



Mike Braun, Governor  
State of Indiana

## ***Indiana Family and Social Services Administration***

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### **FOR IMMEDIATE RELEASE**

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### **Indiana Launches Smart SNAP to Promote Healthier Choices for Hoosiers**

*INDIANAPOLIS* – As part of Governor Mike Braun’s Make Indiana Healthy Again initiative, the Indiana Family and Social Services Administration (FSSA) is launching [Smart SNAP](#), a bold new effort to improve the health of Hoosiers by aligning SNAP benefits with healthier food choices. Beginning Jan. 1, 2026, SNAP benefits can no longer be used to purchase sugary drinks or candy in Indiana.

This initiative is a direct response to alarming public health statistics: 66% of adult Hoosiers are overweight or obese, 44% eat fruit less than once daily and 27% eat vegetables less than once daily. Among WIC toddlers aged 2–4, 16% are overweight and 15% are obese. Additionally, 25% of high schoolers and 32% of youth aged 10–17 are overweight or obese. Governor Braun emphasized, “This isn’t the usual top-down, one-size-fits-all public health agenda. We’re focused on root causes... and taking on the problems in government programs that are contributing to making our communities less healthy.”

In April 2025, Governor Braun signed an [executive order](#) banning sugary drinks and junk food from SNAP purchases. Indiana was one of the first states to secure a USDA waiver to implement this change and since then, 11 other states have followed suit. The Smart SNAP initiative is a cornerstone of the broader Make America Healthy Again movement.

#### **The new rules define restricted items as follows:**

- Sugary Drinks: Non-alcoholic beverages that contain natural or artificial sweeteners, excluding milk-based or 100% juice beverages.
- Candy: Preparations of sugar, honey or other sweeteners combined with chocolate, fruits, nuts or flavorings in bar, drop or piece form, excluding items requiring refrigeration.



To ensure a smooth rollout, FSSA has conducted multiple provider meetings and engaged with provider associations across the state. Retailers have been briefed and provided with detailed guidance. Prior to the January 1 implementation date, retailers are required to:

- Update point-of-sale systems to exclude restricted items.
- Submit attestations and documentation to FSSA confirming compliance.
- Train staff on the new SNAP purchasing rules.

Retailers and SNAP recipients can find more information, including FAQs and training materials, at the official [SNAP Retailer Website](#) or by contacting the SNAP Retailer email: [SmartSNAPInquiries@fssa.IN.gov](mailto:SmartSNAPInquiries@fssa.IN.gov).

Smart SNAP is more than a policy change—it's a commitment to building a healthier Indiana. For more information, [click here](#).

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