

2020

Fresh Bucks Impact Report



Seattle
Office of Sustainability
& Environment

Fresh Bucks invests in **local partnerships** to help Seattle residents **afford fruits and vegetables**.

In 2020, during an exceptionally challenging time due to the COVID-19 pandemic, Fresh Bucks was there to help lower-income Seattleites stretch their grocery dollar at retail partners that included several grocers owned by Black, Indigenous, and People of Color (BIPOC).

ENROLLMENT

12,100

Seattle households enrolled

AND

70%



are from priority communities

We credit the outreach and enrollment efforts of our partners: **10 community-based organizations** and **7 health clinics** that are rooted in BIPOC, immigrant, and refugee communities.

ECONOMIC IMPACT

The Fresh Bucks program lifts our local economy, with customers shopping at **30 participating retailers**, including **4 BIPOC-owned community grocers**.



TOTAL SPENDING OF

\$3.2M*

in Fresh Bucks benefits

GENERATED

\$5M**

in economic impact

in 2020



* Includes programming funded directly by Washington State Department of Health

** The economic impact of Fresh Bucks is based on the U.S. Department of Agriculture's estimate that \$1.54 is generated in the local economy for every SNAP dollar spent. Total Fresh Bucks spending on fruits and vegetables in 2020 was \$3.2 million.

OUR APPROACH

Operated by the City of Seattle Office of Sustainability and Environment, Fresh Bucks aims to eliminate disparities in healthy food access by focusing our efforts on reaching communities most burdened by food insecurity and economic hardship.

Fresh Bucks provides fruit and vegetables benefits in the following ways:

SNAP Match

SNAP (formerly food stamp) recipients who spend their food benefits at participating retailers earn Fresh Bucks dollars to buy fruits and vegetables.

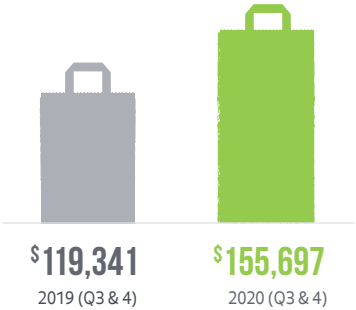
IN 2020
participants redeemed

\$459,257*

in SNAP Match benefits

Representing a year-over-year increase in SNAP Match use of **30%**

among the 41% of markets and farm stands that were able to open during the pandemic



Fresh Bucks Vouchers

Enrolled households receive \$40 per month in Fresh Bucks Vouchers, which can be used like cash to buy fruits and vegetables at participating farmers markets, small grocers, farm stands, and Safeway stores in Seattle.

IN 2020
participants redeemed

\$2.8M

in Fresh Bucks Vouchers

Representing an increase in customers of

138%



* Includes programming funded directly by Washington State Department of Health.

OUR CUSTOMERS

Intentionally reaching priority communities

We are dedicated to serving Seattle residents in communities that experience the greatest food insecurity. We are also committed to the City of Seattle's Race and Social Justice Initiative (RSJI) priorities, which inform our work to reach communities most burdened by health, economic, and environmental injustices.

70%

of Fresh Bucks Voucher customers are from priority communities

PRIORITY COMMUNITIES

Hispanic, Latino, or Spanish

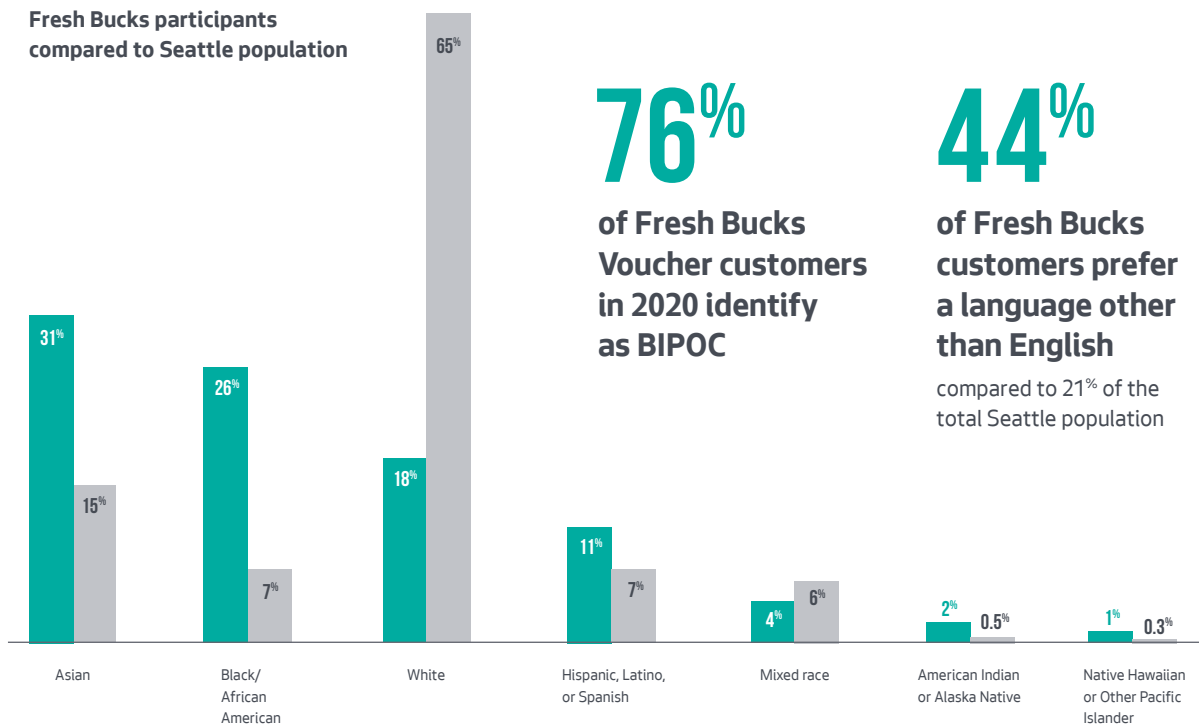
Black/African American

American Indian or Alaska Native

Native Hawaiian or Other Pacific Islander

Immigrants and refugees

Fresh Bucks participants compared to Seattle population



76%

of Fresh Bucks Voucher customers in 2020 identify as BIPOC

44%

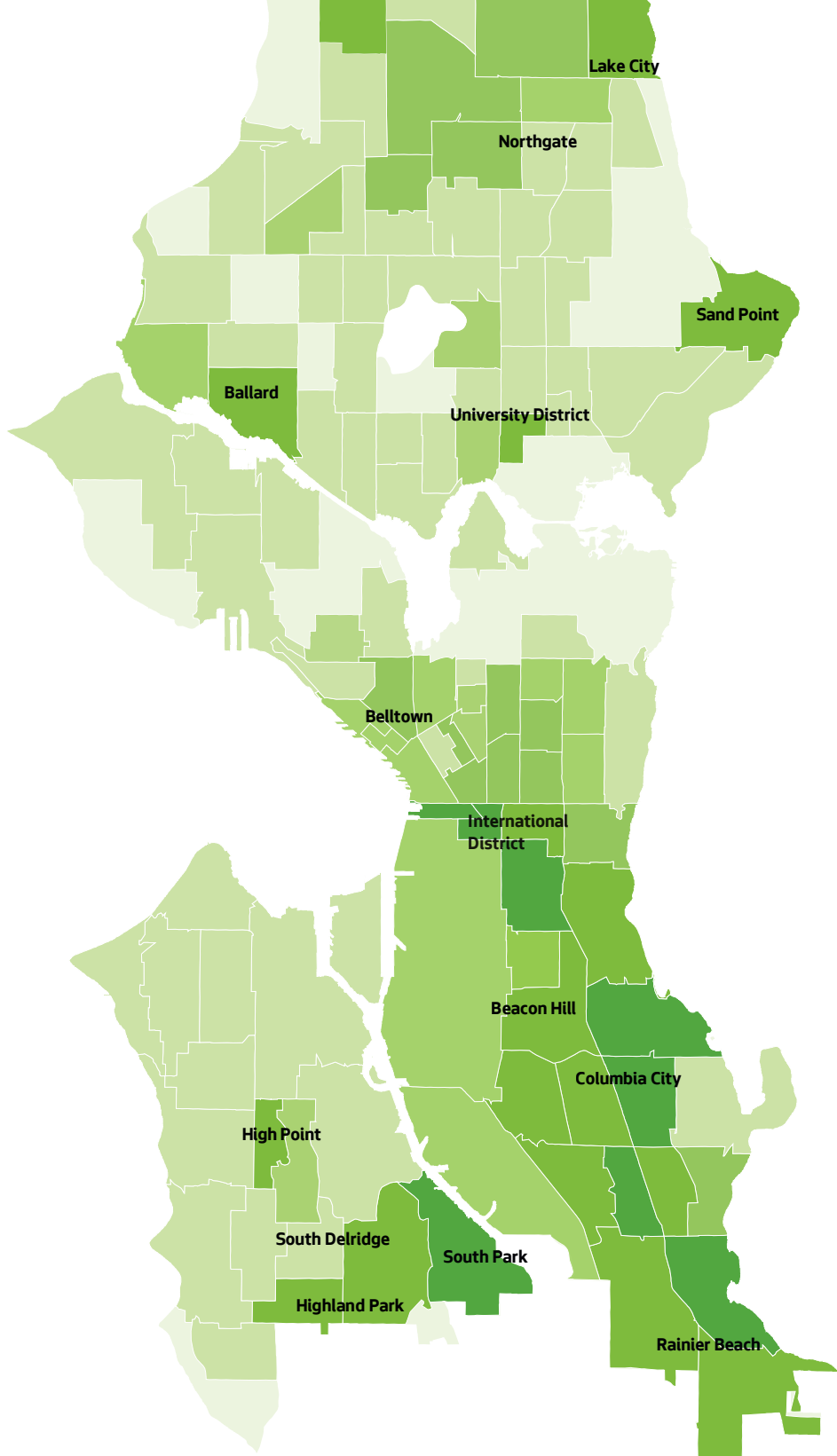
of Fresh Bucks customers prefer a language other than English

compared to 21% of the total Seattle population

Race/Ethnicity language based on U.S. Census race and ethnicity categories

2020 participants

Total Seattle population



Distribution of Fresh Bucks Customers by Census Tract



Fresh Bucks serves participants throughout Seattle



CUSTOMER SPOTLIGHT

"I am so grateful for Fresh Bucks. In the past, I wasn't always able to purchase as many fruits and vegetables as I can now. I have diabetes, and my doctor has been impressed to see that my A1C has lowered since I started using Fresh Bucks. I credit this improvement to the healthier meals I am now able to afford."

— **Derrick**, Fresh Bucks customer

OUR FOCUS

Food insecurity had a greater impact on BIPOC communities

The COVID-19 pandemic and economic crisis has most impacted Black and brown communities. In the summer of 2020, **food insecurity nearly doubled** across King, Snohomish, and Pierce Counties, especially among Black, Indigenous, and People of Color (BIPOC), immigrant, and refugee populations. At the same time, consequences of systemic racial injustice were brought front and center to all of us across the nation and right in our own backyard.

The flip side of all the heartache and loss we experienced in 2020 was the immense hope and perseverance we witnessed. So many local organizations showed impressive resiliency as they met these communities' increased needs in new ways. Likewise, the Fresh Bucks team, together with its community and retail partners, worked to expand enrollment and adapt service delivery to meet public health protocols aimed at containing the spread of COVID.

Served an additional

3,100

customers

with benefits starting in late 2020 that will continue through 2021



Extended benefits for 2020 customers

through December 2021 to maximize their benefits during an especially difficult time.



Increased investments in community-based enrollment partners

to promote awareness of SNAP Match to new EBT recipients.

Our retail partners rallied in 2020

Through intentional partnerships with retailers that serve Seattle's BIPOC, immigrant, and refugee communities, Fresh Bucks aims to provide culturally relevant access points.

BIPOC-owned businesses provide customers with even more benefits

In addition to accepting Fresh Bucks Vouchers, small grocers Ammana Warehouse & Grocer, Frutería Sandoval, Hameyn Halal Grocer, and Mendoza's Mexican Mercado all helped low-income individuals and families further stretch their grocery budgets by accepting SNAP Match benefits, through which customers benefited from an additional 50% savings on eligible EBT-purchased produce.

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BIPOC-OWNED GROCERS

Ammana Warehouse & Grocer

Frutería Sandoval

Hameyn Halal Grocer

Mendoza's Mexican Mercado

RETAILER SPOTLIGHT

Delridge Grocery Co-op

Fresh Bucks found creative ways to reach areas of the city where increasing access to healthy food is a priority, like Delridge. In 2020, we worked with Delridge Grocery Co-op to pivot from in-person shopping to produce box deliveries for Fresh Bucks voucher customers.

To help keep the most vulnerable safe during the pandemic, nearly half of the total boxes were delivered directly to recipients' doorsteps.



"Delridge Grocery Co-op is thrilled to be a Fresh Bucks retailer, delivering on our mission of increasing access to healthy and

affordable food in Delridge. Fresh Bucks helped us expand our reach and the team has been extremely supportive."

— Lara Anderson, Operations Manager

Enrollment partners help us serve priority populations

Fresh Bucks is proud of the partnerships forged with community-based organizations and healthcare clinics to continue our mission of serving BIPOC, immigrant, and refugee communities.

82%

of those enrolled by **Community-Based Organizations**

are from priority populations

62%

of those enrolled by the **Public Lottery** are from priority populations

NEW PARTNERSHIPS

We were thrilled to welcome these new enrollment partners to the Fresh Bucks family in 2020:

Lake City Collective

This grassroots, minority-led organization performs advocacy work around issues that affect BIPOC communities, primarily Latinx, in North Seattle.

United Indians of All Tribes Foundation

Since 1970, this social service provider and community center has worked to reconnect Indigenous people to their heritage.

PARTNER SPOTLIGHT

Atlantic Street Center

Atlantic Street Center is a non-profit social service agency based in Seattle whose mission is to help families and communities raise healthy, successful children and youth through direct services and advocacy for social justice and equity.



"In 2020, we connected more than 450 families to the Fresh Bucks program. The low-income families we serve are mostly BIPOC families and primarily African American, and some are undocumented and afraid to seek out resources. Fresh Bucks helps them all stretch their food budgets and become more intentional in their grocery shopping. And benefits can apply to fruits and vegetables that are already cut up, which makes the benefits more accessible for those unstably housed."

— Michelle Mitchell-Brannon, Director of Youth & Education Support

Our partners are at the heart of the work we do at Fresh Bucks



Retail

Ammana Warehouse & Grocer
Delridge Grocery Co-op
Frutería Sandoval
Harameyn Halal Grocer
Mendoza's Mexican Mercado
Neighborhood Farmers Market Alliance
Pike Place Market Foundation
Pike Place Market Preservation and Development Authority
Queen Anne Farmers Market
Safeway Corporation
Seattle Farmers Market Association
Tilth Alliance Rainier Beach Urban Farm & Wetland Farm Stand
Small Grocer Consultant:
Abdullahi Jama

Enrollment

Atlantic Street Center
Casa Latina
Children's Home Society of Washington
Got Green
Harborview Medical Center
Horn of Africa Services
Interim Community Development Association
Kaiser Permanente
Lake City Collective
Latino Community Fund
Neighborcare Health Systems
Odessa Brown Children's Clinic
Public Health Seattle & King County
Seattle Indian Health Board
Somali Health Board
United Indians of All Tribes
Villa Comunitaria

TRIBUTE

Abdullahi Jama

Abdullahi Jama was an instrumental leader who led Fresh Bucks' expansion into four Somali-owned small grocery stores starting in 2017. His deep relationships with the community, effective advocacy, and retail expertise amplified Fresh Bucks' retail presence and relevance to East African customers. Abdullahi helped store owners navigate partnership with the City to ensure East African immigrants could use Fresh Bucks to buy familiar cultural food.

We sadly lost our friend and partner in 2021. His absence is deeply felt across our city, region and beyond, as Abdullahi's work spanned multiple government agencies in addition to nonprofits and small businesses, locally and around the globe. We join the many who are mourning his loss.

Funding

Sweetened Beverage Tax

Fresh Bucks is funded by City of Seattle's Sweetened Beverage Tax

Washington State Department of Health

Provided additional funding support



Seattle
Office of Sustainability
& Environment

Learn more at

SeattleFreshBucks.org