

EXECUTIVE DEPARTMENT
OFFICE OF THE GOVERNOR
EXECUTIVE ORDER NUMBER JML 25-052

***MAKE LOUISIANA HEALTHY AGAIN –
ENHANCING NUTRITION IN THE SUPPLEMENTAL
NUTRITION ASSISTANCE PROGRAM***

WHEREAS, pursuant to Executive Order 14212, “Establishing the President’s Make America Healthy Again Commission,” signed by President Donald J. Trump on February 13, 2025, the President acknowledged the current health crisis facing the United States, and announced the policy of the United States Government to “aggressively combat the critical health challenges facing our citizens,” including childhood chronic diseases caused by an inadequate diet;

WHEREAS, the Stanford University of Medicine conducted a study in 2014 that found that banning the purchase of sugar-sweetened drinks with food stamps is likely to reduce obesity rates and type-2 diabetes among low-income Americans;

WHEREAS, the federal Supplemental Nutrition and Assistance Program (“SNAP”) is administered by the Food and Nutrition Service, under the umbrella of the United States Department of Agriculture (“USDA”);

WHEREAS, the states of Arkansas and Indiana have requested waivers from the USDA to ban sugary drinks, sodas, candy, or other unhealthy items from being purchased with SNAP benefits;

WHEREAS, the states of Idaho, Iowa, Nebraska, Utah, and West Virginia have expressed an intent to seek waivers from the USDA to ban sugary drinks, sodas, candy, or other unhealthy items from being purchased with SNAP benefits;

WHEREAS, the American Diabetes Association found in 2023 that approximately 14.2% of Louisiana’s adult population has diagnosed diabetes, estimated that 34.4% of Louisiana’s adult population have prediabetes, and that these medical conditions cost billions of dollars in direct medical expenses and indirect costs due to lost productivity due to diabetes;

WHEREAS, the Louisiana Department of Health estimates that approximately 40% of adult Louisiana citizens are obese;

WHEREAS, the United States Department of Health and Human Services reports that 35.6% of Louisiana children between ages 10 and 17 are overweight or obese;

WHEREAS, soft drinks, sodas, candy, and energy drinks are leading causes of obesity and type-2 diabetes among Louisiana's population, including low-income families;

WHEREAS, it is in the best interest of the State of Louisiana to incentivize healthy lifestyle choices for Louisiana citizens, reduce taxpayer subsidies of soda purchases for individuals enrolled in the SNAP Program, and reduce the consumption of unhealthy food items that contribute to obesity, diabetes, and other diseases;

WHEREAS, studies show that participants who participate in programs used to incentivize healthy foods purchase significantly more fruits and vegetables, and even reduce the purchase of sugary drinks;

WHEREAS, SNAP is administered at the state level by the Louisiana Department of Children and Family Services ("DCFS"), and is the agency authorized to submit a waiver to permit Louisiana to request the USDA to allow Louisiana to prohibit the purchase of certain food categories using SNAP benefits;

NOW THEREFORE I, JEFF LANDRY, Governor of the State of Louisiana, by virtue of the authority vested by the Constitution and laws of the State of Louisiana, do hereby order and direct as follows:

Section 1: The Secretary of DCFS shall, no later than October 1, 2025, prepare and submit a waiver request to the USDA to exclude soft drinks and candy from eligible foods defined in 7 U.S.C. 2012(k) and 7 C.F.R. 271.2.

Section 2: Should this waiver request be granted, the Secretary of the DCFS shall prohibit the purchase of soft drinks and candy with SNAP benefits provided through the SNAP program.

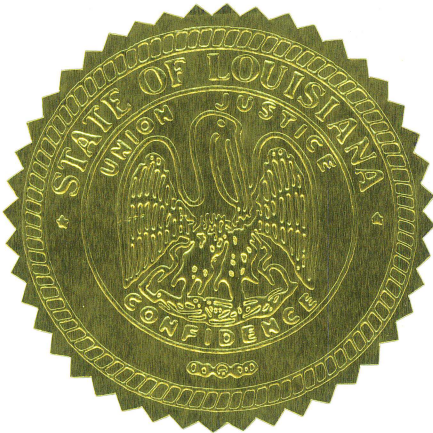
Section 3: The Secretary of DCFS shall also determine ways to incentivize the purchase of fruits and vegetables, such as a Double Up Program, providing participants money back for every dollar spent on fruits and vegetables, up to a certain monthly limit.

Section 4: The Louisiana Legislature is urged to pass Senate Bill 14 of the 2025 Regular Legislative Session and determine whether other ineligible drinks and food should result in additional waiver requests.

Section 5: All departments, commissions, boards, agencies, and officers of the state, or any political subdivision thereof, are authorized and directed to cooperate in the implementation of this Order.

Section 6: I also urge and request that the United States Congress pass legislation addressing these issues, including House Bill 479 and/or Senate Bill 561, both pending before the 119th Congress (2025-2026).

Section 7: This Order is effective upon signature and shall continue in effect until amended, modified, terminated, or rescinded by the Governor, or terminated by operation of law.



IN WITNESS WHEREOF, I have set my hand officially and caused to be affixed the Great Seal of Louisiana in the City of Baton Rouge, on this 30th day of April, 2025.

Jeff Landry
GOVERNOR OF LOUISIANA

**ATTEST BY THE SECRETARY
OF STATE**

Nancy Landry
SECRETARY OF STATE