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.

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.
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.

$480 in benefits per year

$40 in benefits per month

REACHING 5,075 CUSTOMERS in 2019

“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

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

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