**** Fresh Bucks: Healthy Food for Everyone**

**What is Fresh Bucks?**

Fresh Bucks is a nutrition incentive program that doubles the purchasing power for low-income Seattle residents who use their federal food stamp benefits (now called the Supplemental Nutrition Assistance Program, or SNAP) to purchase fresh fruits and vegetables at Farmers Markets. **Fresh Bucks helps low-income families afford healthy foods, diversifies the customer base of Farmers Markets, and keeps food dollars in our regional economy.** Many low-income individuals find that cost is a primary barrier to eating recommended amounts of fruits and vegetables, and Fresh Bucks helps them to put more healthy fruits and vegetables on their plates. This year, Fresh Bucks is available at all Seattle farmers markets and two farm stands.

**2013 Outcomes**

In 2013, Fresh Bucks was available at 17 locations around the City. The 2013 program had the following results:

* **Helped over 3,000 low-income shoppers, including 1144 that had never used their SNAP at a farmers market before.** Fresh Bucks helped provide low-income families with access to healthy fresh fruits and vegetables that they would otherwise struggle to afford. Through Fresh Bucks, low-income families received over $74,000 in extended purchasing power specifically for healthy food.
* **Provided an economic stimulus to local businesses.** Fresh Bucks brought more SNAP shoppers to Farmers Markets, bringing federal dollars into the local farm economy. Using USDA’s economic multiplier for SNAP, Fresh Bucks generated $270,290 in local stimulus to the economy in 2013.
* **Increased purchasing of fresh, local produce that made a difference in the lives of low-income families.** The increase in SNAP usage at Farmers Markets was coupled with an improvement in healthy eating by shoppers. Ninety percent of shoppers surveyed said that they had increased their consumption of fruits and vegetables as a result of Fresh Bucks, and 94% responded that Fresh Bucks made a difference in their families’ diets.

|  |  |  |
| --- | --- | --- |
| Impact at a Glance | 2012 | 2013 |
| Participating markets | **7** | **17** |
| Individuals impacted | **1,500** | **3,000** |
| Total $ to local farmers | **$70,000** | **$181,000**  |
| Economic impact in local economy | **$125,300** | **$270,290**  |
| New low-income farmers market shoppers | **905** | **1144** |
| Individuals who said they ate more fruits and vegetables because of Fresh Bucks | **85%** | **90%** |
| Individuals who said Fresh Bucks has made a difference in their families’ diets | **81%** | **94%** |

**Long-term outcomes**

By increasing fruit and vegetable consumption and reducing food insecurity for low-income families, Fresh Bucks leads to lower rates of obesity and chronic disease, improved quality of life, and reduced health care costs. By bringing new customers to Famers Markets and increasing local farmers’ sales, Fresh Bucks supports strong independent local businesses, keeps more money circulating in our regional economy, and keeps regional farmland in production.

**2014 Participating Markets**

|  |  |
| --- | --- |
| **M** | [**First Hill**](http://pikeplacemarket.org/news_events/farmersmarket) – Mon, 10am-2pm; Seneca St. & Terry Ave |
| **T** | [**City Hall**](http://pikeplacemarket.org/news_events/farmersmarket) – Tues, 10am-2pm; 4th Ave between James & Cherry |
| **W** | [**Pioneer Square**](http://pikeplacemarket.org/news_events/farmersmarket) – Wed, 10am-2pm; Occidental Ave S & S Washington St |
| [**Columbia City**](http://www.seattlefarmersmarkets.org/markets/columbia_city) – Wed, 3pm-7pm; Edmunds St between 37th Ave & the Alley at 36th |
| [**Wallingford**](http://wallingfordfarmersmarket.wordpress.com/) – Wed, 3:30pm-7pm; Meridian Park, corner of N 50th and Meridian Ave N |
| [**High Point Farm Stand**](http://www.seattle.gov/neighborhoods/ppatch/marketgardens/locations_pickup.htm) - Wed, 4pm-7pm; 32nd Ave SW and SW Juneau St |
| **Th** | [**South Lake Union**](http://www.pikeplacemarket.org/news_events/farmersmarket) – Thurs, 10am-2pm; Terry Ave between Republican & Harrison |
| [**Lake City**](http://www.seattlefarmersmarkets.org/markets/lake_city) – Thurs, 2:30pm-7:30pm; NE 125th and 28th Ave NE |
| [**Queen Anne**](http://qafma.net/) – Thurs, 3pm-7pm; Queen Anne Ave & West Crockett St |
| **F** | [**Pike**](http://www.seattlefarmersmarkets.org/markets/phinney) **Place** – Fri, 10am-4pm, Pike Place Market[**Phinney**](http://www.seattlefarmersmarkets.org/markets/phinney) – Fri, 3pm-7pm; 67th and Phinney Ave N |
| [**Madrona**](http://madronafarmersmarket.wordpress.com/) – Fri, 3pm-7pm; Madrona Grocery Outlet, MLK & E Union St |
| [**NewHolly Farm Stand**](http://www.seattle.gov/neighborhoods/ppatch/marketgardens/locations_pickup.htm)– Fri, 4pm-7pm; 42nd S & S Rockery |
| **Weekend Markets** | [**Pike Place Market**](http://pikeplacemarket.org/news_events/farmersmarket) – Fri-Sun, 8am-4pm; Farmers Market |
| [**University District**](http://www.seattlefarmersmarkets.org/markets/u_district) – Sat, 9am-2pm; University Way NE & NE 50th St |
| [**Magnolia**](http://www.seattlefarmersmarkets.org/markets/magnolia) – Sat, 10am-2pm; W McGraw St at 33rd Ave W |
| [**Ballard**](http://ballardfarmersmarket.wordpress.com/) – Sun, 9am-3pm; Ballard Ave, between Vernon Pl & 22nd Ave |
| [**West Seattle**](http://www.seattlefarmersmarkets.org/markets/west_seattle) – Sun, 10am-2pm; 4th Ave SW & SW Alaska St |
| [**Capitol Hill Broadway**](http://www.seattlefarmersmarkets.org/markets/broadway) – Sun, 11am-3pm; Broadway Ave E & E Pine St |

**Fresh Bucks Partners**

Fresh Bucks is a partnership between the City of Seattle, the Washington State Farmers Market Association, the Neighborhood Farmers Market Alliance, Pike Place Market, P-Patch Market Gardens, Seattle Farmers Market Association, and the Queen Anne Farmers Market.

For more information: <http://www.wafarmersmarkets.com/foodaccess/freshbucks.html>

Or contact Sharon.Lerman@seattle.gov or freshbucks@wafarmersmarkets.com

**Generous support for Fresh Bucks has been provided by:**

****