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Availability and Affordability of Yogurt in SNAP-Authorized Convenience Stores in Mississippi

Summary

Many Mississippians are Supplemental Nutrition Assistance Program (SNAP) eligible and face high rates of food insecurity.[1]

Compared to national data, Mississippians were more likely to be obese and reported eating fewer fruits and vegetables.[2, 3, 4]

Increasing healthy food availability and affordability in SNAP-authorized convenience stores (CS) may improve Mississippians' health and eating behaviors.

Objective

The study objective was to examine the availability and affordability of yogurt in SNAP-authorized CS across Mississippi.

Design

Setting: This cross-sectional study was conducted from January to February 2017. Stores were identified from the United States Department of Agriculture SNAP-authorized store list (n= 3585). Approximately the same proportion of stores from each county in Mississippi was surveyed to achieve a representative sample (n=405). Stores were categorized by number of cash registers into: CS (n=212), grocery stores (n=154), and supermarkets (n=39).

Methodology: Trained Mississippi State University Extension Service employees (Nutrition Educators and Extension Agents) and research team members collected data using a modified Nutrition Environment Measures Survey – Corner Store.[5]

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This institution is an equal opportunity provider.

Measurable Outcomes and Analysis

The outcome measure is the availability and affordability of yogurt in SNAP-authorized stores in Mississippi.

Availability was measured by the percent of SNAP-authorized stores reported as selling yogurt.

Affordability was measured by the average price of an individually sold, single-serving size (≤6oz) container of yogurt in a CS.

Results

Approximately 16% (n=36) of CS, 57% (n=91) of grocery stores, and 89% (n=36) of supermarkets sold any form of yogurt.

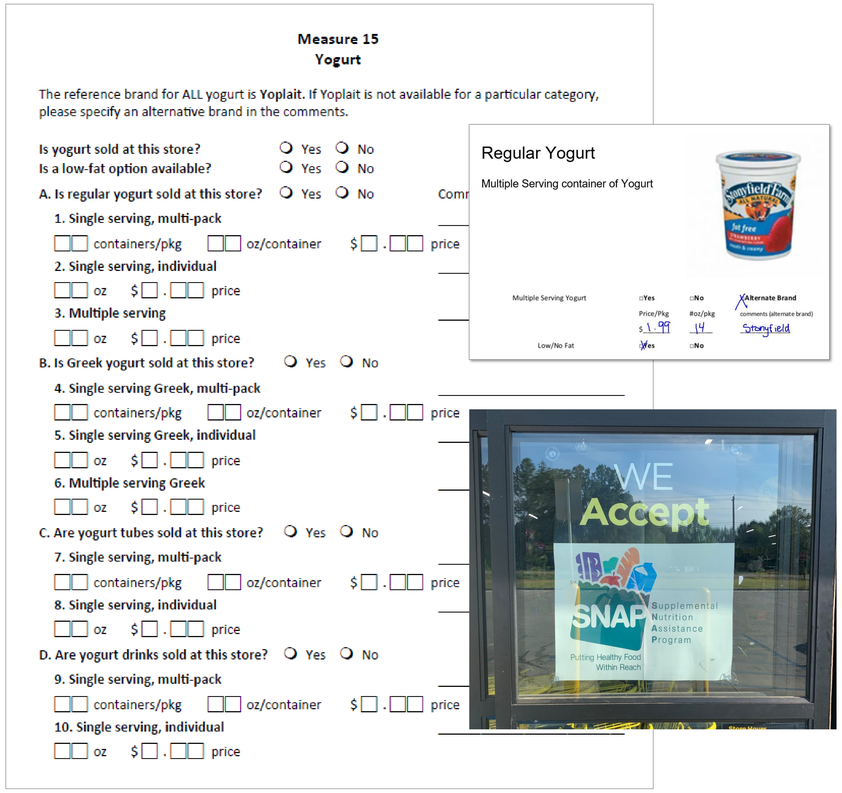
The average price of an individually sold, single-serving size (≤6oz) container of yogurt in a convenience store was $0.97.

Only 16% of convenience stores sold any type of yogurt.

$0.97

Average price of single-serving yogurt in CS.

Supermarkets sold any form of yogurt 5.5 times more often than **convenience stores**.



Measure 15
Yogurt

The reference brand for ALL yogurt is **Yoplait.** If Yoplait is not available for a particular category, please specify an alternative brand in the comments.

Is yogurt sold at this store? ❍ Yes ❍ No
Is a low-fat option available? ❍ Yes ❍ No
A. Is regular yogurt sold at this store? ❍ Yes ❍ No Comm
1. Single serving, multi-pack
☐☐ containers/pkg ☐☐ oz/container $☐.☐☐ price
2. Single serving, individual
☐☐ oz $☐.☐☐ price
3. Multiple serving
☐☐ oz $☐.☐☐ price
B. Is Greek yogurt sold at this store? ❍ Yes ❍ No
4. Single serving Greek, multi-pack
☐☐ containers/pkg ☐☐ oz/container $☐.☐☐ price
5. Single serving Greek, individual
☐☐ oz $☐.☐☐ price
6. Multiple serving Greek
☐☐ oz $☐.☐☐ price
C. Are yogurt tubes sold at this store? ❍ Yes ❍ No
7. Single serving, multi-pack
☐☐ containers/pkg ☐☐ oz/container $☐.☐☐ price
8. Single serving, individual
☐☐ oz $☐.☐☐ price
D. Are yogurt drinks sold at this store? ❍ Yes ❍ No
9. Single serving, multi-pack
☐☐ containers/pkg ☐☐ oz/container $☐.☐☐ price
10. Single serving, individual
☐☐ oz $☐.☐☐ price

Regular Yogurt
Multiple Serving container of Yogurt

Multiple Serving Yogurt | ☐Yes ☐No | Price/Pkg $.99 | #oz/pkg 14 | ☒Alternate Brand (comments (alternate brand): Stonyfield)
Low/No Fat | ☒Yes ☐No

Conclusions

While yogurt is a relatively affordable snack, it is not readily available in SNAP-authorized CS in Mississippi. Efforts should be made to promote health by increasing the availability of yogurt and other healthy foods. These findings will be used to inform future studies and pilot interventions to increase food availability for Mississippi's SNAP participants.

References

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