



Fresh Bucks Retail Expansion

Small Food Retailer Information Session | April 2021



Fresh Bucks Mission



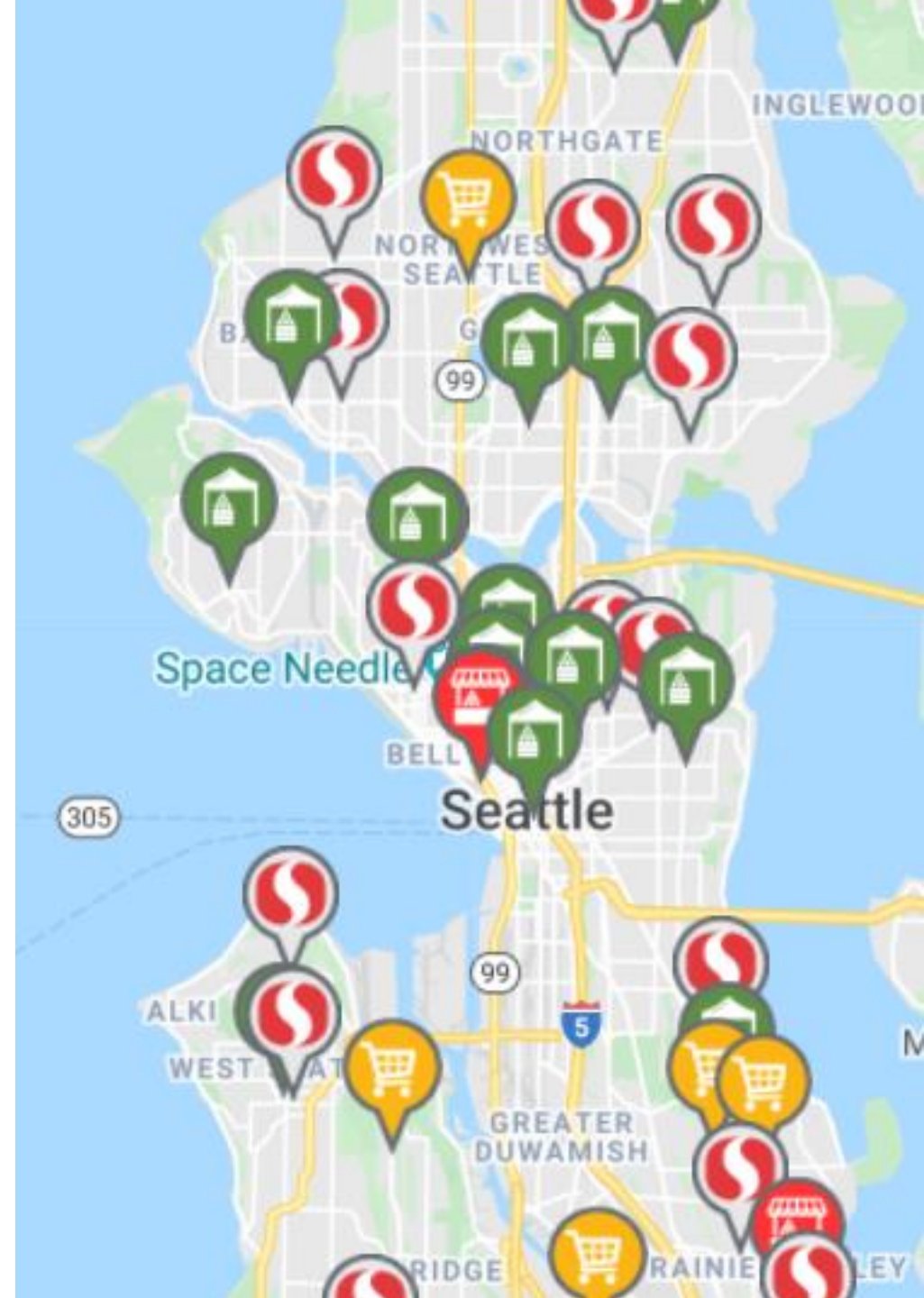
Fresh Bucks is a healthy food program that helps Seattle residents afford fruits and vegetables.

Fresh Bucks works to create an equitable local food system where everyone can access and afford healthy food.

Racial equity focus: Our program aims to eliminate racial disparities in access to healthy foods for low-income Latinx, Black/African American, American Indian/Alaska Native (AIAN), Native Hawaiian Pacific Islander (NHPI) communities and immigrants and refugees, particularly those with language barriers.

Fresh Bucks Customers & Retailers

Currently around **12,000** Fresh Bucks customers receive \$40 a month to spend on produce at **26 participating retailers**, which include stores, farm stands and farmers markets.



Retail Expansion



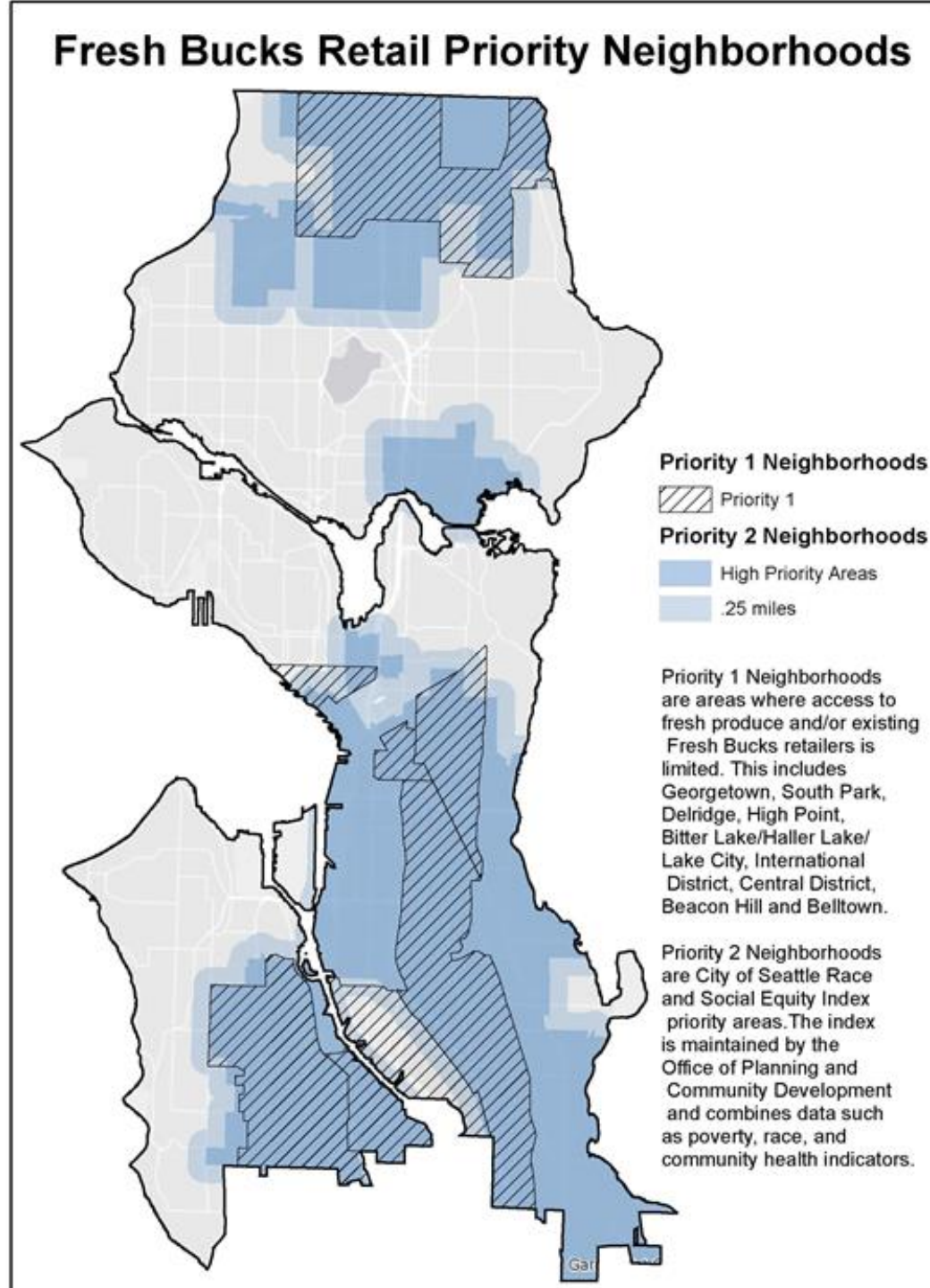
Our goal is to prioritize customer choice and access by selecting **up to 8 additional small food retailers** and up to 3 supermarkets/large grocery stores.

Small food retailers are:

- independently owned
- selling groceries is a significant part of the business model
- annual revenues do not exceed \$2 million

Priority Neighborhoods and Grocers

- Asian, Latino, East African, Halal grocers
- Areas where customers live with limited access to existing Fresh Bucks partners and/or fresh produce options.



Fresh Bucks Transactions



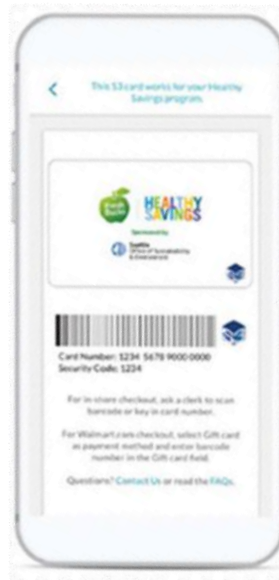
Customers make purchases with Fresh Bucks card or phone.



Retailers enter total for produce purchases in the app on a phone or tablet.



Transactions process automatically.
Retailers receive reimbursement via direct deposit in 2 business days.



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Summary of Retailer Expectations



- Work with City and tech company to set up app and financial processing.
- Ensure staff are trained on Fresh Bucks policies and procedures.
- Create a welcoming environment and shopping experience for Fresh Bucks customers.

See [Guidelines](#) pages 7-8 for details

Costs of Participation



Retailers will provide:

- Staff time to meet with City and participate in training
- Phones/tablets to host transaction processing app
- Coverage of licensing fees and transaction fees that exceed City's limits outlined below

City will provide:

- \$100 annual licensing fee (for up to 5 users)
- Transaction fees (for up to 3,333 transactions)
- Branded market material
- Training & onboarding for store staff
- Ongoing technical assistance
- Assistance with start-up costs as needed up to \$3,500/year for 2 years

See [Guidelines](#) page 6 for details

Selection Process Timeline

Milestone	Dates
Interest Form Due	Friday, May 14, 2021 at 11:59 p.m.
Interest forms reviewed and retailers selected for site visits	June
Site visits* and assessment <i>*Not all retailers will be selected for site visits.</i>	June - July
Review of site assessments and final selection	July
Selected retailers notified	August
Partner onboarding	Fall of 2021

Submitting Interest Form



- Online at <http://bit.ly/FreshBucksRetail>
- Call 206-256-5503 to submit over phone
- Due May 14



Selecting Stores



Step 1: Interest forms will be reviewed by a panel of city staff and community members to assess eligibility, produce selection, and alignment with priorities.

Step 2: Selected retailers will host store visits. The Fresh Bucks team will assess store readiness and capacity, produce management, and community engagement.

After site visits, final selections will be made.

If not selected, we will keep your Interest Form on file and reach out about future opportunities to join the retail network.

See [Guidelines](#) page 2 for details



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Questions?

Email FreshBucksRetail@seattle.org.



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