

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.

For low-income families, cost is a primary barrier to eating healthy. The Fresh Bucks program helps low-income residents who use SNAP (food stamps) buy fruits and vegetables. SNAP recipients can use Fresh Bucks at over 40 participating farmers markets, farm stands and neighborhood grocery stores.

This year, Fresh Bucks is expanding the program to also serve residents who fall in the 'Food Gap', or those who struggle to afford healthy food and do not receive SNAP assistance. Now, even more low-income families can afford fruits and vegetables with Fresh Bucks. This expansion is made possible through funding from the City of Seattle Sweetened Beverage Tax.

FRESH BUCKS PROGRAMS

FRESH BUCKS MATCH

Farmers markets, market stands, and neighborhood grocers provide a \$1:\$1 match to shoppers who make purchases with SNAP benefits.

FRESH BUCKS RX

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

FRESH BUCKS RETAIL

Large grocery stores provide a \$1:\$2 match to shoppers who make purchases with SNAP benefits.

FRESH BUCKS TO GO

Produce box suppliers provide a 50% discount for low-income customers.

FRESH BUCKS IS...

MAKING HEALTH CHOICES POSSIBLE

- 89% of participants said Fresh Bucks has made a difference in their families' diets
- 88% of participants ate more fruits and vegetables because of Fresh Bucks
- 61% of participants get half or more of all their produce with Fresh Bucks

IMPROVING ACCESS TO AFFORDABLE FOODS

- 71% of participants said Fresh Bucks helped them save money
- 69% of participants used Fresh Bucks two or more times over the course of a month

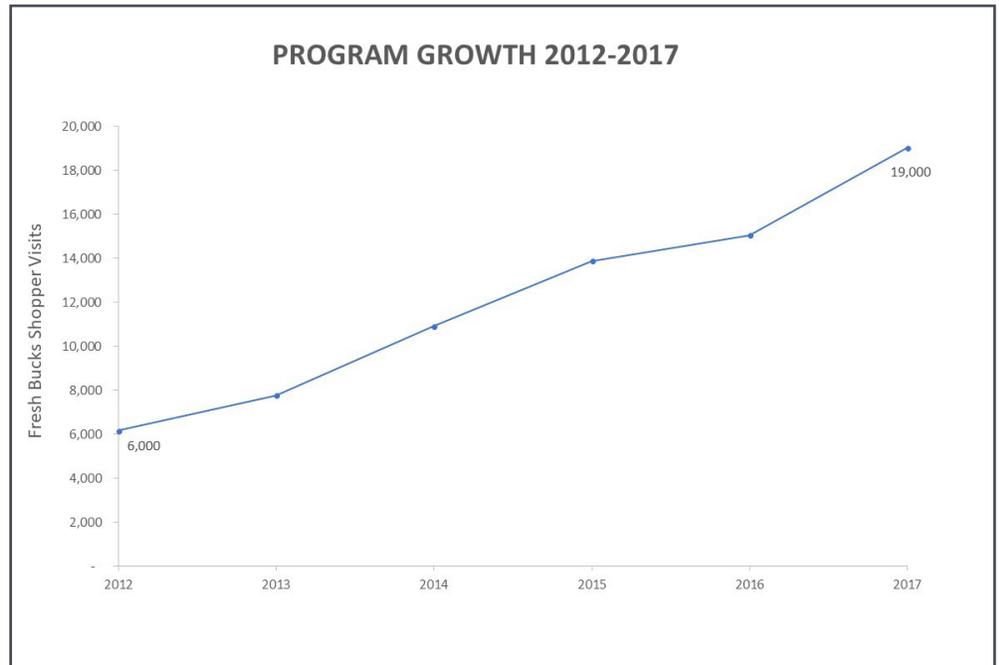
SUPPORTING THE LOCAL ECONOMY

- Fresh Bucks has generated over \$1.5 million in business to local farmers and businesses since 2012
- 84% of participating farmers reported increased sales because of Fresh Bucks sales

PROGRAM PARTNERS/FUNDERS

Fresh Bucks in Seattle is primarily funded by the City of Seattle Sweetened Beverage Tax. King County Fresh Bucks programming is funded by a USDA Food Insecurity and Nutrition Incentive (FINI) grant administered by the Washington State Department of Health, and a grant from King Conservation District. Fresh Bucks also receives support from Pike Place Market Foundation and Seattle Children's Foundation.

Fresh Bucks by the Numbers



Between 2012 and 2017, Fresh Bucks grew 200% in terms of program use and provided healthy food options for over 10,000 shoppers.



"It's the only way to make my food stamps last and allow me to eat healthy on my paycheck."

-Fresh Bucks shopper

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<http://www.seattle.gov/environment/sustainable-communities/food-access/fresh-bucks>