



# Fresh Bucks 2018 Impact Report

## For too many people in Seattle, healthy food is out of reach.

Many families with children, seniors, and communities of color struggle to afford nutritious food. Fresh Bucks is a healthy food program with a mission to help Seattle residents afford fruits and vegetables. Operated by the

City of Seattle Office of Sustainability and Environment, Fresh Bucks works to create an equitable, local food system where families can afford the healthy food they need to thrive.

## Fresh Bucks Strategies



### Fresh Bucks **Match**

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



### 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 **To Go**

A produce bag subscription offered in select neighborhoods. Fresh Bucks To Go, also known as Good Food Bags and CSA, contain 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.

# Fresh Bucks Growth

In 2018, Fresh Bucks grew with investment from Seattle's Sweetened Beverage Tax (SBT).

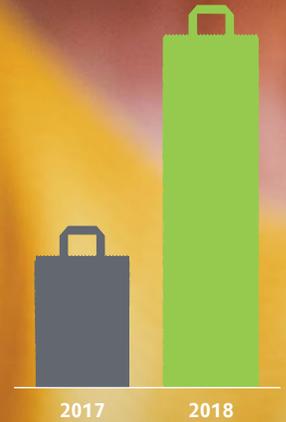
## People

Fresh Bucks expanded its reach to previously unserved residents resulting in more fruit and vegetables purchases by more families.



led to  
**632%**  
MORE FRESH BUCKS  
distributed

and  
**34,732**  
MORE PURCHASES  
of produce using Fresh Bucks



## Access

Fresh Bucks added new retailers, giving customers a wider selection of places to shop for their choice of produce.

**37**  
RETAILERS  
in 2017

up to



an increase of **180%**

🍏 2017 🍏 2018

## Partnerships

Responding to the needs of Seattle's communities, Fresh Bucks added new partners to help to spread the word, distribute vouchers, and make the program more available across the city.

**60**  
PARTNERS  
in 2017

up to



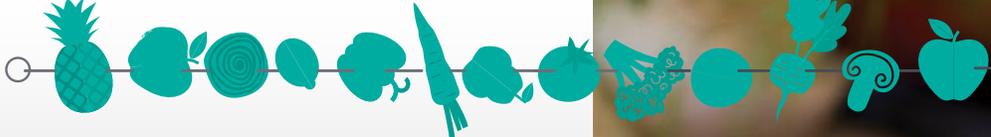
# Fresh Bucks Impact

Fresh Bucks' growth led to a remarkable increase in program impact in three areas:

## More fruits and vegetables

For families on a tight budget, cost is a primary barrier to buying fruits and vegetables. With Fresh Bucks, customers purchased more fruits and vegetables, supporting their diet with healthy foods.

2017  **\$248,908**  
spent on fresh produce

2018  **\$1,478,854**  
spent on fresh produce

## Helping Seattle be more affordable

Historically Fresh Bucks has only been available to SNAP/EBT participants, now it reaches those who have trouble affording healthy food but may not qualify for SNAP/EBT.

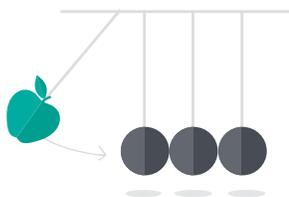
**FREEING UP  
MONEY TO SPEND  
ON RENT, BILLS,  
AND MEDICINE**



## Supporting the local economy

Customers can use Fresh Bucks at participating farmers markets, neighborhood grocers, CSAs, and Safeway supermarkets, which benefits the local economy by keeping dollars circulating within the region.

**\$838,216**  
ECONOMIC IMPACT\*  
in 2017



**\$3,123,880**  
ECONOMIC IMPACT\*  
in 2018

\* Approximate economic impact of Fresh Bucks based on the USDA's estimate that \$1.79 is generated in the local economy for every SNAP dollar spent.

I  FBx

*"Fresh Bucks has helped alleviate the stress of having to figure out if I can afford fruits and vegetables for my family."*

Maria, Fresh Bucks Customer



that is

**5X**

THE AMOUNT SPENT  
on produce using  
Fresh Bucks over 2017

EACH FBx SPENT  
is a dollar saved

**272%**  
INCREASE  
from 2017



2017



2018



# Fresh Bucks Partners

We would like to thank the following partners for helping to make this year's work possible:

## Implementing Partners

Al Medina Grocery	Living Well Kent
Amana Warehouse & Grocer	Mendoza's Mexican Mercado
Bellevue Farmers Market	NeighborCare Health
Black Dollar Days Task Force	Neighborhood Farmers Market Alliance
Casa Latina	Odessa Brown Children's Clinic
City of Auburn	Pike Place Market
City of Renton	Public Health Seattle & King County
City of Seattle P-Patch Program	Queen Anne Farmers Market
City of Shoreline	Rainier Beach Action Coalition
Des Moines Waterfront Farmers Market	Roots of All Roads
Discover Burien	Safeway Corporation
Duvall Farmers Market	SeaTac Market
El Paso Supermarket	Seattle Farmers Market Association
Federal Way Farmers Market	Seattle Indian Health Board
Food Innovation Network	SnoValley Tilth
Friends of Third Place Commons	Somali Health Board
Got Green	Tilth Alliance
Harameyn Halal Grocer	Vashon Island Growers Association
Harborview Medical Center	Washington State Farmers Market Association
Horn of Africa Services	
Kaiser Permanente	
Latino Community Fund	

## 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	King Conservation District
Washington State Department of Health	Seattle Children's Foundation



*As a registered dietician my job is to provide patients with resources to help them manage their diet. I feel as if I am making one of the greatest nutritional impacts in my patient's lives by enrolling them in Fresh Bucks. It feels almost disingenuous to tell someone to eat more fruits and vegetables to stay healthy, when they can't afford them.*

*This program is a game changer.*

**Ashely Jones**  
Registered Dietician at Harborview Medical Center