



Fresh Bucks 2013 – WSFMA Program Final Evaluation

Executive Summary

Fresh Bucks—a collaborative effort by the City of Seattle Office of Sustainability and Environment (OSE), the Washington State Farmers Market Association (WSFMA), Seattle farmers markets, and the University of Washington Center for Public Health Nutrition (UWCPHN)—provided a maximum of \$10 to each SNAP (Supplemental Nutrition Assistance Program, also referred to as EBT and formerly known as food stamps) shopper per market day for each \$10 or greater SNAP purchase at 15 farmers market and two Market Garden P-Patch Farm Stands within the Seattle area in 2013. The program operated from July 10 through October 31, with an extension to December 31 at four year-round farmers markets that remained open after the planned end-date.

A total of \$62,309 in Fresh Bucks was disbursed, bringing in \$89,372 in SNAP dollars during the initial July-October timeframe. Redemption of Fresh Bucks was high, at 92% across all markets. Data demonstrates that of the 6,599 transactions made during this time, approximately 2,600 were unique shoppers. Roughly 23% of all shoppers were visiting a farmers market for the first time, while 44% were using SNAP at a farmers market for the first time. The average per shopper transaction across all markets was \$13.51.

The four-market extension brought in an additional 1,250 transactions during the two-month November – December period at Ballard, Broadway, University District, and West Seattle markets. At the end of the extended season, \$74,409 in Fresh Bucks had been disbursed to SNAP shoppers, bringing in \$107,483 in SNAP sales. Redemption increased to 95% across all markets, and 380 new shoppers joined the program, bringing the number of total unique individuals up to 3,000 total SNAP beneficiaries served.

Program Recommendations

Throughout the coordination of the Fresh Bucks program, partner market organizations and social service providers gave the following recommendations:

- A year-round program would allow for uninterrupted service, ease of communication, as well as continuity for shoppers in both service and message.
- Distribution of outreach materials at least a month before program launch could aid in increased SNAP numbers—both in transactions and dollar amounts.
- Outreach materials could be diversified to specifically target seniors, parents, etc.
- POS integration with data collection could aid in program ease, as well as increased shopper satisfaction.
- The program could benefit from a year-round contract for the Fresh Bucks Coordinator, which would aid in continuity of program partnerships. Market organizations felt that the coordinator provided up-to-date information, and aided in overall program focus.
- UWCPHN evaluation added valuable insight into program efficacy and purpose. It is suggested that UWCPHN be included in next year's budget in an effort to provide data continuity and

continue Washington’s participation in the national conversation surrounding SNAP/EBT incentive programming.

- If funds ever allow for year-round or near year-round programming, the \$1:\$1 up to \$10 program structure should be reassessed—see “Market & Vendor Outcomes”. Until that time, market managers recommended making as few changes as possible to maintain program integrity and build program image.

Fresh Bucks Overview

Purpose

Due to the success of the [2012 pilot Fresh Bucks program](#) at NFMA’s seven Seattle farmers markets, the expansion of the program intended to increase the availability of fresh, local, healthy food for low-income shoppers, while opening up the opportunity for SNAP dollars to reach more Washington farmers. Cost of healthy food is frequently cited as one of the greatest barriers to pursuing a nutritious diet, and current research estimates that healthy diets cost up to \$1.50 more per day than “unhealthy” diets ([“Eating Healthy vs. Unhealthy Diet Costs About \\$1.50 More Per Day,” Harvard School of Public Health, HSPH News, Dec 5 2013](#)). As the average SNAP benefit per person per day in Washington State hovers at approximately \$4, there is little room in a daily budget for the expansion necessary to include healthy eating ([“Average Monthly Food Stamp Benefits Per Person,” Kaiser Foundation, 2012](#)).

By supplementing budgets with additional dollars specifically promoting the consumption of fresh fruits and vegetables, Fresh Bucks helps to bridge the gap between what SNAP affords, and what it does not. When SNAP beneficiaries shop at farmers markets, their federal nutrition benefit dollars go directly to Washington farmers, not only keeping dollars circulating locally, but strengthening and diversifying the market community. The USDA estimates that every \$1 spent in SNAP benefits stimulates \$1.79 in economic activity ([“The Food Assistance National Input-Output Multiplier \(FANIOM\) Model and Stimulus Effects of SNAP,” USDA, October 2010](#)). By keeping that stimulus local, small businesses and Washington’s rural economies benefit.

Program Goals

The Fresh Bucks program intends to **1) increase the purchasing power of SNAP beneficiaries to include fresh fruits and vegetables, and 2) increase the number of EBT shoppers using SNAP at Seattle farmers markets.**

Partners & Participation

The program was coordinated by the Washington State Farmers Market Association (WSFMA), a statewide partner supporting a robust community of farmers, farmers markets, and their supporters. WSFMA contracted with an outside partner to fulfill the role of the Fresh Bucks Coordinator to manage the program throughout the Fresh Bucks season. The WSFMA Fresh Bucks Coordinator was responsible for communication with all participating markets, providing tools and training to conduct point-of-sale (POS) data collection, POS data analysis and reporting to OSE, community outreach, website updates, as well as sustainability planning later in the season. Bimonthly reports were submitted to OSE every other Friday, providing a program snapshot on a market-by-market and aggregate basis. The Fresh Bucks Coordinator also created an EBT Incentive Toolkit for market managers around the state to begin similar programs of their own.

The City of Seattle Office of Sustainability and Environment (OSE) provided project oversight and support. Fresh Bucks fits into OSE’s mission to advance local food policy, providing access for all while strengthening the local economy via encouragement of local food production. OSE managed each individual market contract, reimbursement throughout the season, as well as program design and outreach support.

The program’s 17 locations were operated by five individual organizations. Of the 15 participating farmers markets, seven are operated by the Neighborhood Farmers Market Alliance (NFMA – Broadway, Columbia City, Lake City, Magnolia, Phinney, University District, and West Seattle), four are operated by the Pike Place Market (PPM – City Hall, Pike Place Farmers Market, Pioneer Square, and South Lake Union), three are operated by the Seattle Farmers Market Association (SFMA – Ballard, Madrona, and Wallingford), while Queen Anne Farmers Market is operated independently. The two P-Patch Market Garden Farm Stands are operated by the City of Seattle Department of Neighborhoods. All five organizations were responsible for outreach, POS data collection, regular reporting to the Fresh Bucks Coordinator and OSE, and attending monthly meetings. The four farmers market organizations were responsible for a 15% match of their total Fresh Bucks budget fulfilled either through the raising of their own funds, or via in-kind staff time.

The University of Washington Center for Public Health Nutrition (UWCPHN) was contracted to provide program evaluation. UWCPHN is a research center located within the University of Washington School of Public Health, and is affiliated with departments of Epidemiology, Nutritional Sciences, and Health Services programs. UWCPHN partners provided program evaluation in the form of on-site farmers market surveys of SNAP shoppers, farmers, and market managers, as well as interviews to SNAP beneficiaries who were unaware of or not using the program. This was summarized in a final evaluation, which is set for wide disbursement in February 2014. UWCPHN also assisted in the creation of the POS data-collection forms.

South Seattle advocacy group, Got Green, provided outreach and promotional support throughout the Fresh Bucks season. Got Green is a community organization that works to promote an equitable, green economy that not only empowers, but also fights poverty and opens opportunity. Their efforts throughout the Fresh Bucks season included attendance of Seattle City budget meetings for Fresh Bucks inclusion in the 2014 budget, promotion of the program in and around Columbia City neighborhood, as well as outreach to local WIC and community clinics to provide farmers market tours and a system to ensure new shoppers felt comfortable navigating the market for the first time.

Project funding for the program was provided by JPMorgan Chase Foundation, the Seattle Foundation, and the City of Seattle, totaling \$200,000. As described, all four farmers market organizations were required to provide an additional 15% match to the funds provided for Fresh Bucks matching and administrative tasks.

Program Operation

All 17 locations operated the program July 8 – October 31, or to the full extent of their season within that timeframe. Remaining funds allowed for a program extension through December 31 at the four markets (Ballard, Broadway, University District, and West Seattle) that remained open past the October 31 end-date.

SNAP shoppers would swipe their benefits cards at each market's information booth through a central POS system. Market staff would then disburse currency for both SNAP (currency varied by market), as well as matching currency in Fresh Bucks in \$2 increments up to a maximum of \$10 per shopper per market day. Shoppers who swiped less than \$10 received either a \$2, \$4, or \$6 match. Each \$2 Fresh Bucks coupon was eligible for produce purchases only—limiting purchasing to fruits, vegetables, mushrooms, herbs, and vegetable starts. Any produce farmer's booth could then exchange Fresh Bucks coupons for the shopper's desired items, and the farmers were reimbursed for the Fresh Bucks they had received on the market's accounting timeline—either at end-of-day, or end-of-month. No change was given for Fresh Bucks.

The program operated slightly differently at the City of Seattle P-Patch locations. Given that there was a single POS with all items sold at one operating booth, no currency was issued at P-Patch, and purchases were discounted 50% up to \$10 in total discount. Data was recorded accordingly. This program discrepancy resulted in the total Fresh Bucks disbursed being an odd quantity (\$62,309 for Jul-Oct and \$74,409 for Jul-Dec), despite \$2 increments at all other locations.

Data Collection

Data collection during the 2013 season was captured at the information booth as each shopper approached to swipe their EBT card. Though this process added a few seconds at point of sale, the data captured was invaluable to program development. Below is a list of data points collected for every transaction during the 2013 Fresh Bucks season:

1. \$\$ Amount in EBT
2. \$\$ in Match Distributed
3. Last 8-Digits of EBT Card
4. Zip Code of Shopper
5. Is this your first time shopping at any farmers market?
6. Is this your first time using your EBT at a farmers market?
7. How did you hear about the program?

Data was then submitted weekly to the Fresh Bucks Coordinator by each market organization, entered into Excel, and submitted to OSE on a bimonthly basis. Though the last eight digits of each SNAP benefits card were recorded universally Sept-Dec to assess frequency of shopper returns, initial data collection (Jul-Sept) only accounted for the last four digits. After speaking to a USDA Food and Nutrition Services (FNS) representative, it was determined that the last eight digits were necessary to accurately capture unique shoppers, thus the program had to make changes to data collection mid-season. The Fresh Bucks Coordinator reconciled these two data sets using zip code data, as well as consistency across questions 5-7. Consequently, total numbers of shoppers served are inexact as not all data could be reconciled between sets.

Outreach

Community outreach and program promotion was completed by each individual market organization, as well as by OSE and the Fresh Bucks Coordinator. At the beginning of the season, OSE organized a press event for July 10, 2013 with a press release sent to local papers. Flyers were translated into 12 languages (Amharic, Chinese, Hmong, Khmer, Korean, Lao, Russian, Somali, Spanish, Tigrinya, and Vietnamese), and were distributed along with English-language flyers and posters to over two-dozen locations. The Fresh Bucks Coordinator emailed over 40

individual social service provider employees, across 32 organizations in the Seattle area, and created a standard one-pager information and education brief for all social service providers. Translated materials were also created for Hmong farmers in the Pike Place Market location to aid in vendor communication regarding the program's operation.

Overall outreach strategy was to specifically target WIC and community clinics, low-income housing facilities, after-school programs, refugee, immigrant, and other social service agencies via phone and email with follow-up of either flyer and poster delivery, or flyer and poster delivery and short informational session for either staff or clients. Educational sessions were held at the Dorothy Day House, the regional WIC clinic meeting, as well as the King County Farmers Market Manager meeting in July and September respectively. Follow-up disbursements of materials continued throughout the season, and the Fresh Bucks Coordinator took calls and emails to explain the program to users and service providers. The Fresh Bucks Coordinator also met regularly with the outreach team from Got Green to strategize better promotional efforts in the south Seattle area.

Fresh Bucks Outcomes

Fresh Bucks helped SNAP beneficiaries increase their access to healthy fresh fruits and vegetables that may otherwise have been outside their budgetary constraints. Bringing in \$89,372 in SNAP dollars during the July – October season, the program distributed \$62,309 in Fresh Bucks bonus coupons to low-income shoppers. Using the USDA multiplier of \$1.79 in economic stimulus for every \$1 spent in SNAP, the 2013 Fresh Bucks program brought in an additional \$139,133 in economic stimulus. By the end of the November – December extension, Fresh Bucks had distributed \$74,409 in coupons, brought in \$107,483 in SNAP to Washington farmers, and provided \$193,211 in stimulus. July – October outcomes are specifically addressed in this report, however a data table demonstrating 2012-2013 as well as 2013 Nov-Dec extension is included below.

SNAP Outcomes

Though market-by-market impact varied, Fresh Bucks brought a total of 44% more SNAP transactions to Seattle markets across the entire Jul-Oct program. Total increase to SNAP dollars brought in to Seattle farmers markets was at 20% increase over 2012. Assessments regarding low increase in total SNAP dollars attribute the reduction from the pilot season (which was over 80%) to lack of outreach prior to program start-date, as well as increased competition as the total number of markets participating in the Fresh Bucks program increased from 7 to 17 between 2012 and 2013. Markets that did not operate the program in 2012 saw the most growth between the pilot and post-pilot seasons.

Shopper Outcomes

According to data analysis, a total of 6,599 transactions brought approximately 2,600 shoppers to Seattle's farmers markets. Of those 2,600 shoppers, 1,144 were visiting a farmers market for the very first time. **Initial reports from the UWCPHN survey analysis indicates that 90% of shoppers reported eating more fruits and vegetables as a result of the program, while 94% indicated that Fresh Bucks made a difference in their families' diets.** UWCPHN reports also indicate that roughly half of Fresh Bucks shoppers made a single visit, while 33% returned 2-5 times throughout the season. Shoppers spent an average of \$13.56 in SNAP per visit, and the average Fresh Bucks disbursement hovered at just under the full \$10 amount.

Market & Vendor Outcomes

All four of the participating market organizations, as well as P-Patch, indicated that they had anticipated higher numbers of SNAP shoppers during the 2013 Fresh Bucks season and greater increase in SNAP income to the market. Outside of the Fresh Bucks season, SNAP transactions are closer to \$15-18/shopper, a significant increase from the 2013 program average of \$13.56. Given that the program does not incentivize spending more than the \$10 minimum to receive a full match, this could be driving down averages, as well as anticipated total number of transactions and SNAP dollars during the 2013 season. It is estimated that benefit for farmers is higher as SNAP makes up a larger proportion of their overall sales than it does for a market organization as a whole, however data for farmers sales is unavailable beyond anecdote. Additional surveying of vendors during the 2014 season may benefit understanding of how the program impacts vendors as whole. UWCPHN assessments indicate positive feelings toward the program, and an increase in SNAP shoppers for farmers vending produce items eligible for Fresh Bucks.

By-Market Data Table

<i>Jul 8 - Oct 31</i>									
	TOTAL TRANS	TOTAL SHOPPERS	1ST TIME AT FM?	1ST TIME EBT AT FM?	TOTAL SNAP	AVERAGE SNAP	TOTAL FBx OUT	TOTAL FBx IN	% REDEEMED
Ballard	499	288	13%	29%	\$8,002.00	\$16.04	\$4,872.00	\$4,742.00	97.33%
Broadway	1073	469	22%	35%	\$15,050.00	\$14.06	\$10,135.00	\$9,276.00	91.52%
Columbia City	1085	527	11%	29%	\$15,052.00	\$10.29	\$10,318.00	\$9,174.00	88.91%
City Hall	145	77	45%	45%	\$1,492.00	\$13.88	\$1,372.00	n/a	n/a
High Point	8	4	50%	75%	\$69.00	\$9.86	\$65.00	\$65.00	100.00%
Lake City	633	316	18%	45%	\$8,001.00	\$12.65	\$6,034.00	\$5,112.00	84.72%
Madrona	214	105	10%	33%	\$2,852.00	\$13.33	\$2,090.00	\$1,814.00	86.79%
Magnolia	52	30	17%	30%	\$620.00	\$11.92	\$502.00	\$858.00	170.92%
NewHolly	41	29	34%	59%	\$129.00	\$5.59	\$129.00	\$129.00	100.00%
Phinney	213	123	28%	38%	\$2,813.00	\$13.20	\$2,036.00	\$1,898.00	93.22%
Pike Place	625	357	33%	56%	\$6,489.00	\$10.38	\$5,798.00	\$6,148.00	72.40%
Pioneer Square	108	76	50%	50%	\$1,106.00	\$10.24	\$940.00	n/a	n/a
Queen Anne	167	64	3%	19%	\$2,048.00	\$12.26	\$1,610.00	\$1,460.00	90.68%
South Lake Union	46	27	19%	22%	\$436.00	\$9.48	\$382.00	n/a	n/a
University District	1181	534	7%	24%	\$17,745.00	\$14.96	\$11,078.00	\$11,810.00	106.61%
Wallingford	199	107	17%	23%	\$2,436.00	\$12.24	\$1,906.00	\$1,618.00	84.89%
West Seattle	310	171	15%	30%	\$4,932.00	\$15.75	\$2,944.00	\$3,074.00	104.42%
PROGRAM TOTAL	6,599	2,616	23%	44%	\$89,272.00	\$13.51	\$62,211.00	\$57,178.00	91.91%

2012-2013 Fresh Bucks Impact

	2012 JUL-OCT	2013 JUL-OCT	% INCREASE FROM 2012	2013 JUL-DEC	% INCREASE FROM 2012
Participating markets	7	17	142.86%	17	n/a
Individuals impacted	1,500	2,600	73.33%	3,000	100.00%
Total \$ to local farmers	\$70,000.00	\$151,000.00	115.71%	\$169,111.00	141.59%
Economic impact in local economy	\$125,300.00	\$139,133.00	11.04%	\$193,211.00	54.00%
New low-income farmers market shoppers	905	1,144	26.41%	1,205	33.15%
Individuals who reported eating more fruits and vegetables because of Fresh Bucks	85.00%	90.00%	5.88%	n/a	n/a
Individuals who reported Fresh Bucks has made a difference in their families' diets	81.00%	94.00%	16.05%	n/a	n/a

Outcomes Around the State

As a component of the Fresh Bucks Coordinator contract with WSFMA, the Coordinator used Fresh Bucks outcomes, as well as outcomes from eight other EBT incentive programs around the state to create an [“EBT Incentive Program Toolkit”](#) that is available on the WSFMA website for markets interested in starting programs of their own. The Fresh Bucks Coordinator also participated in meetings with the Farmers Market Access Partnership (FMAP), a statewide network of state agencies, regional nonprofits, local public health groups, and farmers markets that work to prioritize policy and collaborative activities that help farmers markets and low-income shoppers connect around healthy, tasty food. The Fresh Bucks Coordinator presented findings at the 2014 WSFMA Annual Conference in Vancouver, WA.

Conclusion

In review of both POS data collection, as well as UWCPHN program evaluation, it is apparent that the 2013 Fresh Bucks season met both of its goals: 1) increase the purchasing power of SNAP beneficiaries to include fresh fruits and vegetables, and 2) increase the number of EBT shoppers using SNAP at Seattle farmers markets. However, while 95% of SNAP shoppers surveyed indicated that Fresh Bucks made a difference in their diets and the diets of their families, SNAP did not increase at the levels anticipated by market managers given 2012 pilot results (80% in 2012, 44% in 2013). This may be addressable via increased outreach efforts in concert with an extended timeline for outreach delivery.

WSFMA and the Fresh Bucks Coordinator are currently working with participating markets to expand upon the level of outreach accomplished in 2014, addressing specific shortcomings of the 2013 season. By simultaneously addressing funding gaps and allowing for more time to accomplish outreach prior to the proposed start date of May 2014, the Fresh Bucks team hopes to make a more significant impact on the diets of low-income shoppers in the coming year, bringing in more SNAP dollars to Washington farmers via Seattle’s rich farmers markets community.

Additionally, with the inclusion of \$20,000,000 for “nutrition incentives” (i.e. EBT incentive programs such as Fresh Bucks) in the 2014 Farm Bill, efforts in 2014 will be focused on greater participation in the national conversation surrounding programs like Fresh Bucks.

Appendix A – Fresh Bucks Currency



Fresh Bucks logos and generic front-side of currency (each market organization had their own currency to distribute in 2013 except for P-Patch)

Appendix B – Fresh Bucks POS Data Collection Form

FRESH BUCKS INCENTIVE PROGRAM – Distribution and Tracking

Date:

Market:

County:

Zip:

	EBT Transaction Amount (\$\$ not counting Fresh Bucks)	FBx \$\$	Out of state card?	Last 8 Digits of EBT card	Zip Code	First time shopping at a FM? (Y/N)	First time using EBT at a FM? (Y/N)	How did you hear about FBx?
1				-				
2				-				
3				-				
4				-				
5				-				
6				-				
7				-				
8				-				
9				-				
10				-				
11				-				
12				-				
13				-				
14				-				
15				-				
16				-				
17				-				
18				-				
19				-				
20				-				
21				-				
22				-				
23				-				
24				-				
25				-				

Appendix C – Fresh Bucks Flyer



GET MORE FRUITS AND VEGETABLES WITH YOUR EBT CARD

- 1** Visit your farmers market
- 2** Look for the Fresh Bucks sign
- 3** Spend \$10 or more with your EBT card and receive \$10 extra in Fresh Bucks to spend on fruits and vegetables



www.wafarmersmarkets.com/freshbucks

Double the first \$10 spent on your EBT card each market day.
Fresh bucks may be used to purchase any fresh fruits and vegetables.

ONE TRANSACTION PER CARD PER MARKET DAY. FRESH BUCKS EXPIRE OCTOBER 31, 2013.

Front

July 8 - October 31

AT PARTICIPATING SEATTLE FARMERS MARKETS

BALLARD
Sundays 10 am - 3 pm

BROADWAY
Sundays 11 am - 3 pm

CITY HALL
Tuesdays 10 am - 2 pm

COLUMBIA CITY
Wednesdays 3 pm - 7 pm

HIGH POINT FARM STAND
Wednesdays 4 pm - 7 pm

LAKE CITY
Thursdays 2:30 pm - 7:30 pm

MADRONA
Fridays 3 pm - 7 pm

MAGNOLIA
Saturdays 10 am - 2 pm

NEW HOLLY FARM STAND
Fridays 4 pm - 7 pm

PHINNEY
Fridays 3 pm - 7 pm

PIKE PLACE MARKET
Friday, Saturday, Sunday 8 am - 4 pm

PIONEER SQUARE
Wednesdays 10 am - 2 pm

QUEEN ANNE
Thursdays 3 pm - 7 pm

SOUTH LAKE UNION
Thursdays 10 am - 2 pm

UNIVERSITY DISTRICT
Saturdays 9 am - 2 pm

WALLINGFORD
Wednesdays 3:30 pm - 7 pm

WEST SEATTLE
Sundays 10 am - 2 pm



The Seattle
Foundation

Back

Appendix C - Fresh Bucks Information Booth Sign



Appendix D – Fresh Bucks Press Release CoS

For immediate release: July 10, 2013

Contact: Sara Wysocki, Seattle Office of Sustainability and Environment, [206.233.7014](tel:206.233.7014)

Low-Income Residents Eat Healthier with Seattle’s “Fresh Bucks” Program

Program doubles food stamp benefit for produce purchased at Seattle Farmer’s Markets

SEATTLE – Building on a successful pilot in 2012, the City of Seattle—in partnership with JPMorgan Chase, The Seattle Foundation, and seventeen farmers markets and farm stands around Seattle—has launched an expanded Fresh Bucks program that will run from July through October 2013. Fresh Bucks doubles the value of produce purchases made with SNAP electronic benefit transfer (EBT) cards at all Seattle Farmers Markets. EBT users receive \$10 in Fresh Bucks per day for the purchase of fruits and vegetables when they purchase a minimum of \$10 with their EBT card.

For low-income individuals, cost is a barrier to eating a diet rich in fruits and vegetables. Fresh Bucks helps reduce that burden while supporting the local economy. The 2012 Fresh Bucks pilot, developed and managed in partnership with the Neighborhood Farmers Market Alliance (NFMA), was featured at seven NFMA Farmers Markets and yielded the following results:

- Nearly 1500 low-income shoppers, including 900 who had never shopped at Farmers Markets before, purchased fruits and vegetables at Farmers Markets.
- Eighty-five percent of shoppers surveyed said they had increased their consumption of fruits and vegetables as a result of Fresh Bucks.
- Provided an economic stimulus to local businesses. Using the USDA’s economic multiplier for SNAP, the \$55,000 invested in Fresh Bucks in 2012 generated \$125,300 in local stimulus to the economy.

“Everyone in Seattle deserves access to healthy, fresh, food, no matter how much money they make,” said Seattle Mayor Mike McGinn. “Fresh Bucks makes it easier for Seattle families to eat well. Keeping Seattle healthy means a stronger workforce, lower health care costs, and improved quality of life for everyone.”

“Hundreds of residents signed a petition to support the Fresh Bucks Program,” said Councilmember Richard Conlin. “This program is a great example of how we can work together with private philanthropy to make healthy and local food available to more Seattle residents.”

JP Morgan Chase and The Seattle Foundation provided funding for the pilot program and for the 2013 program expansion. The Seattle City Council also designated funding for the Fresh Bucks 2013 program. The Washington State Farmers Market Association provided program development support and is providing coordination and technical assistance for the expansion.

“What we love about the program is that it extends the purchasing power of individuals while increasing revenue for local farmers. Growing the program to include 17 Farmers Markets and farm stands means greater access for more families, which will have a greater economic impact for local farm businesses,” said Cree Zischke, Regional Executive of Global Philanthropy for JPMorgan Chase. “We are pleased to support the development and expansion of this initiative with a \$195,000 investment. It’s a win-win for the entire community.”

“The Fresh Bucks program is part of the City’s overall effort to create a healthier and more just food system in Seattle,” said Council President Sally Clark. “This program is one of several initiatives identified in the Food Action Plan that aim to increase access to healthy food for all Seattle residents.”

The program will be offered at Farmers Markets and farm stands operated by the Neighborhood Farmers Market Alliance, Pike Place Market, the Seattle Farmers Market Association, Queen Anne Farmers Market, and the P-Patch Market Gardening Program. The following Farmer’s Markets and farm stands are participating in the program:

- Ballard – Sundays, 10am – 3pm
- Broadway – Sundays, 11am – 3pm
- City Hall – Tuesdays, 10am – 2pm
- Columbia City – Wednesdays, 3pm – 7pm
- High Point Farm Stand – Wednesdays, 4pm – 7pm
- Lake City – Thursdays, 2:30 – 7:30pm
- Madrona – Fridays, 3pm – 7pm
- Magnolia – Saturdays, 10am – 2pm
- NewHolly Farm Stand – Fridays, 4pm – 7pm
- Phinney – Fridays, 3pm – 7pm
- Pike Place Market – Farmers Market Only: Fridays – Sundays, 8am – 4pm
- Pioneer Square – Wednesdays, 10am – 2pm
- Queen Anne – Thursdays, 3pm – 7pm
- South Lake Union – Thursdays, 10am – 2pm
- University District – Saturdays, 9am – 2pm
- Wallingford – Wednesdays, 3:30pm – 7pm
- West Seattle – Sundays, 10am – 2pm

“The 2012 Fresh Bucks pilot was a win for our farmers and a win for low-income shoppers,” said Chris Curtis, executive director of the Neighborhood Farmers Market Alliance. “We are thrilled that the City of Seattle is expanding the program to more markets, and we anticipate seeing even more low-income shoppers using their EBT benefits to purchase healthy produce. This improves the health of our Seattle community, while strengthening the businesses of our regional farmers.

Appendix E – Fresh Bucks Social Service Provider Outreach



This summer the City of Seattle Office of Sustainability and Environment has partnered with the Washington State Farmers Market Association and 17 Seattle Farmers Markets and farm stands to expand Fresh Bucks. Fresh Bucks is a bonus program to increase access to healthy food for low-income shoppers at farmers markets.

What is Fresh Bucks: Fresh Bucks provides EBT food stamps beneficiaries with extra buying power by matching an EBT cardholder’s **first \$10 spent each market day**. Fresh Bucks may only be spent on **fruits and vegetables**, and can be redeemed at any of the markets listed below. The program runs **July 8 through October 31**. Fresh Bucks distributed at one market may be used at any participating market:

T	City Hall – Tues, 10am-2pm; 4 th Ave between James & Cherry
W	Pioneer Square – Wed, 10am-2pm; Occidental Ave S & S Washington St Columbia City – Wed, 3pm-7pm; Edmunds St between 37 th Ave & the Alley at 36 th Wallingford – Wed, 3:30pm-7pm; Meridian Park, corner of N 50 th and Meridian Ave N High Point Farm Stand - Wed, 4pm-7pm; 32 nd Ave SW and SW Juneau St
Th	South Lake Union – Thurs, 10am-2pm; Terry Ave between Republican & Harrison Lake City – Thurs, 2:30pm-7:30pm; NE 125 th and 28 th Ave NE Queen Anne – Thurs, 3pm-7pm; Queen Anne Ave & West Crockett St
F	Phinney – Fri, 3pm-7pm; 67th and Phinney Ave N Madrona – Fri, 3pm-7pm; Madrona Grocery Outlet, MLK & E Union St NewHolly Farm Stand – Fri, 4pm-7pm; 42 nd S & S Rockery
Weekend Markets	Pike Place Market – Fri-Sun, 8am-4pm; Farmers Market
	University District – Sat, 9am-2pm; University Way NE & NE 50 th St
	Magnolia – Sat, 10am-2pm; W McGraw St at 33 rd Ave W
	Ballard – Sun, 9am-3pm; Ballard Ave, between Vernon Pl & 22 nd Ave
	West Seattle – Sun, 10am-2pm; 4 th Ave SW & SW Alaska St Broadway – Sun, 11am-3pm; Broadway Ave E & E Pine St

How Does It Work?

1. Look for the Fresh Bucks logo at the Info Booth
2. Swipe your EBT card and receive matching funds in Fresh Bucks currency
3. Buy more fresh fruits and vegetables

Funding for Fresh Bucks is provided by JP Morgan Chase, The Seattle Foundation, the City of Seattle, and participating farmers markets.

For more information contact Fresh Bucks program coordinator, Sophie Kauffman:
freshbucks@wafarmersmarkets.com, or visit us online at www.wafarmersmarkets.com/freshbucks

Appendix F – Fresh Bucks Social Service Providers Contacted

45th St Medical and Dental Clinic ACRS	Holly Park Medical & Dental Clinic Jewish Family Services	ReWa SeaMar Seattle Central Community College Seattle Food Committee
Ballard Food Bank Boys & Girls Club of King County Carolyn Downs Family Medical Center	King County Public Health Meals Partnership Coalition	Seattle Headstart
Country Doctor Community Clinic DSHS FamilyWorks Got Green Greenwood Medical Clinic	North Helpline North Seattle Community College Nutrition First NW Harvest Odessa Brown Clinic Pioneer Square Clinic	Seattle Tilth South Seattle Community College University District Food Bank WA DOH WA Food Coalition WA State WIC & Nutrition Program Within Reach
High Point Medical & Dental Clinic	Queen Anne Food Bank	