

## Examples of Allowable and Unallowable Costs

### Allowable Costs

Purchasing Food, Nutrition, and Consumer Service nutrition education/promotional materials addressing SNAP-Ed topics

Producing State SNAP-Ed material that supports the state's goals and objectives for SNAP-Ed when no other material exists.

Radio and television announcements promoting nutrition education events to the target audience

Appropriate social marketing campaigns that target nutrition messages to the SNAP-Ed target audience in areas/venues where 50% of the population are income-eligible for SNAP

Purchase of office equipment/Kitchen appliances (tools) with written justification

Cost of food for recipes/taste testing

SNAP-Ed related training for program delivery staff

Staff time spent delivering nutrition education/obesity prevention to target audience.

### Unallowable Costs

Nutrition education material charged to another Federal or private source

Materials endorsing or promoting brand name products

Manufacturer or store coupons

Materials written or visual that lobby or influence Federal, State, or Local Officials to pass or sign legislation that influences the outcomes of an election, referendum, or initiative

Marketing campaigns that target the general population  
An announcement/advertisement that does not include a brief message about SNAP, the benefits, and how to apply

Expenditures exceeding prior approval thresholds  
Medical Equipment

Ongoing snack or food service  
Meal sized portions or complete meal service  
Cost of food provided as groceries or supplemental food

The time of volunteers of a non-public agency

A doctor's or other professional time spent distributing flyers at health fairs

Training or development costs of food service workers or others not directly associated with the delivery of SNAP-Ed