



How to Make Online Ordering More Attainable for EBT Retailers and Consumers



Overview

What we will cover...

Thanks for joining us! During this session, we will explore online ordering and review best practices for smaller to medium size retailers to consider.

- **SNAP Online Purchasing Pilot**
- **Demand for Online Ordering**
- **Retailer Challenges in SNAP Online Purchasing**
- **Best Practices for Retailers to Consider**



Lori Laughlin

EVP, Product Solutions
goEBT, a brand of CDE

Acceleration of Change

USDA announces two-year online purchasing pilot program for SNAP participants. Lessons learned from this pilot are expected to inform efforts to expand rollout.

SNAP Online Purchasing Pilot Program



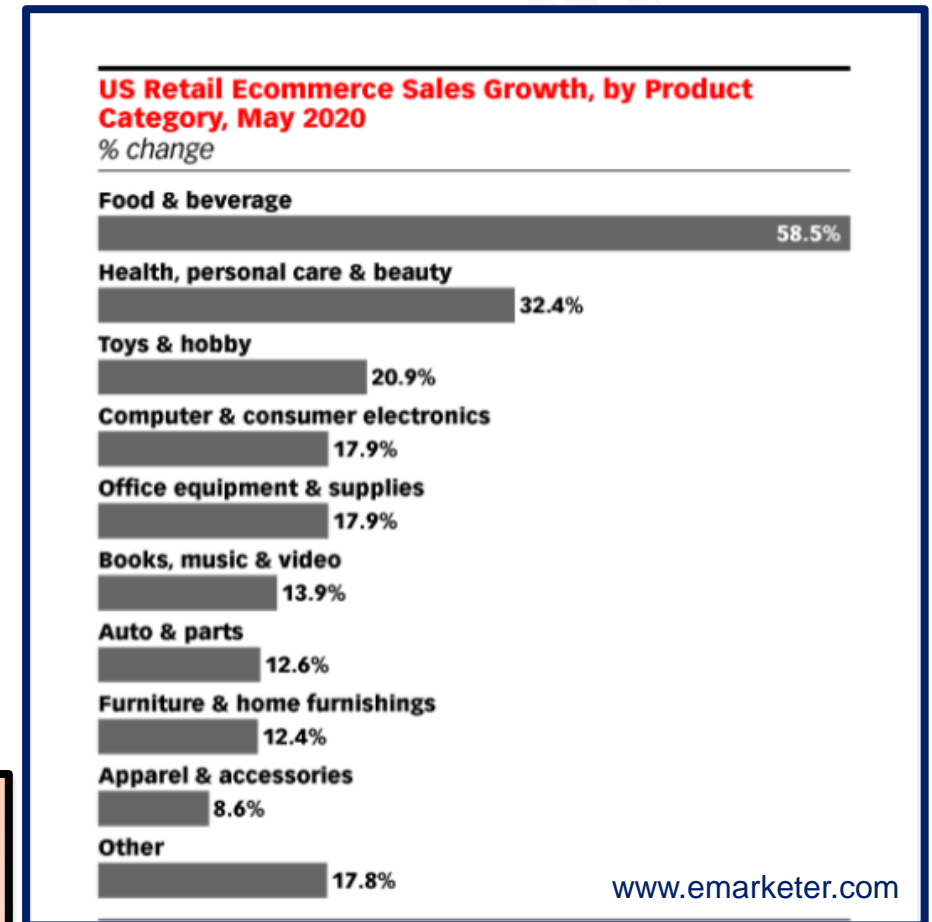
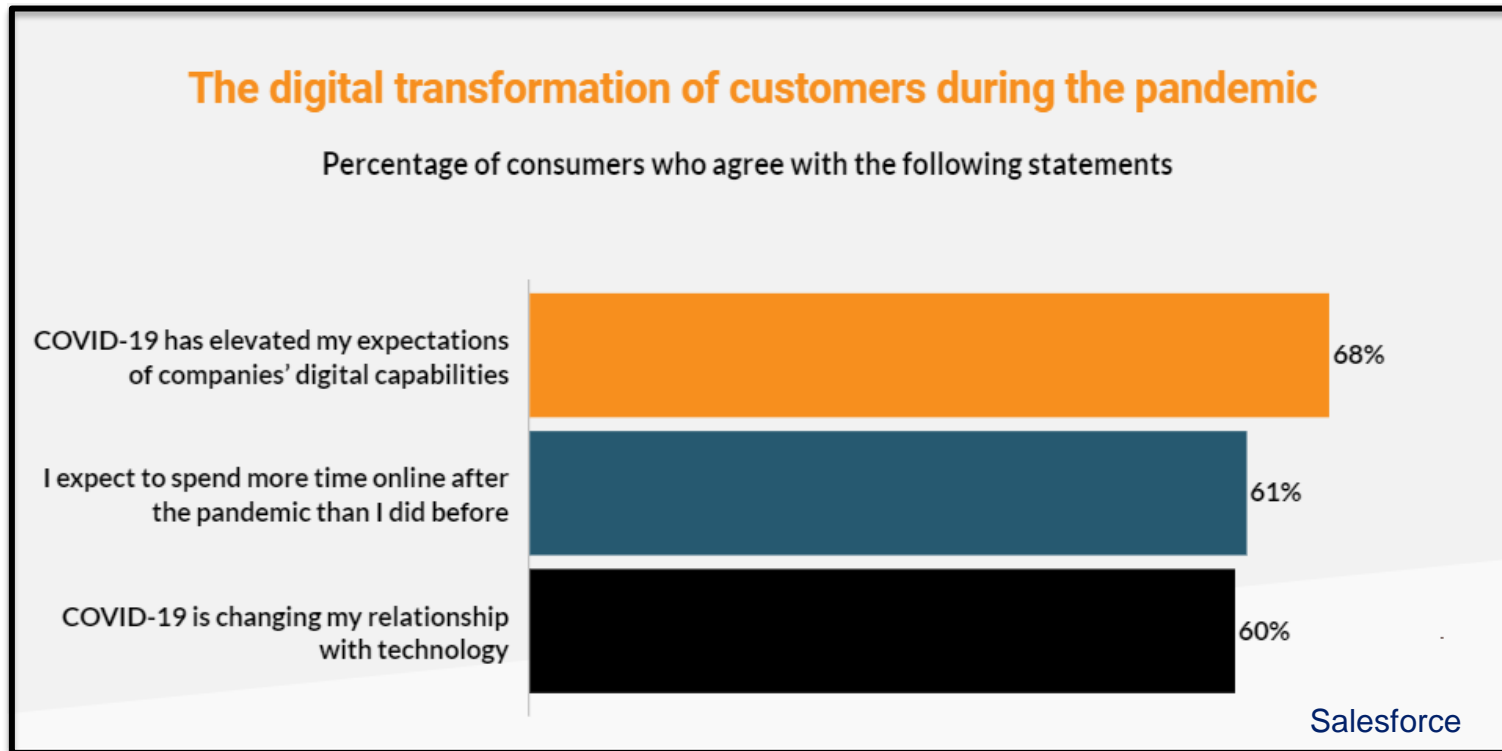
1 state in the pilot

COVID-19

47 participating states

Online Ordering

Rapid Transformation of Brick & Mortar to eCommerce



208% surge in curbside pickup during the pandemic

Rapidops, Inc.

43% increase in online grocery shopping in 2020

Mercatus

Consumer Importance

- Virus concerns: 62%
- Convenience: 61%
- Time savings: 42%

Mercatus

Online Ordering Infrastructure

Prioritizing the Customer Experience

Order Management

- Consumer Online Access
- Inventory Management
- Shopping Cart
- Scheduling for Fulfillment
- Payment



In App



Website



Fulfillment Management

- Picking
- Sorting
- Packing
- Tracking
- Delivery



Curbside Pickup



Delivery

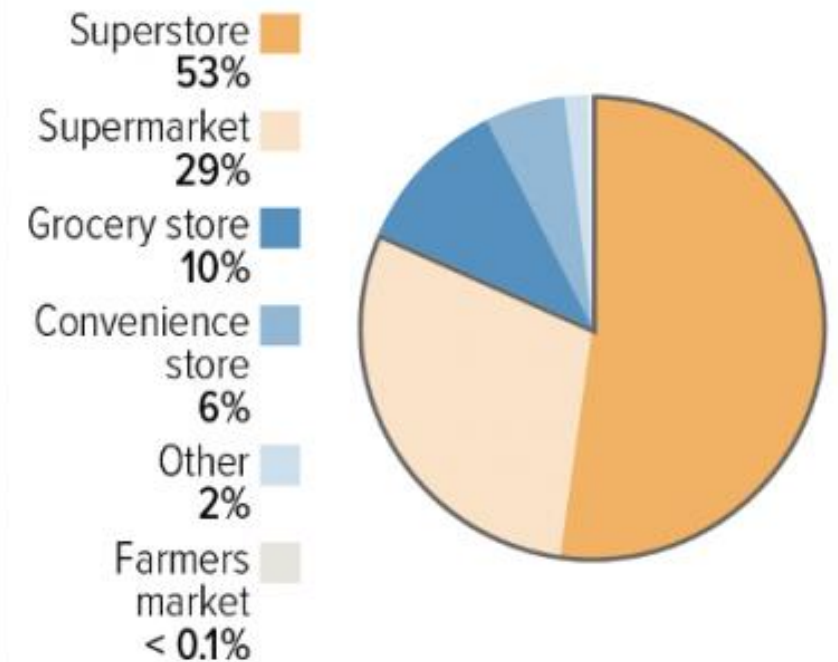
SNAP/EBT Retailer Overview

Redemption of benefits

- **248,000 retailers** participate in SNAP nationwide
- Retailers range from big-box superstores to convenience stores
- FY19: SNAP retailers redeemed a total of **\$55.6 billion** in benefits
- Mid-grocery/Convenience stores see ~ **16%** of all SNAP redemptions

SNAP Participants Redeem 80% of Their Benefits at Larger Stores

Share of benefit redemptions by store type, 2019



Source: U.S. Department of Agriculture Food and Nutrition Service, Benefit Redemption Division, 2019 annual report

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

Retailer Hurdles

SNAP Online Purchases Implementation & Support



- **eCommerce Exception Processing**

- › Infrastructure Designed for Credit Acceptance
- › Cart SKU Level Eligibility
- › Consumer PIN Entry Required



- **Administrative**

- › Lengthy Application & Approval Process
- › Testing & Certification Process



- **Cost**

- › Solution Sourcing & Implementation
- › Inability to Recoup Costs

The *Expanding SNAP Options Act* would provide funding for the creation of a universal online and app-based portal to make access to nutritious foods from the full variety of SNAP retailers possible and easy to navigate for consumers. Online SNAP purchasing is currently limited to a very small number of approved retailers due to technological and financial barriers, and in many states the only options are Walmart and Amazon.

-Bill introduced 07/02/20 by Senators Duckworth & Durbin

Online Ordering Considerations for Success

6 Ways to Support SNAP Consumers

Assess Your Customer's Wants & Needs

Partner with a Trusted Vendor

Define a Plan

Keep it Simple

Communicate & Market Capabilities

Accept SNAP Payment at the Point of Pickup

Do More,

Worry Less

Q&A

www.goEBT.com

Thank you!

Lori Laughlin

EVP, Product Solutions
goEBT, a brand of CDE



www.goEBT.com