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**Testimony of Thomas McNeil, Head of Government Affairs, East Coast  
Instacart**

Before the

NYC Department of Health and Mental Hygiene (DOHMH)

Regarding

The Groceries to Go Subsidized Grocery Program

We write to express our support for the proposed rules seeking to establish the subsidized Grocery Delivery Program. As the leading grocery technology company in North America, Instacart commends the NYC Department of Health and Mental Hygiene (DOHMH) for its innovative and thoughtful approach to addressing food and nutrition insecurity. We further applaud the DOHMH and the entire Mayor's Office of Food Policy for leading the fight to end hunger across the five boroughs by identifying solutions seeking to ensure that fresh and nutritious food is easily accessible to the city's most vulnerable residents.

For the past decade, Instacart has harnessed the power of technology to provide fresh grocery delivery to homes in all 50 states, Washington, D.C., and Canada. In the five boroughs of New York, we deliver from hundreds of grocery retailers, with service available to 100% of households. Instacart works closely with our retail partners to gain the necessary federal certification to accept EBT SNAP and proudly offers SNAP online ordering and delivery on the Instacart platform through 250 retailers across 4,000 locations in New York City, providing 100% of NYC zip codes access to an EBT SNAP retailer.

Instacart plays an increasingly important role in bridging the food access gap for individuals experiencing food insecurity. As noted in our 2022 study with [No Kid Hungry](#), online shopping for low-income and SNAP shoppers provides multiple benefits, including helping stretch limited food budgets, reducing stress and stigma, and alleviating time, transportation, and mobility barriers. In addition, the study found that low-income customers grocery shopping online spent an average of \$5.24 more on fruits and vegetables per week than in-store shoppers — without increasing their overall bill.

To further expand food access and choice for NYC residents, when selecting the online marketplace vendor the Department could consider using a platform, such as Instacart, through which NYC residents have direct access to many of their favorite local and national grocery stores. We also respectfully urge the Department to consider a program wherein all interested retailers meeting eligibility criteria as determined by DOHMH are authorized to participate.

The Groceries to Go Program is a solution-driven initiative that will benefit so many across New York City. We welcome the opportunity to discuss how the Instacart platform can be leveraged to provide greater access to fresh and nutritious foods for all of the city's residents, and we look forward to continuing this important work together.

Sincerely,

***Thomas McNeil***

Thomas McNeil  
Head of Government Affairs, East Coast