



## Food and Nutrition Service

U.S. DEPARTMENT OF AGRICULTURE

Date: May 16, 2024

Subject: SNAP Nutrition Education (SNAP-Ed) Plan Guidance for Fiscal Year (FY) 2025

To: All SNAP State Agencies  
All Regions

The United States Department of Agriculture's (USDA) Food and Nutrition Service (FNS) is pleased to release the Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) Plan Guidance for Fiscal Year (FY) 2025. This document provides guidance to States for planning and implementing SNAP-Ed.

USDA and FNS are committed to food and nutrition security and to advancing equity and support for underserved communities throughout the Federal nutrition safety net, including SNAP-Ed. The FY 2025 SNAP-Ed Plan Guidance updates reflect this commitment by ensuring SNAP-Ed agencies receive the information needed to implement evidence-based, impactful, and equitable SNAP-Ed programming. With the FY 2025 Guidance, FNS aims to clarify new and existing policies, advance equity, improve customer service efforts, and share resources to support SNAP-Ed programming and collaboration.

FNS encourages States to provide more equitable and customer-focused SNAP-Ed programming. In FY 2023, the FNS SNAP-Ed management evaluation (ME) guide was updated to include questions related to SNAP-Ed program accessibility and Tribal Consultations. States should review the updated ME and State plan guide checklist in the guidance to ensure they are meeting these requirements. In February 2024, USDA released the [Equity Commission Report](#) that recommends seeking customer feedback and compensating individuals with lived experience for their time and expertise. FNS respects and values the lived experiences, contributions, and community expertise that the SNAP-Ed eligible audience can provide to inform and improve SNAP-Ed programming and effectiveness. FNS has updated the Guidance to clarify how SNAP-Ed funds may be used, with prior FNS

approval, to compensate participants for their involvement in SNAP-Ed program planning and evaluation activities.

In FY 2023, FNS's SNAP Nutrition Education Branch (NEB) developed a [strategic plan](#) to improve SNAP-Ed coordination and collaboration with partner organizations. This plan aims to strengthen partnerships that will enhance program participants' ability to make healthy food choices. As in past years, FNS's coordination and collaboration efforts with other Federal programs and agencies informed the Guidance updates. Going forward, FNS will move this information from the guidance to the SNAP-Ed Connection [collaboration webpage](#) to better highlight these examples and resources, and reach more SNAP-Ed-eligible individuals. As part of NEB's current collaboration with the Center for Nutrition Policy and Promotion (CNPP) to help make MyPlate a household name, agencies are asked to use and share CNPP's updated [resources](#) including the [MyPlate Instagram page](#) with their SNAP-Ed participants.

The FY 2025 Guidance is available on the [SNAP-Ed Connection website](#). Please direct questions on the guidance through your FNS Regional Office contacts. Thank you for your continued partnership and support of SNAP-Ed and for all you do to enhance and promote nutrition security.

Sincerely,

Rachel Frisk

Director

Program Administration and Nutrition Division

Supplemental Nutrition Assistance Program

Attachment: FY 2025 SNAP-Ed Plan Guidance