



Fresh Bucks: A win for families, farmers, and communities.

Fresh Bucks makes it easier for low-income families to eat more fresh fruits and vegetables while supporting farmers and growing local economies.

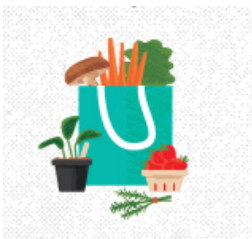


FRESH BUCKS MATCH

Every dollar spent at a Seattle Farmers Market using SNAP benefits—up to \$10 per day—is matched with a dollar of Fresh Bucks to buy fresh local fruits and vegetables. Fresh Bucks Match is available at 29 market locations in Seattle and King County.

FRESH BUCKS Rx

Medical providers at Harborview and Odessa Brown Children's Clinic are prescribing fresh fruits and vegetables for food insecure patients. Patients are able to 'fill' their prescriptions at any Fresh Bucks participating farmers market or with produce delivery for patients in clinic cooking classes.



Families have healthier choices.

- 90% of Fresh Bucks customers report eating more fruits and vegetables because of Fresh Bucks.
- 89% of Fresh Bucks customers report that Fresh Bucks has made a difference in their families' diets.
- 87% of participants shopped more frequently at farmers markets as a result of Fresh Bucks.
- More than half of Fresh Bucks customers report buying a greater variety of produce and would not shop at farmers markets if not for Fresh Bucks.



Farmers get a financial boost.

- The program has brought over \$785,000 to local farmers since 2012.
- 84% of participating farmers reported increased sales as a result of Fresh Bucks.



Local economies thrive.

- By keeping their food dollars circulating in the local economy, SNAP participants can stimulate economic activity and opportunity within their communities.
- Fresh Bucks and EBT sales at participating markets in 2015 translated to \$518,432 in economic stimulus for our community.
- Fresh Bucks impact has tripled since 2012, with 13,000 shopper visits in 2015 alone.
- Fresh Bucks continues to bring new shoppers to farmers markets, and many of those shoppers become repeat shoppers – coming back week after week to use Fresh Bucks.

Fresh Bucks by the Numbers

	2012	2013	2014	2015
Participating Locations	7	17	18	21
Total \$ to Local Farmers	\$70,000	\$181,000	\$245,133	\$289,627
Economic impact in local economy	\$125,300	\$270,290	\$438,788	\$518,432
Total shopper visits	4,542	7,871	11,199	12,939
New low-income shoppers	905	1144	516	1,247



Fresh Bucks would not be possible without our partners. Thank you!

Implementing partners

City of Renton, City of Shoreline, City of Seattle P-Patch Program, Des Moines Waterfront Farmers Market, Discover Burien, Duvall Farmers Market, Federal Way Farmers Market, Friends of Third Place Commons, Got Green, Horn of Africa Services, Latino Community Fund, Neighborhood Farmers Market Alliance, Pike Place Market, Queen Anne Farmers Market, Seattle Farmers Market Association, Seattle Tilth, SnoValley Tilth, Somali Health Board, Vashon Island Growers Association, Washington State Farmers Market Association

Funding partners

City of Seattle, USDA National Institute of Food and Agriculture, Washington State Department of Health, King Conservation District, Public Health Seattle & King County, Pike Place Market Foundation, Seattle Children's Hospital.

Fresh Bucks is administered by the



Seattle
Office of Sustainability
& Environment

Program History

2012

In response to a community need for affordable, healthy food, OSE partners with the Neighborhood Farmers Market Alliance (NFMA) to launch Fresh Bucks

2013

OSE partners with the Washington State Farmers Market Association to bring Fresh Bucks to all Seattle farmers markets

2014

The 2014 Farm Bill includes the creation of a Food Insecurity Nutrition Incentive (FINI) grant program. OSE partners with the WA Dept. of Health (DOH) to apply for a FINI grant – allowing Fresh Bucks to expand throughout the state.

2015

DOH is awarded the largest FINI grant in the country - \$5.86 million over 4 years. OSE, as the regional lead for King County, receives \$1.58 million to expand Fresh Bucks countywide.

Fresh Bucks can be used for CSA and produce box deliveries from participating providers.

2016

Fresh Bucks expands to 29 locations in King County.

Fresh Bucks Rx launches, allowing medical provides to prescribe fruits and vegetables to Food Insecure patients