

2019

# Fresh Bucks Impact Report

Across the country, people with low incomes and people of color are more likely to struggle to afford healthy food. Fresh Bucks aims to eliminate disparities in healthy food access by focusing our efforts on reaching historically underrepresented communities.

Operated by the City of Seattle Office of Sustainability and Environment, Fresh Bucks helps families afford fruits and vegetables, invests in local partnerships, and strives to improve the health and well-being of our community.

## Fresh Bucks is growing to reach more people.

Our core **strategies**:



### Fresh Bucks **Vouchers**

Eligible participants receive Fresh Bucks Vouchers. Vouchers can be used like cash to buy fruits and vegetables at participating retailers.



### Fresh Bucks **Match**

Customers who use SNAP/EBT (food stamps) to buy fruits and vegetables get their benefits matched with Fresh Bucks.



### Fresh Bucks **To Go**

Also known as Good Food Bags and CSA, Fresh Buck To Go is a produce bag subscription offered in select neighborhoods. Each bag contains locally-sourced, nutrient dense fruits and vegetables.



### Fresh Bucks **Rx**

Participating healthcare providers and community partners "prescribe" fruits and vegetables to their patients. Fresh Bucks Rx can be used like cash to buy fruits and vegetables at participating retailers.



**Seattle Office of  
Sustainability &  
Environment**



# Increasing family food budgets

In 2019, Fresh Bucks expanded program eligibility and launched Fresh Bucks Vouchers to reach previously unserved Seattle families. Enrolled customers receive **\$40 in benefits per month** over the course of a program year – **significantly increasing a family's annual food budget.**



*"Fresh Bucks has helped my family to have healthier eating habits - in addition to saving money at the end of the month. We can now use those savings to cover other basic needs."*

Dora, Fresh Bucks Customer

REACHING  
**5,075**  
CUSTOMERS  
in 2019



## Focus on racial equity

We believe everyone has the right to healthy, affordable food. Fresh Bucks works with over **70 partners to reach historically underserved communities** and create community-based solutions to help reduce racial and health disparities, increase access to healthy food, and improve community health.

*"I am extremely proud that Fruteria Sandoval is working with the City to help residents access affordable, healthy food. Our members are delighted to know they can use their Fresh Bucks at our store to buy culturally-connected foods."*



Victor Sandoval, owner of Fruteria Sandoval, a Fresh Bucks Neighborhood Grocer



**72%**

OF FRESH BUCKS  
voucher customers are from  
PRIORITY COMMUNITIES

### PRIORITY COMMUNITIES

Low-income Hispanic  
Black/African American  
American Indian/Alaska Native  
Native Hawaiian/Pacific Islander communities  
Immigrants and refugees

### KEY PARTNERSHIPS

MINORITY-OWNED BUSINESSES  
COMMUNITY-BASED ORGANIZATIONS  
HEALTH CLINICS

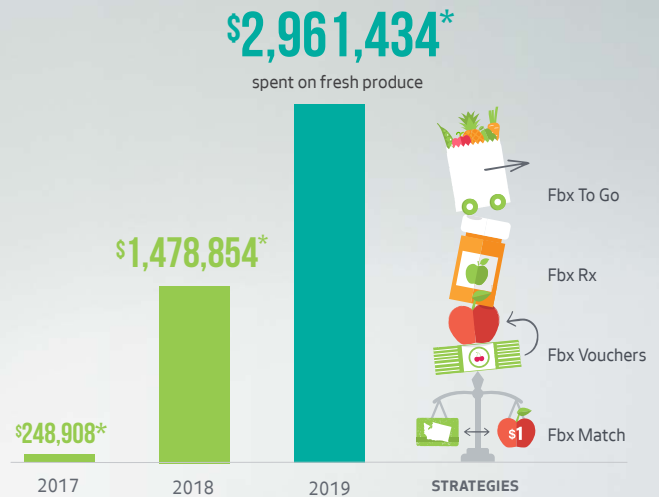


# Increased investment

With increased investment from Seattle's Sweetened Beverage Tax (SBT), Fresh Bucks grew in 2019 to respond to the needs of Seattle's communities. SBT revenue is **getting fruits and vegetables into the hands of more families** through Fresh Bucks Match, Vouchers, To Go, and Rx.

*"For the first time ever, I can prepare lunches for my son to take to school. Before Fresh Bucks, I didn't have enough money to make his meal at home with vegetables. Now I buy his favorite produce with Fresh Bucks for him to enjoy at school."*

May, Fresh Bucks Customer



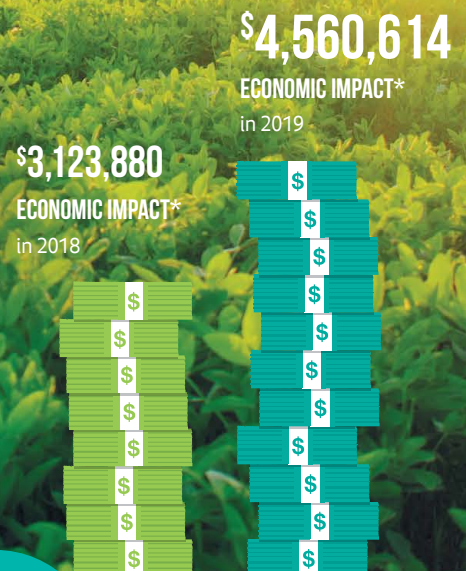
\*Overall program spending including SNAP match in select King County farmers markets and neighborhood grocers. King County SNAP match is funded by Washington State Department of Health.



With SNAP Match, the average customer increased their annual **produce purchases by 25%.**

# Lifting the local economy

Fresh Bucks customers have a wide selection of places to shop for their choice of produce. Shopping at **farmers markets, neighborhood grocers, CSAs, and Safeway** stores helps generate business for local retailers while boosting the local economy.



\*Approximate economic impact of Fresh Bucks based on the USDA's estimate that \$1.54 is generated in the local economy for every SNAP dollar spent.





# Fresh Bucks Partners

We are grateful to our partners for their energy and enthusiasm in supporting our mission. Together, we are working to help Seattle families afford fruits and vegetables.

## Implementing Partners

Al Madina Grocery	Food Innovation Network	Namaste Farm Stand in Tukwila	Shoreline Farmers Market
Ammana Warehouse & Grocer	Friends of Third Place Commons	NeighborCare Health	SnoValley Tilth
Atlantic Street Center	Frutera Sandoval	Neighborhood Farmers Market Alliance	Somali Health Board
Auburn Farmers Market	Got Green	New Holly Farm Stand	Tabarak Minimarket & Halal
Ballard Farmers Market	Harameyn Halal Grocer	Odessa Brown Children's Clinic	Tilth Alliance
Bellevue Farmers Market	Harborview Farm Stand	Phinney Farmers Market	University District Farmers Market
Burien Farmers Market	Harborview Medical Center	Pike Place Market	Vashon Island Farmers Market
Capitol Hill Farmers Market	High Point Farm Stand	Pike Place Market Foundation	Vashon Island Growers Association
Carnation Farmers Market	Horn of Africa Services	Pike Place Market Preservation and Development Authority	Villa Comunitaria
Casa Latina	Interim Community Development Association	Public Health Seattle & King County	Walgreens Farm Stand on Jackson
Children's Home Society of Washington	Kaiser Permanente	Queen Anne Farmers Market	Wallingford Farmers Market
City of Auburn	Kent East Hill Farmers Market	Rainier Beach Action Coalition	Washington State Farmers Market Association
City of Renton	Lake City Farmers Market	Renton Farmers Market	West Seattle Farmers Market
City of Seattle P-Patch Program	Lake Forest Park Farmers Market	Roots of All Roads	
City of Shoreline	Latino Community Fund	Seattle Farmers Market Association	
Clean Greens	Living Well Kent	Seattle Indian Health Board	
Columbia City Farmers Market	Madrona Farmers Market	Seattle Indian Health Board Farm Stand	
Des Moines Waterfront Farmers Market	Magnolia Farmers Market	Safeway Corporation	
Discover Burien	Mendoza's Mexican Mercado		
Duvall Farmers Market	Meridian Health Center Farm Stand		
Federal Way Farmers Market			

## Funding Partners

Fresh Bucks is funded by **City of Seattle's Sweetened Beverage Tax**. Additional support provided by:

USDA National Institute of Food and Agriculture

Washington State Department of Health

King Conservation District

Learn more at [www.freshbuckseattle.org](http://www.freshbuckseattle.org)



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