

Impact Report: SNAP Supports NJ Families, Businesses, and Economy

The Supplemental Nutrition Assistance Program (SNAP) is known as a powerful tool for addressing household food insecurity, but the program does even more than help families pay for nutritious food—SNAP supports New Jersey’s businesses and local economies.

Each month, 800,000 New Jersey residents use SNAP benefits to help pay for food. SNAP participants [redeemed \\$2.5 billion](#) in benefits at New Jersey retailers in Federal Fiscal Year (FFY) 2023, accounting for [9.4 percent](#) of statewide [spending on food](#) for consumption at home.

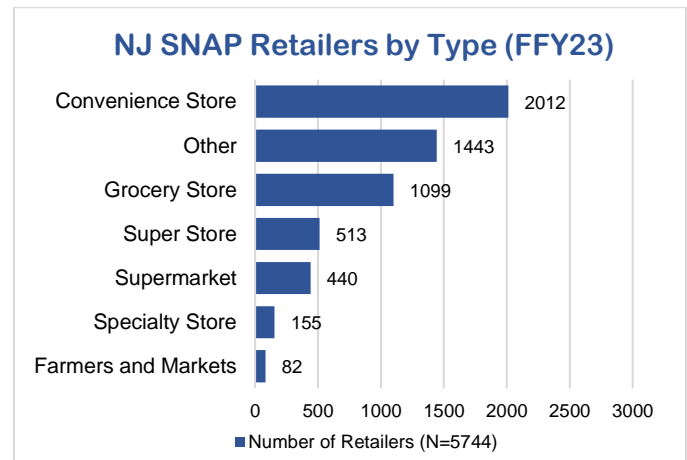
SNAP Acts as an Economic Multiplier

As SNAP recipients redeem benefits, which are typically spent quickly, the program generates income and jobs, especially in industries that produce, transport, and sell food. Since SNAP benefits can only be spent on limited food items at SNAP-authorized retailers, SNAP-participating households offset their monthly grocery bills and can use money that they did not spend on food for other basic needs. The United States Department of Agriculture [estimates](#) the gross domestic product (GDP) multiplier for SNAP to be 1.54, meaning New Jersey’s FFY 2023 SNAP redemptions contributed as much as [\\$3.8 billion](#) to GDP.

New Jersey launched a SNAP Minimum Benefit Program in 2023 to ensure all participants receive at least \$95 every month. This program increases benefits for nearly [1 in 10](#) households enrolled in SNAP. Through this program, the state invests an average of \$2.2 million each month to supplement federal SNAP benefits, allowing families to cover a larger share of food costs, boosting support for retailers, and increasing GDP by as much as [\\$40 million](#) each year.

SNAP Supports Retailers of All Types

SNAP benefits can be redeemed at a variety of [retailers](#), from local corner stores to large chains. [5,744 New Jersey retailers](#) accept SNAP benefits as a payment for certain eligible food items. The majority of SNAP benefits are spent at supermarkets and super (“big box”) stores; however, most SNAP retailers are smaller, including farmer’s markets, convenience stores, and small grocery stores.



Source: United States Department of Agriculture, SNAP Retailer Location Data

In New Jersey, one third of SNAP retailers are convenience stores, which can be a critical resource in food deserts and for individuals who face transportation challenges or are unable to shop when traditional grocery stores are open. Online purchasing also continues to expand access to food – more than [25 retailers](#) in New Jersey now accept SNAP benefits online. In FFY 23, [7.3 percent](#) of SNAP redemptions in New Jersey took place online, and [21 percent](#) of SNAP households in New Jersey purchased groceries online at least once.

For more information:

Apply for SNAP: <https://mynjhelps.gov>

Become a SNAP retailer:

<https://www.fns.usda.gov/snap/retailer>

Find a SNAP retailer near you:

<https://www.fns.usda.gov/snap/retailer-locator>