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.

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

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.
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

“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

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

### 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
- Seattle Children’s Foundation

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**I ❤ FBx**

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