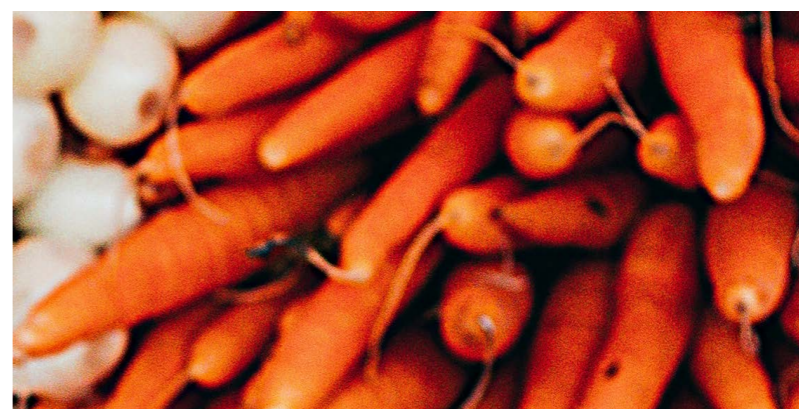


Fresh Bucks Impact Report

2022



Seattle
Office of Sustainability
& Environment



Building resilient communities with healthy food access for Seattle residents.

Operated by the City of Seattle Office of Sustainability and Environment, Fresh Bucks aims to eliminate disparities in healthy food access by reaching communities disproportionately harmed by systemic racism and environmental injustices including Black, Indigenous, People of Color, immigrant, and refugee communities.

 **19**
local organizations

 **41**
retail partners

Our coalition of 19 local organizations and over 40 retail partners work to increase access to fruits and vegetables for Seattle neighbors while supporting a more equitable and sustainable local food system.





“For me, food is medicine. I have diabetes and must adhere to a strict diet that mostly includes fresh fruits and vegetables. With Fresh Bucks I know I have \$40 dedicated to my monthly food budget, and this helps me stay on track to create delicious meals that support my health.”

FRANCISCO MALAGON,
FRESH BUCKS CUSTOMER

Providing a stable, healthy food benefit.

In 2022, Fresh Bucks served 12,000 Seattle households. Every month, \$40 in benefits are loaded into customer accounts and can be spent on fruits and vegetables using a card or app. Customers can conveniently shop for fruits and vegetables at 41 Seattle retail locations.



Fresh Bucks is making a difference

Enrolled customers reported eating more fruits and vegetables on a daily basis and reported a decrease in food insecurity.*



*Self-reported data collected from surveyed customers after 18 months in the program.



Focus on priority communities.

Fresh Bucks works with community-based organizations and health clinics who develop locally driven strategies to reach community members most impacted by food insecurity and health disparities.

Our **priority communities** are informed by The City of Seattle’s Race and Social Justice Initiative (RSJI), which calls us to center the communities most impacted by systemic racism: **Hispanic, Latino, or Spanish, Black/African American, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, and immigrant and refugee** communities.

Prolonged pandemic impacts

The impacts of the COVID-19 pandemic continue to disproportionately burden communities of color as the pandemic evolves. The number of families experiencing food insecurity remains especially high among households that are low-income and households with children.



83%

of Fresh Bucks customers report being food insecure



69%

of Fresh Bucks customers have a household income of less than \$25,000



35%

of Fresh Bucks customers have children in the household



“It seems like every year brings on a new challenge for our community, whether it is the pandemic, economic uncertainty, or the rising cost of food and goods. Throughout it all, our clients can count on Fresh Bucks. They look forward to the start of the month when they can shop for fruits and vegetables with Fresh Bucks.”

.....
ELFENESH WOLDU,
SOCIAL SERVICES PROGRAM MANAGER,
HORN OF AFRICA SERVICES



52%

of customers prefer a language other than English



84%

of customers are from priority communities





“Local Yokels’ produce travels 72 miles from farm to plate, compared to the industry average of 1500 miles. We work hard to strengthen the connection between Washington farmers, local businesses, and consumers. We have gained an additional revenue stream with Fresh Bucks, while further strengthening local connections.”

.....
**DAMON GRADY AND AMBER WHITTENBERG,
LOCAL YOKELS CO-OWNERS**

Expanding healthy food access.

We welcomed two new small businesses into the independent retailer network in 2022. The selection of Central Co-op and Local Yokels is grounded in customer and community priorities gathered as a part of the City’s Food Action Plan, which called for additional investment in BIPOC, woman owned or minority-owned businesses and new models of program delivery, including a grocery delivery partner.

Central Co-Op

Central Co-op is a community-owned natural foods store offering a wide selection of sustainable, fresh, locally sourced fruits and vegetables.

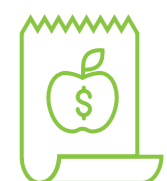
Local Yokels

Local Yokels is the first Fresh Bucks retail partner to offer grocery delivery. As a women and minority-owned business, Local Yokels aims to build a sustainable food economy of small, local, women, minority, LGBTQ+, and immigrant-owned food retailers and farmers. And they have a carbon footprint that is 95% lower than traditional grocery stores.



Investing in the local food economy.

Fresh Bucks investments support the local and regional economy with customers spending Fresh Bucks benefits at 41 local retailers, including 8 locally owned, independent grocers, 16 farmers markets and farm stands, and 17 Safeway stores.



\$4.65M

total benefits redeemed

led to



\$7.36M*

in economic impact in 2022



*The economic impact of Fresh Bucks is based on the [Local Food Impact Calculator](#), a tool designed to estimate the impact of a local project might have on the surrounding economy.



8

locally owned, independent grocers partner with Fresh Bucks

of these



6 are BIPOC-owned



3 are woman-owned

Helping build community capacity

We also invest in our local partners and provide financial support to participating small businesses and community organizations.

\$237K

was dedicated to partnering with community-based organizations and independently-owned grocers who are key to building healthy, vibrant communities.





Our partners

Fresh Bucks is proud of the partnerships forged with community-based organizations, healthcare clinics, farmers markets, farm stands, and local retailers.

Our funders

PRIMARY FUNDING

City of Seattle: General Fund and Sweetened Beverage Tax Fund

ADDITIONAL FUNDING

Washington State Department of Health

LEARN MORE AT

SeattleFreshBucks.org



Seattle
Office of Sustainability
& Environment

Retail partners

- African Community Housing and Development/ Delridge Farmers Market
- Ammana Warehouse and Grocer
- Central Co-op
- Delridge Grocery Co-op
- Fruteria Sandoval
- Hameyn Halal Grocer
- HT Oaktree (permanently closed Dec. 2022)
- Local Yokels
- Mendoza's Mexican Mercado
- Neighborhood Farmers Market Alliance
- Pike Place Market Foundation
- Pike Place Market Preservation and Development Authority
- Queen Anne Farmers Market
- Safeway Corporation
- Seattle Farmers Market Association
- Tilth Alliance Rainier Beach Urban Farm and Wetland Farm Stand

Enrollment partners

- Atlantic Street Center
- Casa Latina
- Children's Home Society of Washington
- Chinese Information and Service Center
- Got Green
- Harborview Medical Center
- Horn of Africa Services
- Interim Community Development Association
- Kaiser Permanente
- Lake City Collective
- Latino Community Fund
- Neighborcare Health Systems
- Neighborhood House
- Odessa Brown Children's Clinic
- Public Health Seattle and King County
- Seattle Indian Health Board
- Somali Health Board
- United Indians of All Tribes Foundation
- Villa Comunitaria