how to cook, store, and save produce with SNAP-Ed NY's Produce Guides! Scan the QR code or visit SNAPedNY.org and search for "Produce Guides".

Bonus: each guide also includes nutritious, low-cost recipes!

Guides are currently available for:

- Apples
- Avocado
- Bell Peppers
- Butternut Squash
- Broccoli
- Brussels Sprouts
- Carrots
- Cauliflower
- Cherry Tomatoes
- Green Plantains
- Parsnips
- Potatoes
- Radishes
- Sweet Potatoes
- Tomatoes
- + more being added!

Scan Here!



Get some simple and easy tips, tricks, and ideas to Save Time. Save Money. Eat Healthy.

Receive 1-2 texts per week to keep your family healthy & active.



Sign up by texting
MIDDLETOWN to 89860
or scan the QR code!

Standard texting and data rates apply.



Want recipes, tips, and ideas right away?
Visit www.snapedny.org or check out our
SNAP-Ed NY channel on YouTube!



Cornell Cooperative Extension
SNAP-Ed New York
2018 Fall, Winter, Spring, and Summer

POLICY, SYSTEMS & ENVIRONMENTAL (PSE) CHANGES



About Policy, Systems & Environmental (PSE) Interventions:

Community-level health promotion where we...



Work



Live



Learn



Shop



Eat



Play

Partnerships are instrumental to our success.

Our efforts are collaborative by design, aiming to complement and enhance existing initiatives rather than duplicate them.

Partnerships span sectors including education, healthcare, community-based organizations, and faith communities — to support sustainable, community-driven impact.

Efforts include...

- Farm to Worksite or Community Site (Food Box)
- School Wellness and Smarter Lunchroom
- Eat Well Play Hard in Childcare Settings
- Fruit & Vegetable Prescription Program
- Just Say Yes to Fruit and Vegetables
- Professional Development (Community Obesity Prevention Training)
- Community Container Garden Distributions

Where and what type of PSE changes were completed in FY 2025

1,631,822

Reached

572

Initiatives

2,217

Changes

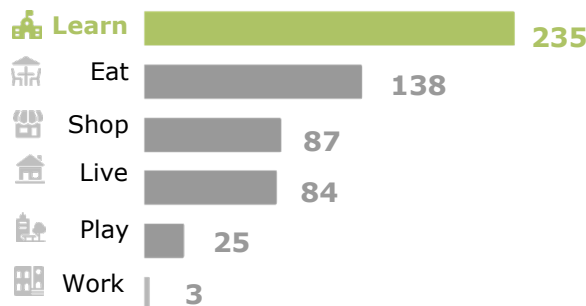
649

Community
Partners

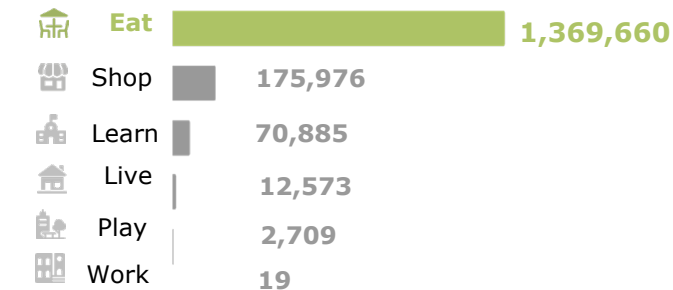
PSE reach includes participants who have or will be impacted by the type of PSE change. For instance if a food security screening questionnaire is adopted as part of patient intake in a medical facility, the reach for this system change will be reported as all patients who have been screened and referred to SNAP-Ed for the Fruits and Veggies Rx program. If a school wellness policy is revised and adopted at a school district level, the reach will be the total number of students in said district who will be impacted by such a policy change.



Across 572 activities in FY25,
most (41%) happened in a
LEARN setting



Among the 1,631,822 people
reached, most (84%) came
from a EAT setting



Out of 2,217 PSE changes...



1,783
SYSTEMS



347
ENVIRONMENTAL



87
POLICIES

Including:

- Mechanism for distributing produce to families or communities (e.g. gardens or farmer's markets)
- Professional development opportunities on nutrition (e.g. nutrition standards, gardening)
- Acceptance and use of SNAP/EBT/WIC
- Novel distribution systems to reach high-risk populations, such as home delivery for the elderly, backpack programs, etc.
- Nutrition standards for foods distributed (at food pantries)
- Use of a clinical screening tool for food insecurity and/or a referral system to nutrition or healthy food access resources (e.g. direct education, food bag, resource list, produce prescription, etc.)
- Opportunities for parents or youth to participate in decision making through a wellness committee or other process
- Farm-to-table/use of fresh or local produce
- Implementation of guidelines on use of food as rewards or during celebrations

Including:

- Price manipulation, coupons, discounts to encourage healthy food choices (including fruit & vegetable prescriptions with cost-offset)
- Ongoing, point-of-decision prompts to make a healthy eating behavior choice (could include signage, taste tests, and other interactive displays)
- Initiated or expanded use of digital platforms (website, social media, text messages, etc.) to improve convenience of/access to healthy food
- Use of the garden for nutrition education
- Initiation, improvement, expansion, reinvigoration or maintenance of edible gardens
- Elimination of or reduction in amount of competitive foods/beverages
- Opportunity for physical activities during recess

Including:

- Policy for increasing or improving nutrition education or cooking activities
- Zoning policy for food/beverage outlets (e.g. stores, community gardens, farmer markets, food distribution sales, etc.)
- Policy to improve hours of operation of food distribution site, food bank, retail, cafeteria, etc. to improve convenience of/access to healthy food
- Food/beverage or nutrition-related policy (childcare wellness, school wellness, workplace, etc.)



"The wellness policy is active and was approved! Thank you for all your hard work with getting the policy more aligned with the standards. This is a huge win for PCSD."

- Poughkeepsie City School District

FY 2025 PSE Impact Case Studies



Policy



System



Environment



Work



Live



Learn











Shop



Eat



Play

NYS Location	Type	Where	Impact	Description
Middletown Regional Economic Community Action Program (RECAP) Food Pantry			795 participants	Rescued EATS is a farm to community recovery program that connects surplus produce with institutions to reduce waste and nourish food insecure families. SNAP-Ed built the bridge linking culinary students at Orange-Ulster BOCES who turned rescued produce from local farms into ready to eat healthy meals donated to the RECAP Food Pantry, where SNAP-Ed Nutritionists provided complementary education.
Bravo Hampton Supermarket, Long Island			120 individuals	SNAP-Ed implemented a healthy retail initiative to create a store environment where the healthy choice is the easy choice. New produce signage, a reorganized produce section, an enhanced salad bar, and expanded fresh produce storage all increased the visibility and accessibility of nutritious foods. These improvements support sustained healthy purchasing in the community.
Statewide Virtual Summer School Wellness Symposium			144 School staff	The SNAP-Ed Virtual Summer School Wellness Symposium brought together school staff from across New York State for three days of skill-building, program sharing, and virtual workshops. Participants explored best practices, new tools and resources, and strategies to strengthen community nutrition and physical activity programming for the year ahead.
Poughkeepsie City School District			3,674 students	Beginning in early 2023, SNAP-Ed collaborated with the Poughkeepsie Wellness Committee to transform the district's two-page wellness policy into a comprehensive, modernized framework. This collective effort culminated in Board of Education approval in June 2025.



FY 2025 PSE Impact Case Studies



Policy



System



Environment



Work



Live



Learn



Shop



Eat



Play

NYS Location

Type

Where

Impact

Description

New York City Older Adult Nutrition Centers



1,500 older adults

The New York City Department of Aging's SNAP-Ed program is improving food access for food-insecure older adults by providing container gardens that support fresh herb and vegetable production at home. Participants are using these herbs to prepare healthy meals and are also donating excess harvests to community garden sites, strengthening shared food resources and fostering a culture of mutual support

The Greater Amsterdam School District



60 youth

High school students in Amsterdam's RamFit program partnered with SNAP-Ed to deliver hands-on nutrition and physical activity lessons to Pre-K students at Tecler Elementary School. Through food tastings, simple cooking activities, and movement-based stations, young children were introduced to healthy habits while high school students gained leadership experience. This collaboration strengthened wellness education and fostered community engagement across the district.

Chautauqua County Local Roots Food Box Distribution



450 older adults

Local Roots is a 12-week produce program that increases access to fresh fruits and vegetables for older adults experiencing Low or Very Low Food Security. Through partnerships with Office for the Aging, St. Luke's Jamestown Mobile Market, SNAP-Ed, and additional grants, the program delivers no-cost weekly produce to 450 older adults across 12 rural communities.



Participant & Partner Quotes



"This was the best PSE that I've had the privilege of being a part of. I had one elder comment that she never thought she could grow her own tomatoes inside on her windowsill. Another elder said that it was wonderful to get to play in the dirt again, she hasn't been able to have a garden in over 10 years."

- Kim Connel, **SNAP-Ed NY Educator**



"Despite initial concerns about the acceptance of new vegetables at snack time, as picky eating is common at this age group, the center found that offering vegetables in fun, creative ways (like vegetable smiley faces or paired with dips) increased acceptance. The RD provided guidance on age-appropriate preparation within the guidelines of the Eat Well Play Hard program. The director, teachers, and cook observed that children were more willing to try new vegetables. Some parents even reported that their children began talking about and requesting new vegetables at home."

- Feedback from **SNAP-Ed NY Educator**



"Can you believe in forty years I've never had Brussels sprouts? These are amazing — and they're free!"

- Mike Castiglione, **Middletown resident & RECAP Participant**



"My child gets so excited to tell me about what they planted in the garden at school. Now, when we go to the farmers market, they point out the vegetables they've grown."

- Feedback from a **Parent of a Farm to Preschool Participant**



"It's great that we actually get to help people in need. It's such a great opportunity to do something real... It was interesting to find out that people out there do not know how to use and prepare produce — and we could help."

- Feedback from **Student Volunteers at Orange-Ulster BOCES**

Lead Agencies

Brighter Bites
BronxWorks
Children's Aid Society
City Harvest
Common Threads
Cornell Cooperative Extension Agencies
Food Bank of New York City
New York Common Pantry
NYS Ag and Markets
NYS Department of Health
NYS Office for the Aging

Contact Information

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Connect with SNAP-Ed NY



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SNAPedNY



SNAPedNewYork



snapedny.org



As SNAP-Ed NY entered a managed wind-down, we remained deeply grateful to the community members who participated in our programs and generously shared their experiences, knowledge, and culture. Your involvement has shaped our work and strengthened our collective impact.

We also extend our sincere appreciation to our local, state, and national partners. Your collaboration, support, and commitment have been essential and have helped sustain nutrition and health efforts across New York State.

This institution is an equal opportunity provider.

SNAP-Ed New York is funded by USDA's Supplemental Nutrition Assistance Program (SNAP).

