

Fresh Bucks Impact Report

2023



Seattle
Office of Sustainability
& Environment



Building resilient communities with healthy food access for Seattle residents.

Operated by the City of Seattle Office of Sustainability and Environment, Fresh Bucks aims to eliminate disparities in healthy food access by reaching communities disproportionately harmed by systemic racism and environmental injustices including Black, Indigenous, People of Color, immigrant, and refugee communities.



19

local organizations

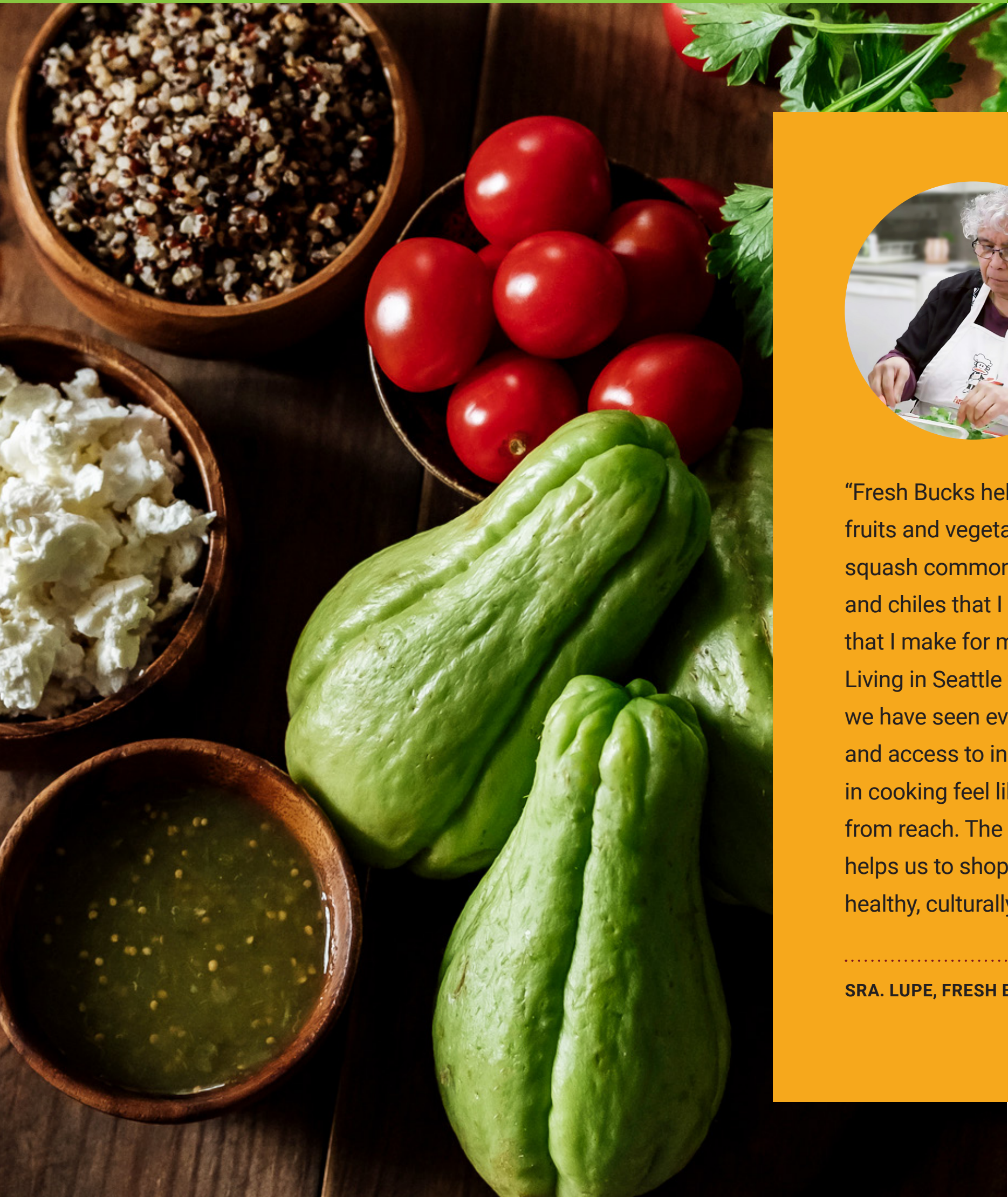


41

retail partners

Our coalition of 19 local organizations and over 40 retail partners works to increase access to fruits and vegetables for Seattle neighbors while supporting a more equitable and sustainable local food system.





“Fresh Bucks helps me to buy organic fruits and vegetables like chayotes, a squash commonly found in Mexico, and chiles that I often use in dishes that I make for me and my husband. Living in Seattle for over 30 years, we have seen everyday costs rise and access to ingredients we use in cooking feel like they are further from reach. The \$40 monthly benefit helps us to shop in our community for healthy, culturally relevant food.”

SRA. LUPE, FRESH BUCKS CUSTOMER

Providing a stable, healthy food benefit.

In 2023, Fresh Bucks served 12,000 Seattle households. Every month, \$40 in benefits are loaded into customer accounts and can be spent on fruit and vegetables using a card or app. Customers can conveniently shop for fruits and vegetables at 41 Seattle retail locations.



Fresh Bucks is making a difference

Enrolled customers reported eating more fruits and vegetables on a daily basis and reported a decrease in food insecurity.*



*Self-reported data collected from surveyed customers after 18 months in the program.



Focus on priority communities.

Fresh Bucks works with community-based organizations and health clinics that develop locally driven strategies to reach community members most impacted by food insecurity and health disparities.

Our **priority communities** are informed by The City of Seattle’s Race and Social Justice Initiative (RSJI), which calls us to center the communities most impacted by systemic racism: **Hispanic, Latino, or Spanish, Black/African American, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, and immigrant and refugee** communities.



85%

of Fresh Bucks customers report being food insecure



69%

of Fresh Bucks customers are extremely low income*



35%

of Fresh Bucks customers have children in the household

*Extremely low income is defined as less than 30% Area Median Income.



“It is an honor to partner with Fresh Bucks and enroll community members that are integral to our city culture. Having enrolled over 700 households into the program, we know how important this benefit is for folks struggling to access fruits and vegetables. Our community counts on using their Fresh Bucks at farmers markets and neighborhood grocers to buy ingredients they use every day in their kitchen.”

CÉSAR GARCIA, FOUNDER AND CO-DIRECTOR,
LAKE CITY COLLECTIVE



47%

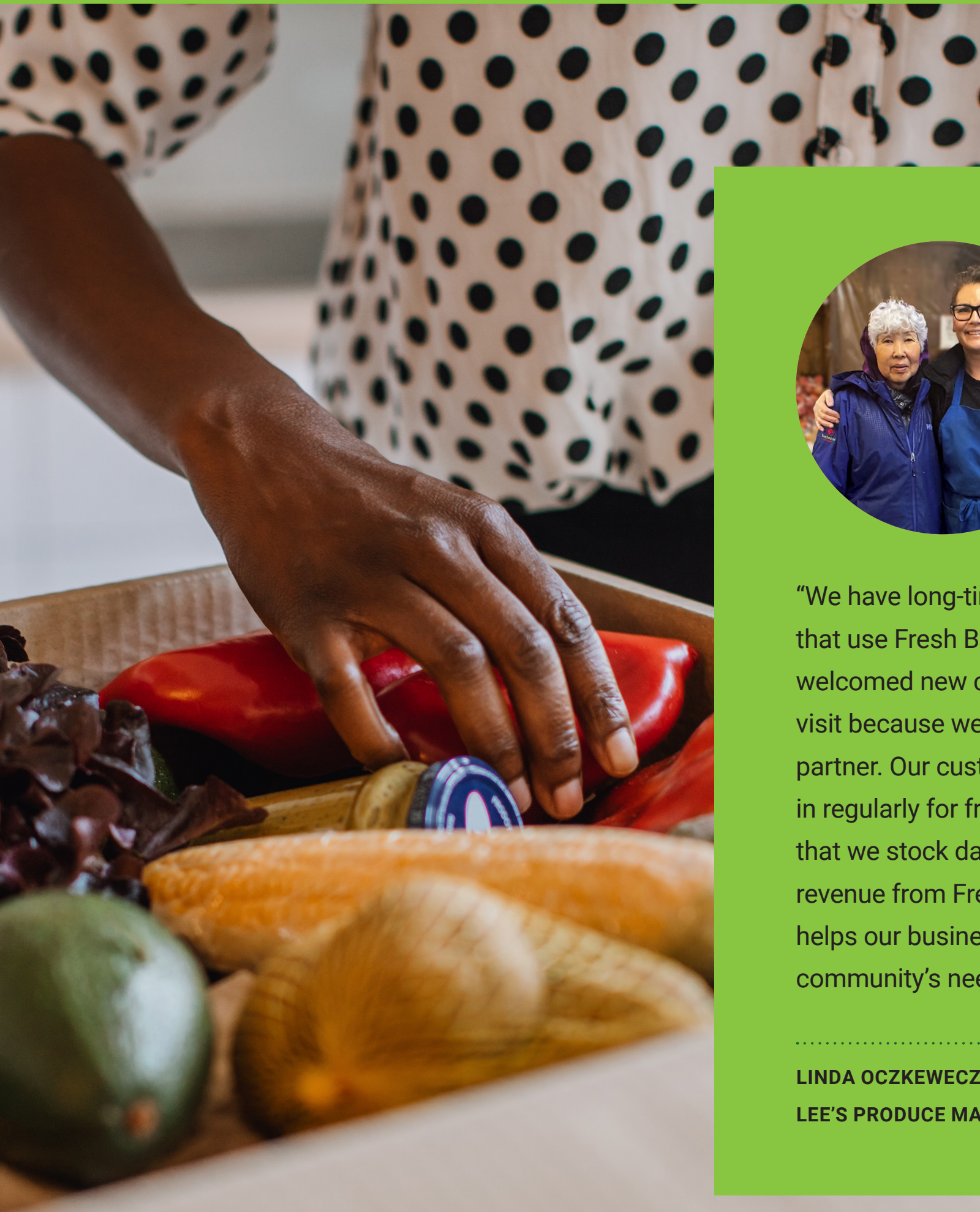
of Fresh Bucks customers prefer a language other than English



71%

of Fresh Bucks customers are from priority communities





“We have long-time customers that use Fresh Bucks, and we have welcomed new customers who visit because we are a Fresh Bucks partner. Our customers love to stop in regularly for fresh, quality produce that we stock daily. The increased revenue from Fresh Bucks sales helps our business reliably meet our community’s needs.”

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**LINDA OCZKEWECZ, MANAGER,
LEE’S PRODUCE MARKET**

Expanding healthy food access.

Fresh Bucks increases access to healthy food in neighborhoods with few options, like South Park and Delridge. In this region, two partnerships with local, immigrant-owned businesses helped deliver on the [City’s Food Action Plan](#) by providing Fresh Bucks customers with more options for culturally specific fruits and vegetables.

Fruteria Sandoval

An established Fresh Bucks retail partner, Fruteria Sandoval specializes in fruits and vegetables used widely in a variety of Latino cuisines that can be difficult to find at other retail locations. Customers rely on staff who speak Spanish fluently at this family- and immigrant-owned business.

Lee’s Produce Market

Fresh Bucks welcomed Lee’s Produce Market to the independent retailer network in 2023. Lee’s Produce Market is a woman-, minority-, immigrant-owned local business operated for over 30 years by Nam Suk Nasatka. She opened the market after emigrating from Korea and maintains this family business with help from her daughter Linda Oczkewecz.



Investing in the local food economy.

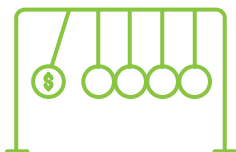
Fresh Bucks investments support the local and regional economy with customers spending Fresh Bucks benefits at 41 local retailers, including 8 locally owned, independent grocers (6 are BIPOC-owned, 3 are woman-owned), 17 farmers markets and farm stands, and 16 Safeway stores.



\$4.8M

total benefits redeemed

led to



\$7.6M*

in economic impact in 2023



**The economic impact of Fresh Bucks is based on the [Local Food Impact Calculator](#), a tool designed to estimate the impact a local project might have on the surrounding economy.*



8

locally owned, independent grocers partner with Fresh Bucks

of these



6

are BIPOC-owned



3

are woman-owned

Helping build community capacity

We invest in local organizations and small business partners that are essential to delivering this program.

\$250,540

was dedicated to partnering with community-based organizations and independently-owned grocers that are key to building healthy, vibrant communities.





Our partners

Fresh Bucks is proud of the partnerships forged with community-based organizations, healthcare clinics, farmers markets, farm stands, and local retailers.

Our funders

PRIMARY FUNDING

City of Seattle: General Fund and Sweetened Beverage Tax Fund

ADDITIONAL FUNDING

Washington State Department of Health

LEARN MORE AT

SeattleFreshBucks.org



Retail partners

- African Community Housing and Development/ Delridge Farmers Market
- Ammana Warehouse and Grocer
- Central Co-op
- Delridge Grocery Co-op
- Fruteria Sandoval
- Hameyn Halal Grocer
- Lee’s Produce Market
- Local Yokels
- 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 and Wetland Farm Stand

Enrollment partners

- Atlantic Street Center
- Casa Latina
- Children’s Home Society of Washington DBA Akin
- Chinese Information and Service Center
- Got Green
- Harborview Medical Center
- Horn of Africa Services
- Interim Community Development Association
- Kaiser Permanente
- Lake City Collective
- Latino Community Fund
- Neighborcare Health Systems
- Neighborhood House
- Odessa Brown Children’s Clinic
- Public Health Seattle and King County
- Seattle Indian Health Board
- Somali Health Board
- United Indians of All Tribes Foundation
- Villa Comunitaria