

SEATTLE OFFICE OF SUSTAINABILITY & ENVIRONMENT



Fresh Bucks: A win for families, farmers, and communities.

Fresh Bucks, a countywide food access program administered by the City of Seattle, makes healthy food more affordable for low-income Seattle and King County residents. Knowing that cost is a primary barrier for low-income people to eating healthy, Fresh Bucks programming represents a constellation of strategies aimed at making healthy food more affordable for low-income Seattle and King County residents who use their federal food stamp benefits (SNAP) to purchase fresh fruits and vegetables.

FRESH BUCKS PROGRAMS

FRESH BUCKS MATCH

Farmers markets match purchases made with SNAP/EBT so shoppers can buy more fresh fruits and vegetables.

FRESH BUCKS TO GO

Produce bags/boxes offered at a discounted rate for customers paying with SNAP/EBT dollars

FRESH BUCKS RX

Health providers write "prescriptions" for fruits and vegetables that can be redeemed at participating farmers markets, farm stands and Ethnic grocery stores.

FRESH BUCKS RETAIL (PILOT)

Ethnic grocery stores offer discounts at the checkout on fresh fruits and vegetables.

MAKING HEALTHY CHOICES POSSIBLE

- 89% said Fresh Bucks has made a difference in their families' diets
- 88% ate more fruits and vegetables because of Fresh Bucks
- 57% bought a greater variety of produce as a result of FBx

INCREASING ACCESS TO FARMERS MARKETS

- 87% shop more frequently at farmers markets as a result of FBx
- 56% would not shop at farmers markets if not for Fresh Bucks

Fresh Bucks by the Numbers

	2012	2013	2014	2015	2016
Participating farmers markets	7	17	18	21	29
Participating residents	1,500	3,000	3,877	3,962	4,556
Total \$ to local farmers	\$70,000	\$181,000	\$245,133	\$289,627	\$330,607
Local Economic impact	\$125,300	\$270,290	\$438,788	\$518,432	\$591,786
New low income shoppers	905	1,144	516	1,247	1,156

PROGRAM PARTNERS & FUNDERS

Partnerships have been integral to the growth and success of Fresh Bucks. In addition to funding from the City of Seattle, King Conservation District and Public Health – Seattle & King County have provided funding for Fresh Bucks, particularly supporting the expansion into greater King County. Seattle Children’s and Pike Place Market Foundation also provide financial support to Fresh Bucks. In addition to local funders, OSE is a subrecipient of a federal Food Insecurity Nutrition Incentive (FINI) grant awarded to the Washington State Department of Health (DOH) by the US Department of Agriculture.

WHAT CUSTOMERS ARE SAYING

“It makes my food stamps truly cover the healthy food I need.”
- Lauren

“It’s the only way to make my food stamps last and allow me to eat healthy on my pay-check.”
- Zach

“It allows me to feed my kids a healthy diet while supplementing my cash. I would not be able to purchase these in the amount needed otherwise.”
- Kishan

“They (Fresh Bucks) really help people like me with low income enjoy fresh and locally produced vegetables that everyone deserves.”
- Richard

“I definitely eat more fruit and vegetables because Fresh Bucks makes it all affordable. Also the idea of supporting the local economy is a win-win for us all.”
- Lynn

