

Fresh Bucks Updates



2/27/2026

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Seattle
Office of Sustainability
& Environment



What We'll Cover Today:

- Fresh Bucks 101
- Program impacts
- 2026 expansion



Fresh Bucks: A Healthy Food Benefit

- Serving 17,000+ income-eligible Seattle households ($\leq 80\%$ AMI)
- Provides \$60/month for fruits and vegetables
- Customers can shop at 45+ local retailers – farmers markets, independent grocers and supermarkets



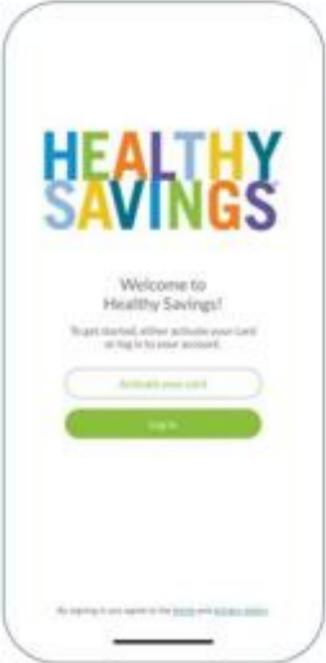
Key elements

- ✓ Divorced from current instability of SNAP benefits
 - Meets needs of households who don't qualify for SNAP, including due to immigration and/or employment status restrictions
 - Serves households with incomes too high to qualify for SNAP but still food insecure
- ✓ Purchasing power helps keep small retailers in business /stabilizes small grocers
 - Total sales for farmers markets & small, independent grocers in 2025 was close to \$980,000 (83% increase over 2024).
 - Fresh Bucks boosts sales for small retailers that helps them to stay in business.

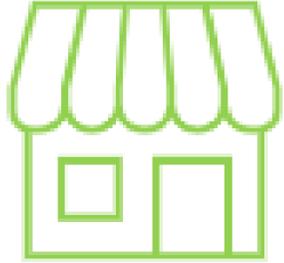
How it Works



Online application on City's Affordability Portal



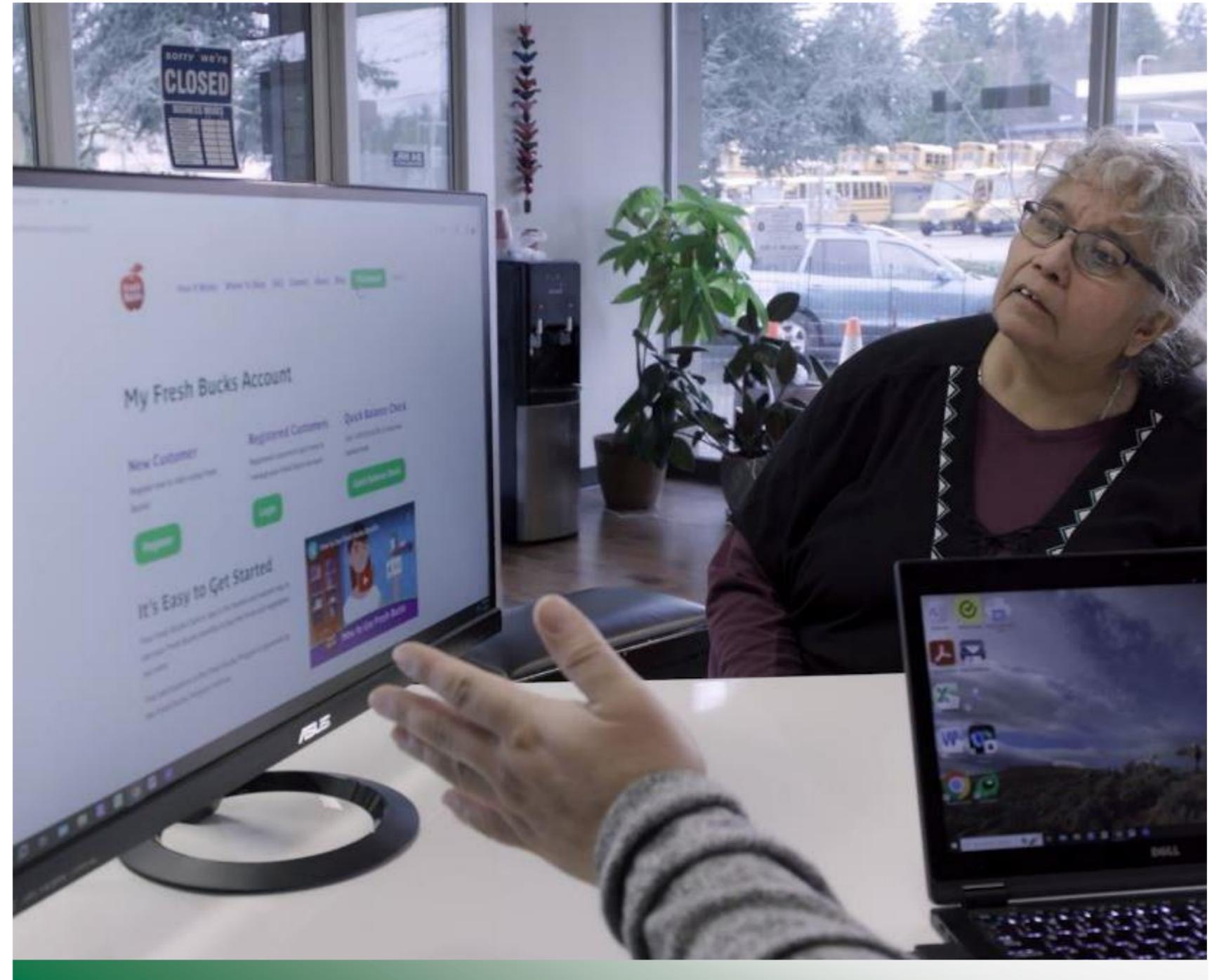
\$60 per month



45+ retail locations

Focused Community Enrollment

- Atlantic Street Center
- Children's Home Society
- Chinese Information Services Center
- Horn of Africa Services
- Interim CDA
- Lake City Collective
- Latino Community Fund
- Neighborhood House
- Somali Health Board
- United Indians of All Tribes
- Villa Comunitaria



Connecting Residents with City Resources



Fresh Bucks

**THE FRESH BUCKS
WAITLIST APPLICATION
IS NOW OPEN!**

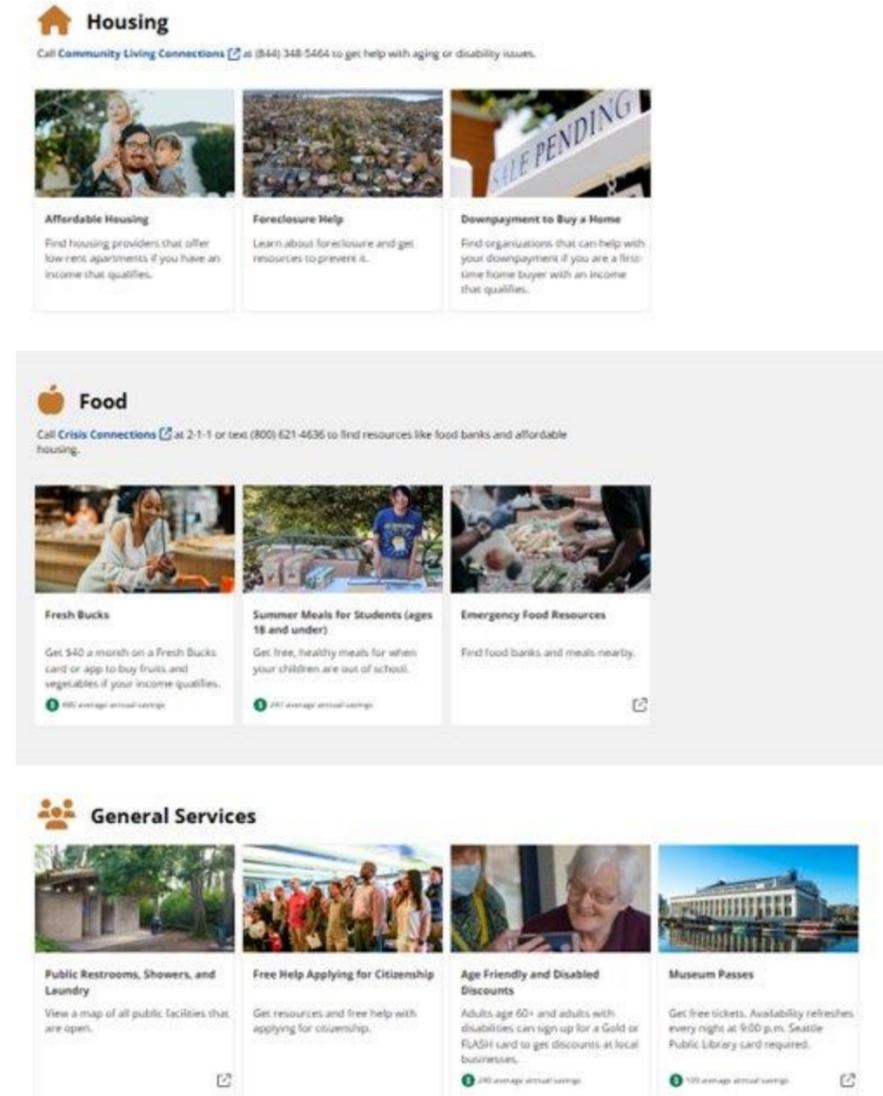
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SeattleFreshBucks.org/apply

The Affordability Portal connects residents with over 40 City programs.



Fresh Bucks serves as a gateway to other City affordability programs.



Housing
Call Community Living Connections ☎ at (844) 348-5464 to get help with aging or disability issues.

- Affordable Housing**
Find housing providers that offer low rent apartments if you have an income that qualifies.
- Foreclosure Help**
Learn about foreclosure and get resources to prevent it.
- Downpayment to Buy a Home**
Find organizations that can help with your downpayment if you are a first-time home buyer with an income that qualifies.

Food
Call Crisis Connections ☎ at 2-1-1 or text (800) 621-4636 to find resources like food banks and affordable housing.

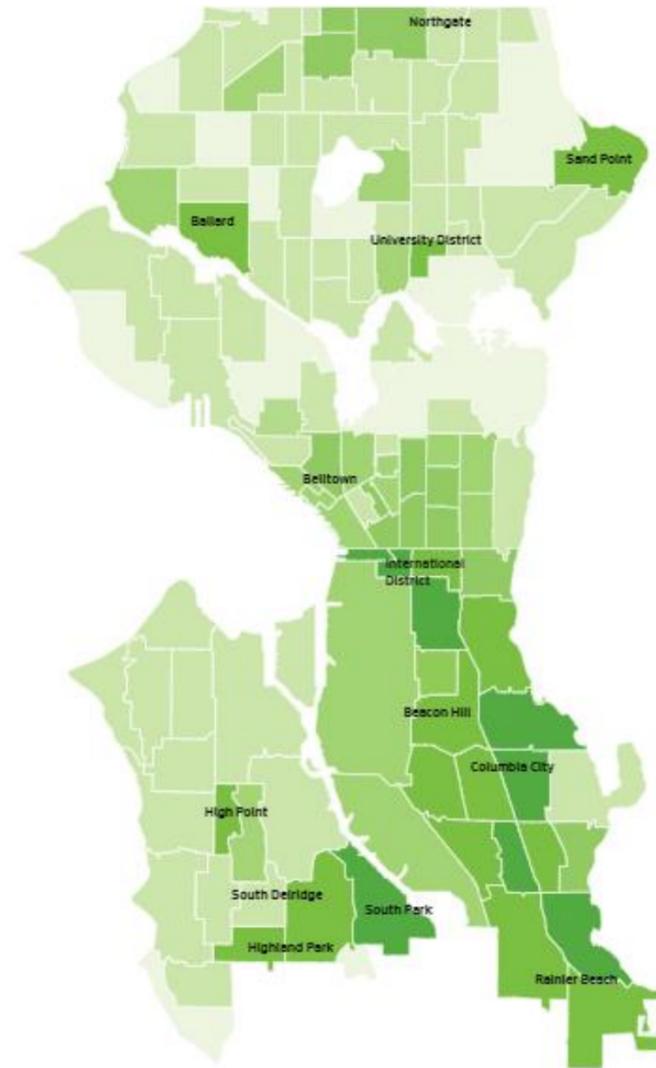
- Fresh Bucks**
Get \$40 a month on a Fresh Bucks card or app to buy fruits and vegetables if your income qualifies.
100% average annual savings
- Summer Meals for Students (ages 18 and under)**
Get free, healthy meals for when your children are out of school.
100% average annual savings
- Emergency Food Resources**
Find food banks and meals nearby.

General Services

- Public Restrooms, Showers, and Laundry**
View a map of all public facilities that are open.
- Free Help Applying for Citizenship**
Get resources and free help with applying for citizenship.
- Age Friendly and Disabled Discounts**
Adults age 60+ and adults with disabilities can sign up for a Gold or FLASH card to get discounts at local businesses.
100% average annual savings
- Museum Passes**
Get free tickets. Availability refreshes every night at 9:00 p.m. Seattle Public Library card required.
100% average annual savings

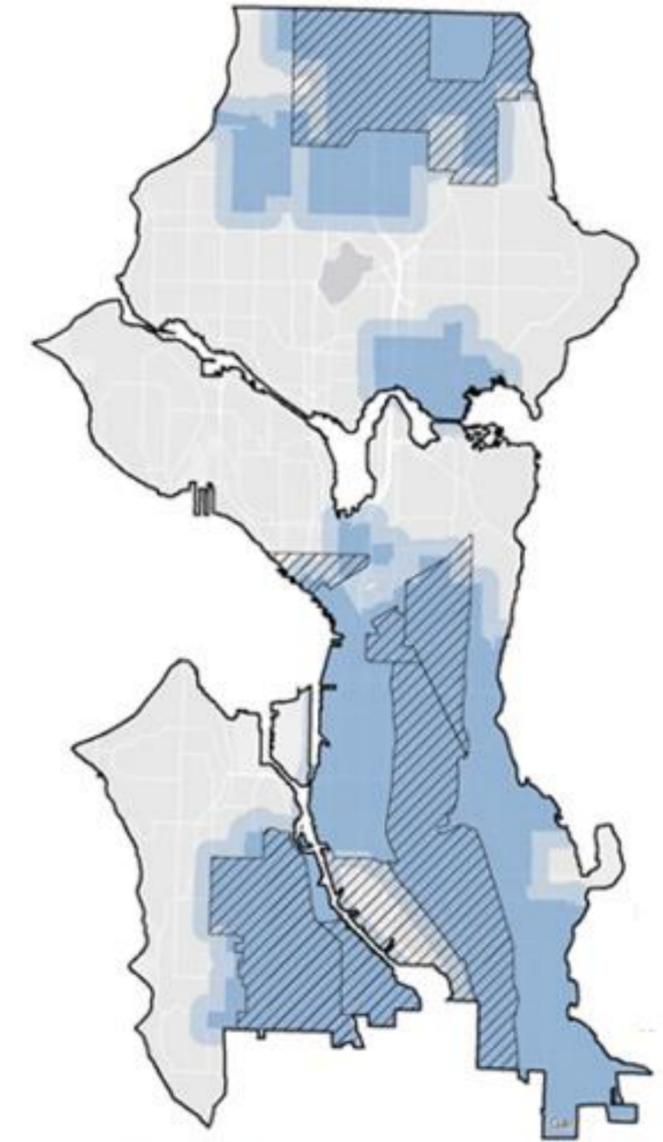
Fresh Bucks in Priority Neighborhoods

The majority of Fresh Bucks customers are from a high priority area as defined by the City's Race and Social Equity Index.



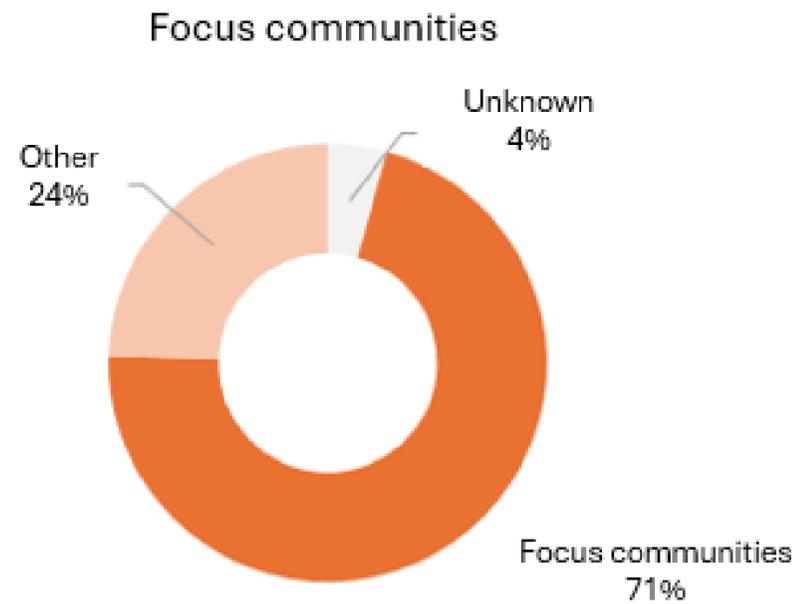
Distribution of Fresh Bucks Customers by Census Tract

More customers Fewer customers

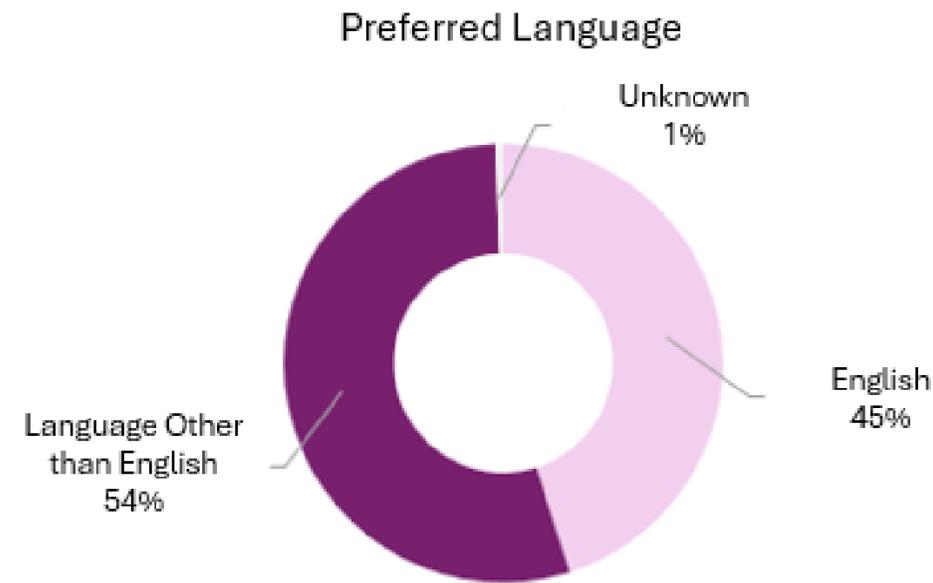


City of Seattle Race and Social Equity Index Priority Areas.

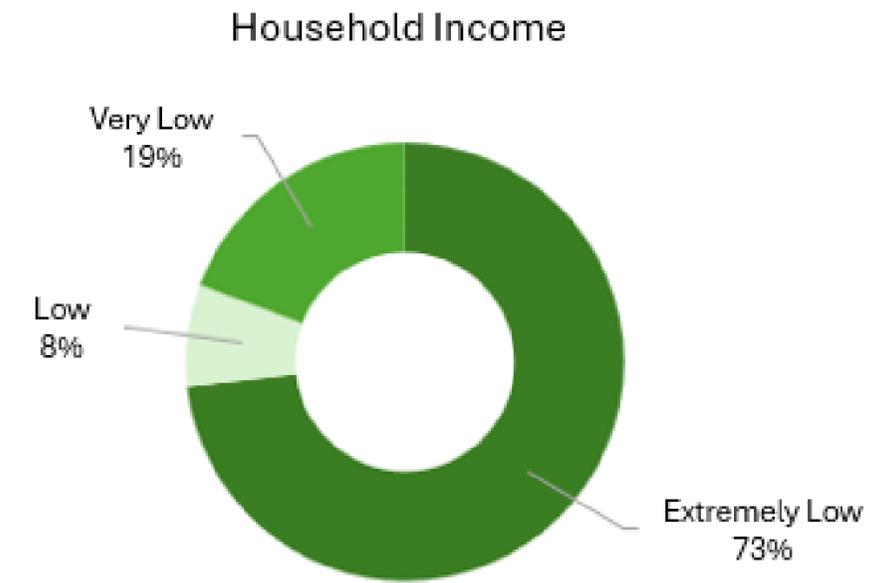
Equity in Enrollment



71% from focus communities*



54% Non-English language



73% Extremely low income

*Focus communities include Hispanic, Latino, or Spanish; Black/African American; American Indian or Alaska Native; Native Hawaiian or Other Pacific Islander and immigrant/refugee communities.



Helping Local Business Thrive

- \$7.35M in local economic impact
- \$980K spent at farmers markets and independent grocers (up 83% since 2024)
- Fresh Bucks contributes to the viability of local businesses

*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.

Fresh Bucks keeps healthy food on the table

- Fresh Bucks households experience a 31% higher rate of food security and consume at least three daily servings of fruits and vegetables 37% more often than those assigned to a program waitlist.
- Increasing access to nutritious foods, like fruits and vegetables, helps reduce the risk of cardiometabolic disease, cancer and other health threats.

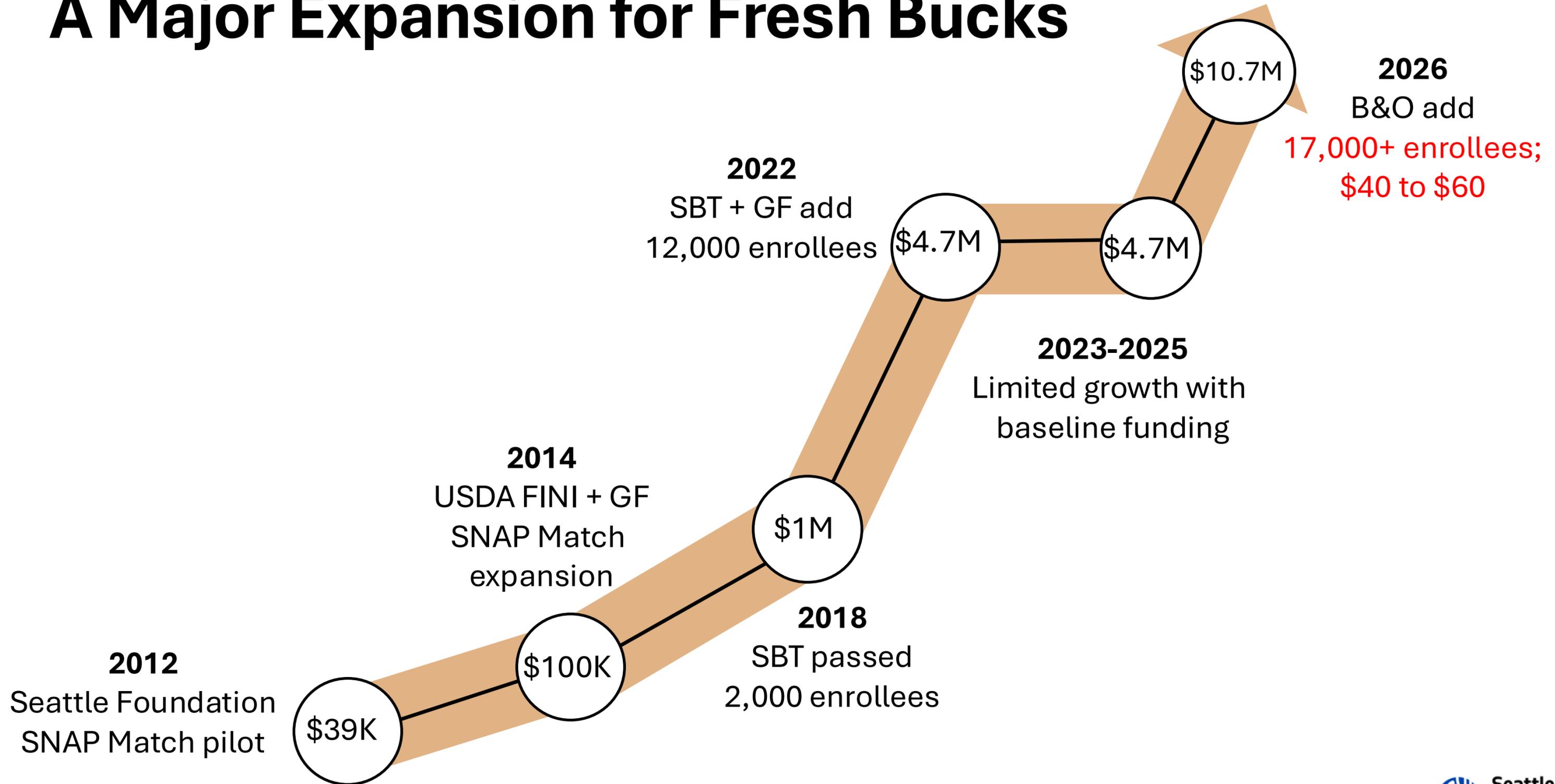
Source: [University of Washington FRESH study](#)



“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.”

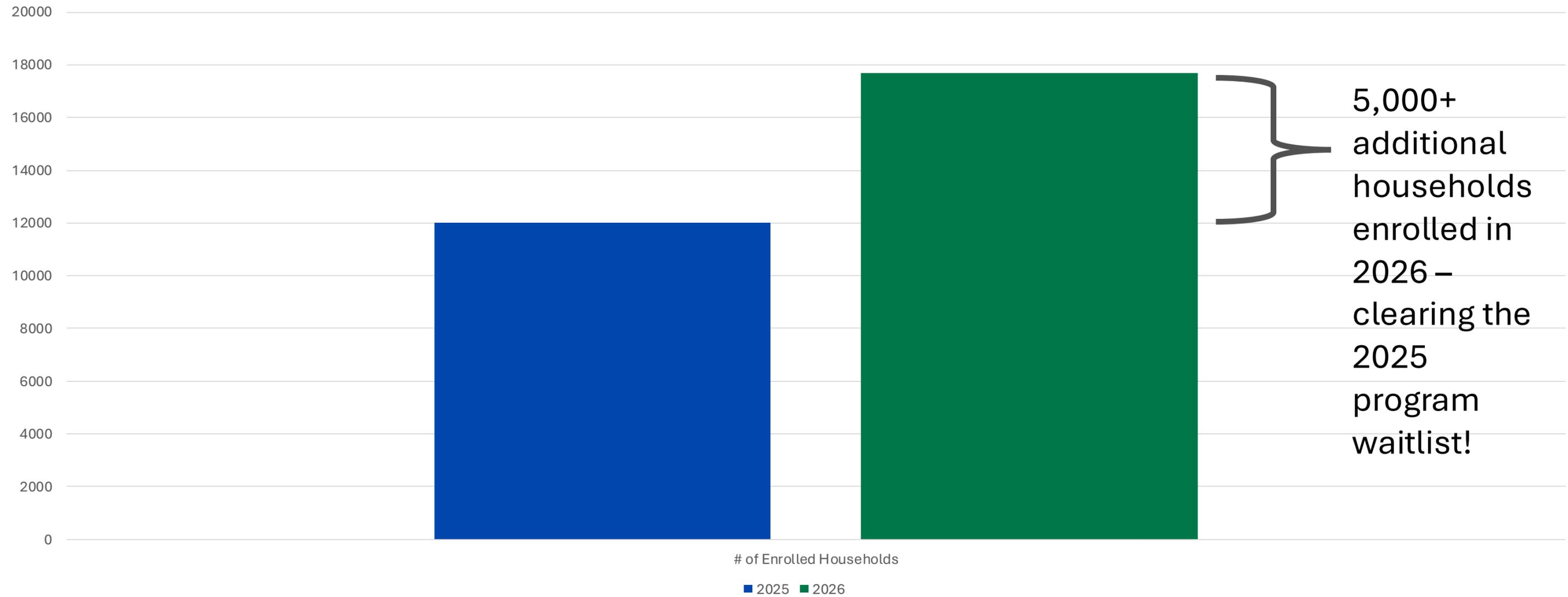
— Derrick,
Fresh Bucks customer

A Major Expansion for Fresh Bucks



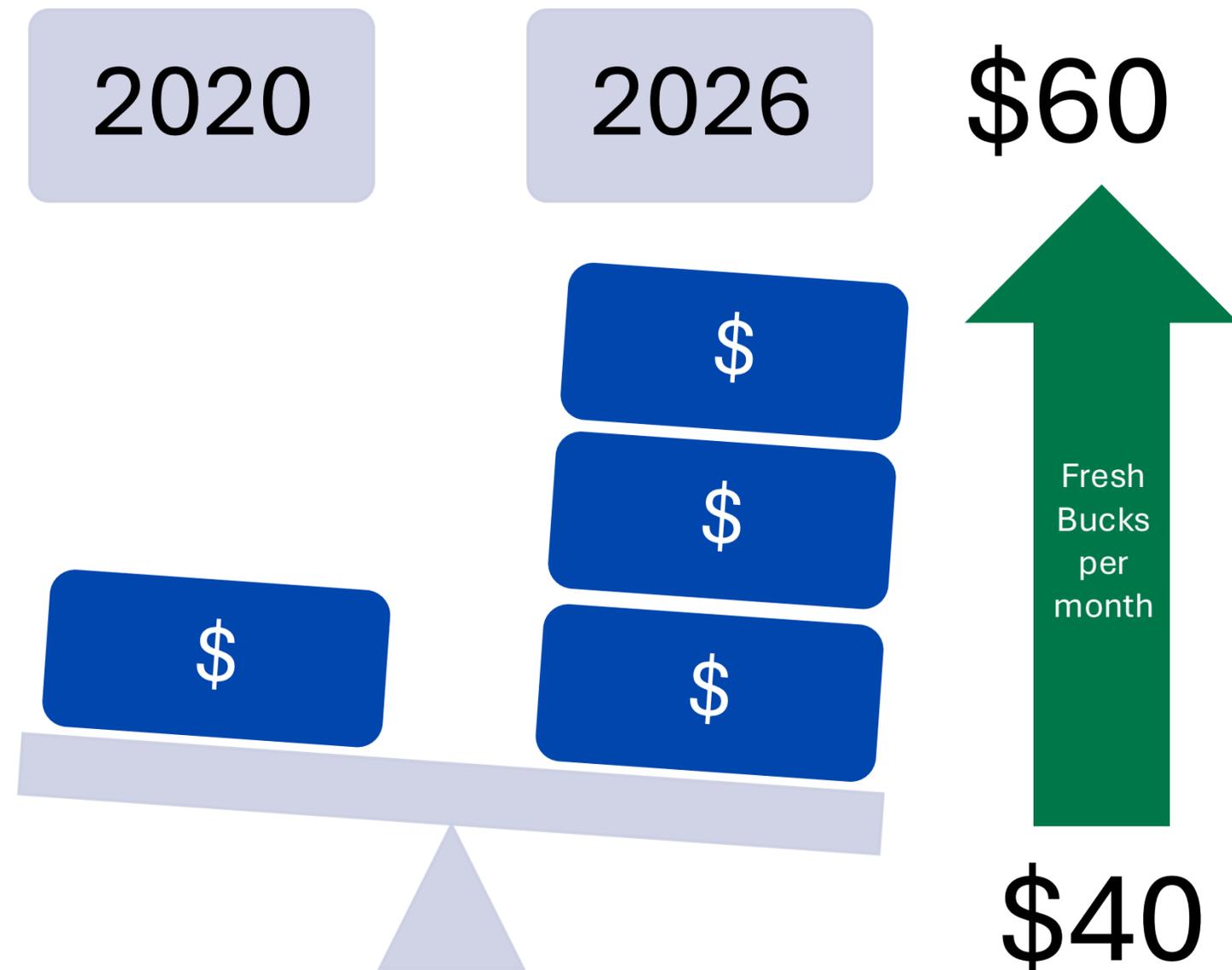
Serving more households in need

Fresh Bucks Enrollment 2025 to 2026



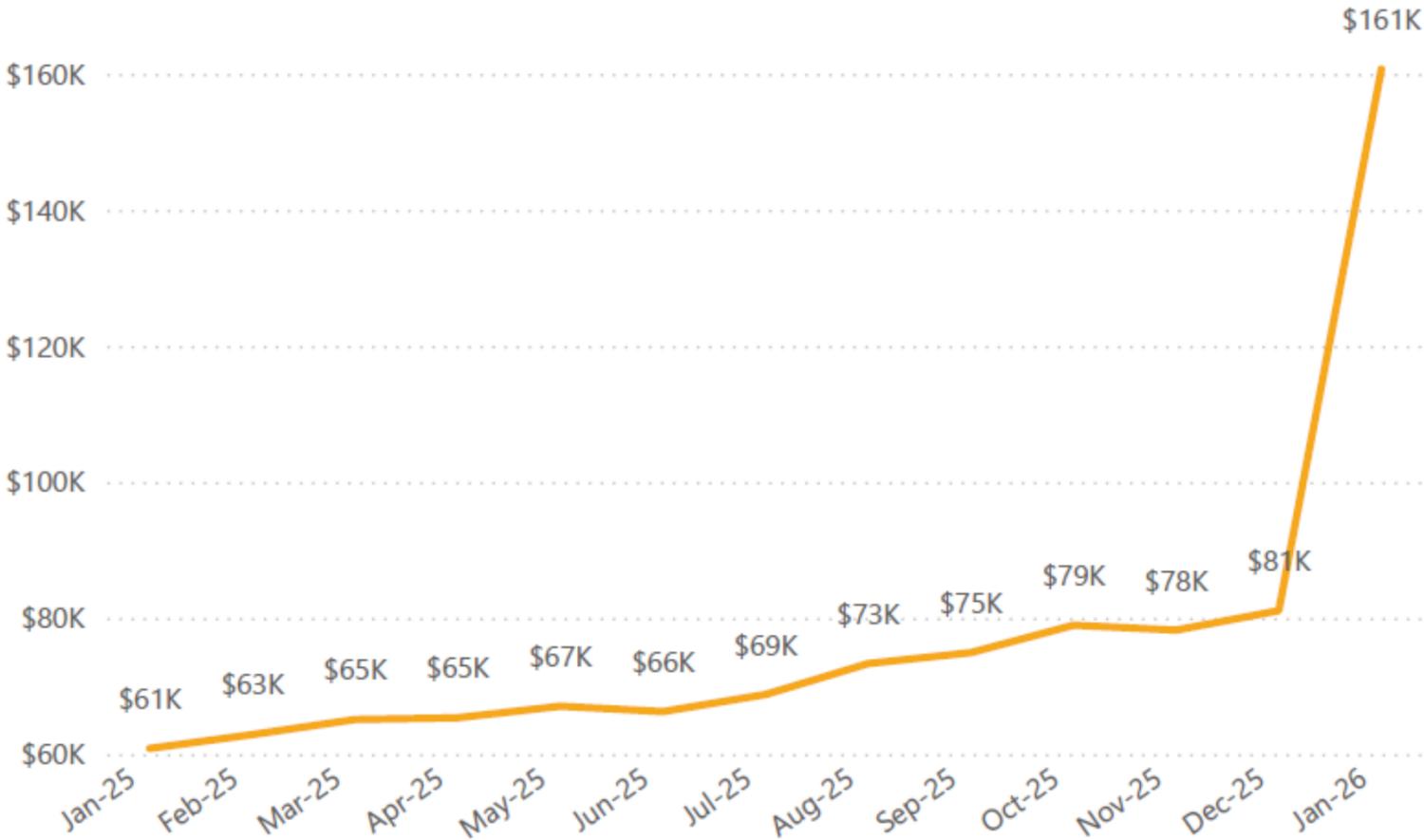
Increasing benefits on pace with rising food costs

To keep up with rising food costs, which have increased [nearly 30% since 2020](#), Fresh Bucks increased monthly benefits from \$40 to \$60 in 2026.

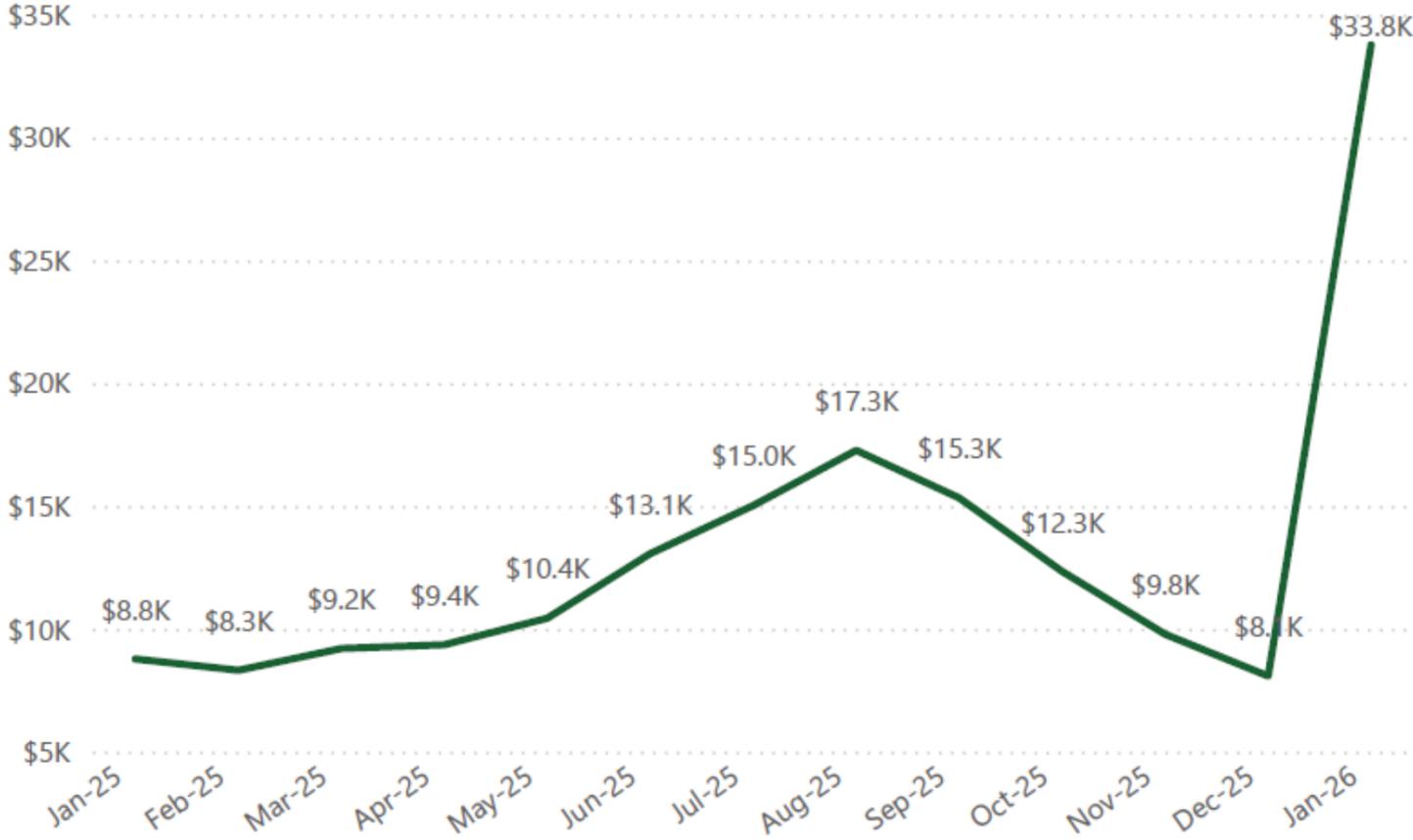


Fresh Bucks boosting small business sales

Fresh Bucks Spent Over Time - Independent Grocers



Fresh Bucks Spent Over Time - Farmers Markets



Fresh Bucks makes a difference...

- Customers have shared the health benefits of Fresh Bucks – eating healthy foods purchased with Fresh Bucks enabled one customer to stabilize their labs to qualify for a much-needed surgery.
- They are paying the benefits of healthier eating forward to the next generation – sharing stories about how their children are excited to try new fruits and vegetables that were too expensive to afford without Fresh Bucks.
- Fresh Bucks retail partners have shared the value of Fresh Bucks in boosting the viability of their business – one retailer shared that Fresh Bucks kept their business open through the pandemic.



Thank you!



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