



# Fresh Bucks

Fresh Bucks is a healthy food program that helps Seattle residents afford fruits and vegetables. Our vision is an equitable local food system where everyone can access and afford healthy food.

## The need

More than 83,000 Seattle residents rely on SNAP (food stamps) to help them afford food. Many more may not qualify for SNAP, but still struggle to afford healthy food due to the high cost of living in the area. Fresh Bucks

helps by providing vouchers for free fruits and vegetables. Customers can use their Fresh Bucks vouchers at participating farmers markets, neighborhood grocers and Safeway supermarkets.

**83,000**  
Seattle residents  
*rely on food stamps*

*"Fresh Bucks has helped me a lot. It alleviates the stress of having to figure out if I can afford fresh fruits and vegetables for my family."*



**Maria**  
Fresh Bucks Customer

## How it works

Fresh Bucks has several programs to help families and individuals stretch their tight food budget:

### 1 Fresh Bucks Match

Customers who buy \$1 of fruits and vegetables with their SNAP benefits get \$1 Fresh Bucks vouchers for FREE fruits and vegetables at any participating Fresh Bucks retailer.

### 2 Fresh Bucks Vouchers

Eligible and enrolled participants receive monthly Fresh Bucks vouchers from partnering community organizations and clinics. Vouchers can be used like cash to buy fruits and vegetables at any participating Fresh Bucks retailer.

# Our partners

Fresh Bucks works with a network of partners to spread the word, distribute vouchers, and make the program available in markets and grocery stores.



## Outreach & Distribution

- Affordable housing organizations
- Community organizations
- Food Banks
- Food Assistance Programs
- Healthcare clinics



## Retailers

- 41** Farmers markets & farm stands
- 17** Safeway stores
- 06** Neighborhood grocers



Fresh Bucks is supported by the City of **Seattle Sweetened Beverage Tax** and the Washington State Department of Health's **Food Insecurity Nutrition Incentives (FINI)** grant awarded by the U.S. Department of Agriculture.

# Our impact

Fresh Bucks has been helping Seattle and King County residents afford healthy food since 2012 while providing multiple benefits to families, communities, and the local economy.

# 29,500

customers served\*

\*Program data from 2012-2018

# \$1.9M

spent on fruits and vegetables since 2012\*

\*Program data from 2012-2018

# \$2.0M

in overall economic impact from Fresh Bucks Match\*

\*Approximate Fresh Bucks Match impact based on USDA's estimate \$1.79 is generated for every SNAP dollar spent

# 61%

of Fresh Bucks customers get at least half of their produce with Fresh Bucks\*

\*Based on 2016 evaluation survey results



Seattle Office of Sustainability & Environment

FreshBucks@seattle.gov | [www.seattle.gov/freshbucks](http://www.seattle.gov/freshbucks)