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.
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.

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

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 paycheck.”
- 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

Fresh Bucks by the Numbers

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<tbody>
<tr>
<td>Participating farmers markets</td>
<td>7</td>
<td>17</td>
<td>18</td>
<td>21</td>
<td>29</td>
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<td>Participating residents</td>
<td>1,500</td>
<td>3,000</td>
<td>3,877</td>
<td>3,962</td>
<td>4,556</td>
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<td>Total $ to local farmers</td>
<td>$70,000</td>
<td>$181,000</td>
<td>$245,133</td>
<td>$289,627</td>
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<td>Local Economic impact</td>
<td>$125,300</td>
<td>$270,290</td>
<td>$438,788</td>
<td>$518,432</td>
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<td>New low income shoppers</td>
<td>905</td>
<td>1,144</td>
<td>516</td>
<td>1,247</td>
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