

Local Food Initiative
2016 Kitchen Cabinet Annual Meeting
King Street Center, 8th Floor Conference Center
Wednesday, March 23, 2016
4:00 p.m. – 7:00 p.m.
Agenda

4:00	Welcome and Opening Remarks	King County Executive Dow Constantine
4:15	Introduction of 2015 Highlight Presenters	Celeste Schoenthaler, KC Public Health Mike Lufkin, King County
4:20	2015 Highlights	
	<ul style="list-style-type: none"> <i>Farm King County – Providing Technical Assistance to Farms and Farm Businesses</i> <i>Good Food Bags</i> <i>Land Access - Preserving Farmland for Food Production</i> <i>Fresh Bucks Program</i> <i>Financing Regional Food System Infrastructure – KCD Regional Food System Grant Program</i> <i>Elk Run Farm</i> 	Patrice Barrentine, King County Jessica Bitting, Seattle Tilth John Taylor or Richard Martin, King County Sharon Lerman, City of Seattle Mary Embleton, KCD Maria Anderson, Des Moines Area Food Bank
5:55	Partner Updates	
	<ul style="list-style-type: none"> <i>SeaTac-Tukwila Food Innovation Network</i> <i>Seattle Tilth</i> <i>WSDA School Nutrition</i> <i>Snoqualmie Watershed Improvement District</i> <i>Northwest Agriculture Business Center</i> <i>Local Food System Measurement Framework</i> 	Adam Taylor, Global to Local Andrea Dwyer, Seattle Tilth Tricia Kovacs, WSDA Cynthia Krass, Snoqualmie Valley Preservation Association, David Bauermeister, NABC Haley Millet
6:30	Challenges and Opportunities Ahead	Christie True, Director DNRP Patty Hayes, Director, Public Health
6:50	Closing Remarks	

Farm King County

*Providing Technical Assistance to Farms and Farm
Businesses*

Mike Lufkin, King County



farmkingcounty.org

A one-stop resource for your King County farm.
Our technical assistance teams are ready to help.



Business
of Farming



Access to
Farmland



Food
Production



Marketing &
Food Safety



Kitchen Cabinet Meeting
03/23/16

Presentation Overview

- Project Background
- Website Development Process and Timeline
- Walkthrough of Website Design and Content
- Marketing and Promotion of New Website

Project Background

- Development of One-Stop Shop of technical assistance identified as priority action in LFI
- LFI focused on need to assist farmers with production marketing and business planning
- A lot of great information and resources already exist
- Information is scattered and often hard to know what is relevant
- Need to localize the information and identify resources that are relevant to KC farmers



Technical Advisory Team



Development Process and Timeline



Website Design and Content



Website Design and Content



Business of Farming

Running a farm business is complex. Thorough business planning may help you access financing to start your farm or diversify your farm as you grow your business. Many types of financing for farms (from grants to traditional bank loans) will have different requirements such as what they will cover, amount available, deadlines, or interest rates. Your business may need employees. Labor laws dictate what is allowable — from hiring family members who are children, to paying employees by the amount harvested — and what recordkeeping is required. And like any business, farms are required to pay taxes. However, farms are also eligible for tax benefits and exemptions. This section's pages will help you navigate business planning, farm financing, labor, and taxes.



Business Planning

Need help creating your business? Courses, professional services and templates are available to help make your business plans clear and fundable.

[Learn more >](#)



Farm Financing

What kind of financing or funding can you get to purchase or improve your farm? This page lists funding options and walks you through preparing to talk with a bank about a loan or to apply for a grant.

[Learn more >](#)



Labor

Interested in hiring employees? Know the rules and requirements before you hire.

[Learn more >](#)



Taxes

Looking for a farm tax exemption or need to know if you have to pay a litter tax for your berry basket? This page includes your tax benefits and responsibilities.

[Learn more >](#)

Business Planning

Whether beginning or expanding your farm enterprise, a solid business plan is essential for testing viable business ideas and financing your business. While each farm is unique and must take the specific land, products, production techniques and marketing sector under analysis, the agriculture sector has specific resources for business planning including hands-on courses, guides, and templates.



Workshops



Guides



Templates



Workshops

Washington State University

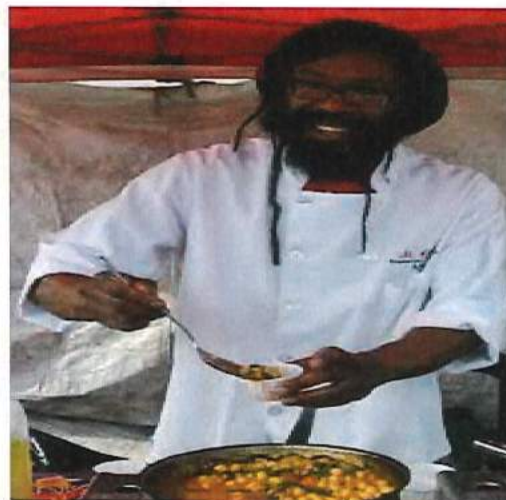
Washington State University's award-winning **Cultivating Success** Agricultural Entrepreneurship course is an in-depth business planning course which covers:

- evaluating resources,
- planning and research,
- legal and management issues,
- marketing strategies,
- budgets and financial statements and
- cultivating money resources.

Participants produce a completed business plan by completion of course. Farmers and small business resource providers serve as guest speakers, bringing real world experience to the class. Students complete a business plan that they can take to the bank.

Northwest Agricultural Business Center (NABC)

- **Classes and Workshops** - Scheduled throughout the year on topics such as business planning, access to capital, financing strategies and plans, value-added product development and marketing.
- **One-On One Consulting** - NABC's fee-based technical assistance provides farm clients with "hand's-on" business plan review and development, preparation of capital and financing strategies and plans, value-



Chef Mike serves up locally grown seasonal dishes at Madrona Farmers Market - Photo: Zachary D. Lyons

Access to Farmland

Looking for land to farm? Want to preserve your existing farm? Do you have a water right or a water right to share? Do you need a permit to build a processing kitchen in your garage or grade your road? This section will help you find the information, contacts, and organizations to help answer these questions and many more concerning available land for farming, water, and King County permitting requirements.



Finding Farmland

Looking to purchase or lease farmland? This page provides organizations, funding options, videos and lease agreements to help.

[Read more >](#)



Preserving Farmland

Want to keep your farm producing into the next generation(s)? Farmland preservation programs and succession planning educational guides will help get you there.

[Read more >](#)



Water

Got drainage problems or need a transfer of water rights? This page covers water from flooding to irrigation.

[Read more >](#)



Permitting Infrastructure

Need a new road or farm building? Knowing the requirements before you start will help you be successful in making your idea a reality.

[Read more >](#)

Marketing & Food Safety

In order to commercially sell farm products, it is important to know and follow food safety requirements. USDA and WSDA inspect products from farms and food processors while local health departments inspect food at retail to maintain a safe food supply. This section relays in depth information for nearly every farm product imaginable, covers new federal food safety standards for farm production, harvesting, and handling, and information about how to sell your product successfully by reaching more customers.



Farm Product Regulations

What do I have to do to sell my duck eggs at the farmers market? Answers to this question and almost every ag product under the sun can be found on this page.
[Read more >](#)



Produce Safety Standards and Regulations

Need to know what local, state and federal rules are required for producing produce? Overview, history and specific information to comply can be found here.
[Read more >](#)



Marketing and Promotion

Need to know where to advertise your farm to reach the customers you need? Look no further.
[Read more >](#)

Maps and Data

Maps and Data

Maps and data can be valuable tools for farm and business planning. This section provides a range of maps and data sets relating to soils, land uses, vegetation, water rights, flooding, climate, farm planning, and open space tax incentive programs.

Farm and Agriculture

King County Farmland Map

The [King County Farmland Preservation Program](#) maintains an interactive map that identifies farmland that has been protected in King County and the boundaries of the Agriculture Productions Districts.

Soil Data

[Web Soil Survey \(WSS\)](#) provides soil data and information produced by the National Cooperative Soil Survey. It is operated by the USDA Natural Resources Conservation Service (NRCS) and provides access to the largest natural resource information system in the world. You can download a customized soil report for your property by using [this link](#).

Farm Locator

[Puget Sound Fresh](#) maintains a farm locator tool that allows users to search for farms by county and/or by crop.

Farmers Market Map

[Puget Sound Fresh](#) also maintains a farmers market locator map that allows for searching for markets by city, county and day of operation.

USDA Agriculture Census Data for King County

The [USDA Census of Agriculture](#) is the leading source of facts and figures about American agriculture. Conducted every five years, the Census provides a detailed picture of U.S. farms and ranches and the people who operate them. It is the only source of uniform, comprehensive agricultural data for every state and county in the United States.

Agriculture Land Use

The WSDA has produced an interactive [Agriculture Land Use](#) geodatabase that can be used to identify agricultural land uses, including crop data on parcels throughout the state.

General Property

King County Property and Zoning Research Tools

The King County GIS staff has compiled a set of property and zoning research tools that include

- King County GIS Parcel Locators (includes parcel viewer and jurisdiction and zoning maps)
- Planning Data (includes comprehensive plan and Lidar viewer)
- Property research tools (includes development conditions and online permit search)
- Property records (includes historical property records and recorder's office search)

King County Assessor's Office

The Assessor's Office provides maps related to parcel valuation and taxation and other valuable statistical data for King County.

King County iMap - Interactive Mapping Tool

iMap is your window to a wealth of geographic information from throughout King County on such topics as real property, natural resources, political boundaries, planning, and much more.

PSLC Topographic Lidar Maps

LIDAR (Light Distance and Ranging,) is a technology that employs an airborne scanning laser rangefinder to produce accurate topographic surveys of unparalleled detail. The Puget Sound LIDAR Consortium (PSLC) is an informal group of local public agency staff and federal research scientists devoted to developing public-domain high-resolution LIDAR topography and derivative products for the Puget Sound region.

Water, Flood and Climate

State Well Log Viewer

The Department of Ecology maintains a State Well Log database that enables searches for wells which have well reports and to view the well report using a variety of search tools.

Water Resources Explorer (Web Map)

This is another Ecology database that is an efficient tool for anyone researching water rights or water right claims, or seeking to obtain a water right in Washington State. Consultants, real estate agents, local government workers, elected officials, and holders of existing water rights will find the map a valuable source of information.

Flood warnings and alerts

[King County Flood Warning System](#) maintains information on current flood conditions for King County rivers. Click on a river name for maps, data and local flood references.

[Floodzilla](#) provides real-time flood alerts for the Snoqualmie River.

USDA Pacific Northwest Climate Change Hub

Delivers science-based knowledge and practical information to farmers, ranchers, forest landowners, and Native American tribes that will help them to adapt to climate change.

Environment and Natural Resources

Noxious Weeds

[King County Noxious Weed Program](#) maintains this interactive, searchable map showing locations of noxious weeds in the county.

Habitat Restoration

Promotion of New Website!

Promotional Strategies

- | | |
|--|--|
| ❖ Earned media | <i>Seattle Times, PSBJ, KUOW, etc.</i> |
| ❖ Social Media | <i>Facebook, Twitter</i> |
| ❖ Promotional Materials | <i>Banners, brochures, magnets, bumper stickers</i> |
| ❖ Stipends to Support Partner Promotion | <i>Linking website, developing promotional stories, social media, etc.</i> |

King Conservation District has provided grant funds to support promotional strategies

Final Thoughts

- ❖ This is Phase 1 of the site development
 - Changes and improvements within 6 to 8 months.
 - Responsive to users needs and comments
- ❖ Coordination of technical assistance team
 - KC, KCD, WSU Extension, and WSDA
- ❖ Maintenance and upkeep of website is a priority
 - Staffing and costs are challenge

Questions?



Good Food Bags

Jessica Bitting, Seattle Tilth

Good Food Bag

Program Overview

Jess Bitting

Food Hub Coordinator

jessicabitting@seattletilth.org





Seattle Tilth

- Mission: build an ecologically sound, economically viable and socially equitable food system
- Focusing on the entire food system:

Earth – Farm – Market – Garden – Kitchen





Market Programs

Seattle Tilth Produce

- Community Supported Agriculture
- Good Food Bags
- Farmers markets, grocery stores, restaurants
- Puget Sound Fresh, Farm Guide





Good Food Bag Overview

- Subsidized produce subscription
- Common themes:
 - food access
 - local sourcing
 - fair prices to farmers
 - importance of education
 - community hub delivery





Good Food Bag History

- Multi-year Hunger Innovation Grant through United Way
- 2013 start, modeled after Canadian program
- Tiny Tots childcare - gardening and cooking education





Good Food Bag Program

- Accessibility, affordability and scratch cooking skills
- Four items per bag
- \$10 value, \$5 cost to members
- Convenience
- Delivered year round





Whole System Approach

Snapshot of our work across the food system



[Video URL](#)



Accomplishments

- 2013 1,500 GFBs 199 families 7 CBOs
- 2014 3,100 GFBs 1,282 families 12 CBOs
- 2015 7,000 GFBs 923 families 18 CBOs



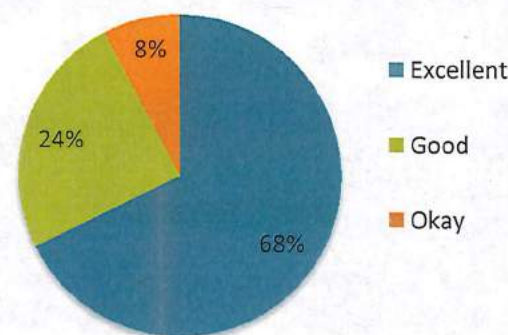


Evaluation Findings



Member Satisfaction

2016 Good Food Bag member survey



"I've always been a vegetable eater, but the Good Food Bags have convinced me to buy more vegetables at the store... it brought back the habit."

"I'm truly enjoying the fresh fruits and vegetables. It's made all the difference in the world. I cannot afford fresh fruits and vegetables, so this is such a treat. I am so grateful for what you're doing for me, and so is my doctor; he said my health is better."



Evaluation Findings

- 93% of members reported a difference in their diet because of the Good Food Bag program
 - 58% reported eating more types of fruits and vegetables
 - 46% reported eating more organic fruits and vegetables





Challenges

- Financial investment: 50% subsidy on every bag
 - Inherent tension: fair prices to farmers and equal access for all
- Staffing investment: managing sites, members and year round distribution
- Infrastructure needs: limited truck, driver and cold storage capacity
- EBT payments: federal restrictions
- Customer retention: members' financial instability
- Demand: need is greater than current infrastructure can support



Opportunities

- Good Food Bags support several top Local Food Initiative priorities:
 - Increased access to healthy, affordable fruits and vegetables
 - Healthier kids and communities
 - Markets and fair prices for local farmers
- Expanded support of Good Food Bags deepens the impact:
 - Improved access to healthy, affordable food in low-income communities
 - Stable market outlets and increased revenue for more farmers
 - A sustainable and resilient local food economy



Thanks for Your Support



*Land Access - Preserving Farmland for Food
Production*

Richard Martin, King County

Sustainable Food Economy: Production

Target 1a:

400 new acres in food production per
year



Components of 400 net new acres of farmland

- Protection of existing productive farmland
- Renewed production on farmable but idle tracts
- Enhanced production on marginal lands



Photo credit: Bobbi Lindemulder

2015 Accomplishments

Farmland Preserved

- 462 acres added to FPP
- 371 acres added to PBRs (some or all farmland)

Farmland Restored to Production

- 75 idle acres restored via ADAP
- 84 private acres
- 12 acres KC-owned land

Farmland Enhanced

- 332 acres improved via ADAP



Strategies and Challenges: protection of existing farmland

Primary Strategies

- Purchase FPP easement
- Purchase fee title, sell with retained FPP easement
- Purchase fee title, incorporate into long-term leasing program
- Purchase fee title for non-farm use, lease short-term farming rights



Photo credit: Bobbi Lindemulder



Strategies and Challenges: renewed production

Primary Strategies

- Enhancement of FarmLink
- Increased access to irrigation water
- Increased resources for ADAP
- Investment by equity firms, foundations, etc.
- Strategic KC fee title and easement acquisition
- Loan assistance for land/equipment purchase
- Incentivize production on FPP and PBRs properties



Strategies and Challenges: enhanced production

Primary Strategies

- Expand access to ADAP
- Increased access to irrigation water
- Increased rate of farm pad construction and home/barn raising
- Access to mobile processing unit
- Cost-share for season-lengthening strategies (e.g., hoop houses) and BMP implementation



2016 Projections

Farmland Preserved

- 250 acres added to FPP
- 150 acres of farmland added to PBRS

Farmland Restored to Production

- 100 idle acres restored via ADAP
- 200 private acres
- 80 acres KC-owned land

Farmland Enhanced

- 100 acres improved via ADAP



Challenges

Resource Allocation

- Short-term vs. long-term funding
- Staff capacity

Identifying Idle Lands

- Inventory existing portfolio of idle lands
- Assess landowner barriers to production

Regulatory Hurdles

- Watershed planning (flooding and drainage)
- Farm infrastructure (e.g., farm pads, septic)

Tracking Farmland Converted to Non-farm Use

- Development within UGAs
- River restoration
- Roads and other infrastructure improvements



Next steps

- Vet portfolio of strategies with Agriculture Commission to identify suite of highest leverage strategies
- Meet with partners and stakeholders to determine appropriate individual roles and opportunities for collaboration
- Identify high-priority idle lands and interview owners to determine barriers to production



Fresh Bucks Program

Robyn Kumar, City of Seattle

FRESH BUCKS: HEALTHY FOOD FOR EVERYONE



Presentation to Kitchen Cabinet
Local Food Initiative
March 23, 2016

Robyn Kumar,
City of Seattle Fresh Bucks Program Manager



FRESH BUCKS OVERVIEW

FRESH BUCKS STEPS:

1. GO

TO YOUR FARMER'S MARKET
INFORMATION TENT



2. SWIPE

YOUR EBT CARD
FOR FRESH BUCKS



3. DOUBLE

YOUR DOLLARS - UP
TO **\$10** PER PERSON



4. SHOP

FOR FRESH PRODUCE, INCLUDING:





FUNDING PARTNERSHIPS



SEATTLE OFFICE OF
Sustainability & Environment





FRESH BUCKS OUTCOMES

Program Impact	2012 (July-Dec)	2013 (July-Dec)	2014 (May-Dec)	2015 (Year-round)
Participating locations	7	17	18	21
Participating residents	1,500	3,000	3,877	3,962
Total \$ to local farmers	\$70,000	\$181,000	\$245,133	\$289,627
Economic impact in local economy	\$125,300	\$270,290	\$438,788	\$518,432
New low-income shoppers	905	1144	516	1,247
Individuals who said they ate more fruits and vegetables because of Fresh Bucks	85%	90%	89%	N/A
Individuals who said Fresh Bucks has made a difference in their families' diets	81%	94%	92%	N/A

FRESH BUCKS OUTCOMES cont...

- ↑ Produce Variety
 - *57% of participants said they bought a greater variety of produce as a result of FBx*
- ↑ Access to Farmers Markets
 - *87% of participants shop more frequently at farmers markets as a result of FBx*
 - *56% said they would not shop at farmers markets if not for Fresh Bucks*



OPPORTUNITIES - 2016 *and beyond*

- King County farmers market expansion
 - *All Seattle Markets (21)*
 - *Additional King County Markets (8) – Burien, Carnation, Des Moines, Duvall, Federal Way, Lake Forest Park, Renton, Vashon*
- Increased marketing efforts targeting low income community members
- Fruit/Vegetable Rx
- Good Food Bag/CSA
- Retail



CHALLENGES – 2016 *and beyond*

- Program implementation
- SNAP enrollment/eligibility changes
- Program sustainability



Elk Run Farm

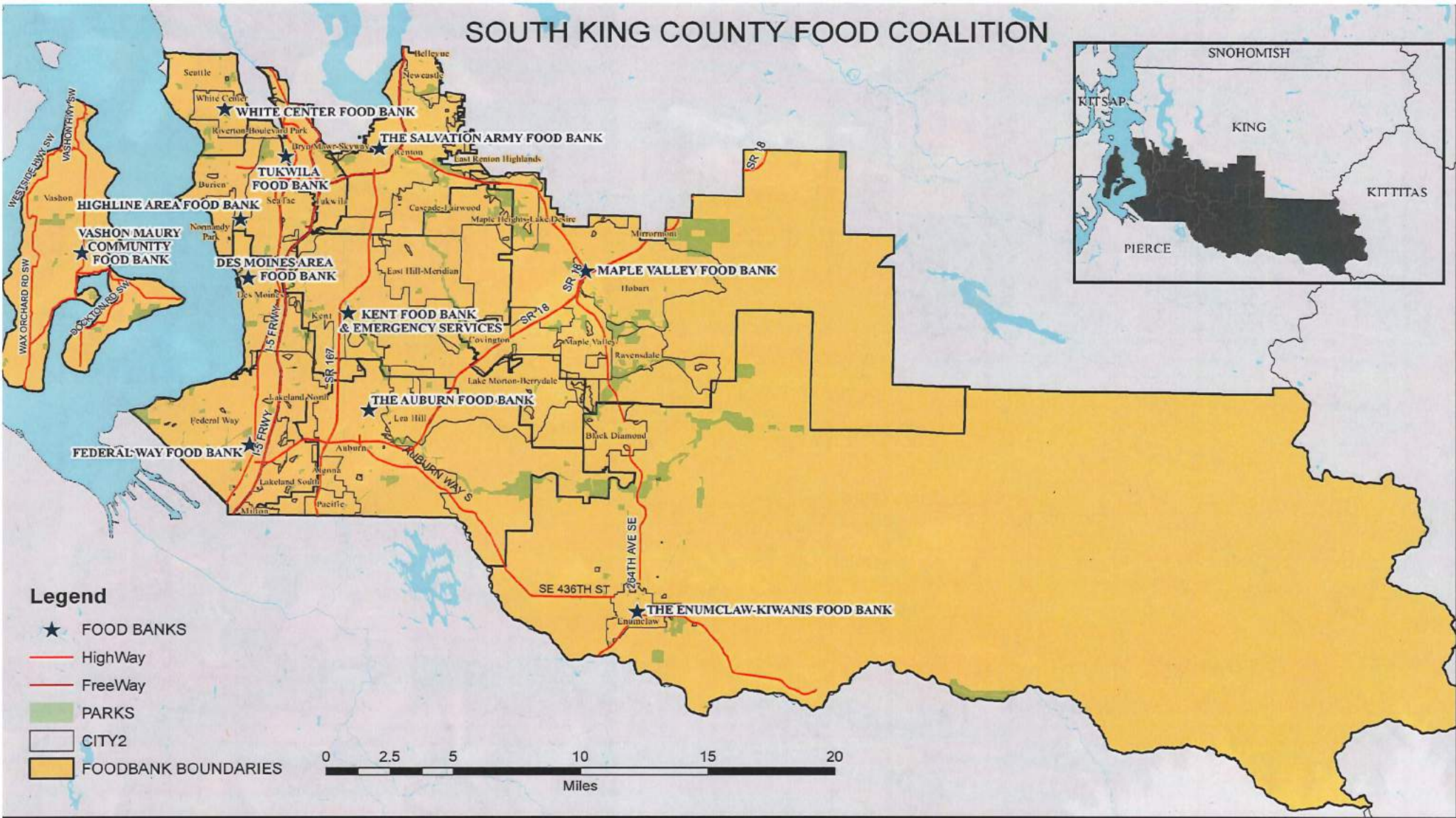
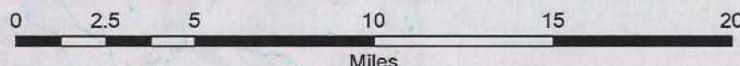
Maria Anderson



SOUTH KING COUNTY FOOD COALITION



- Legend**
- ★ FOOD BANKS
 - Highway
 - FreeWay
 - PARKS
 - CITY2
 - FOODBANK BOUNDARIES



WASH ALL PRODUCE
BEFORE EATING,
AND ENJOY!

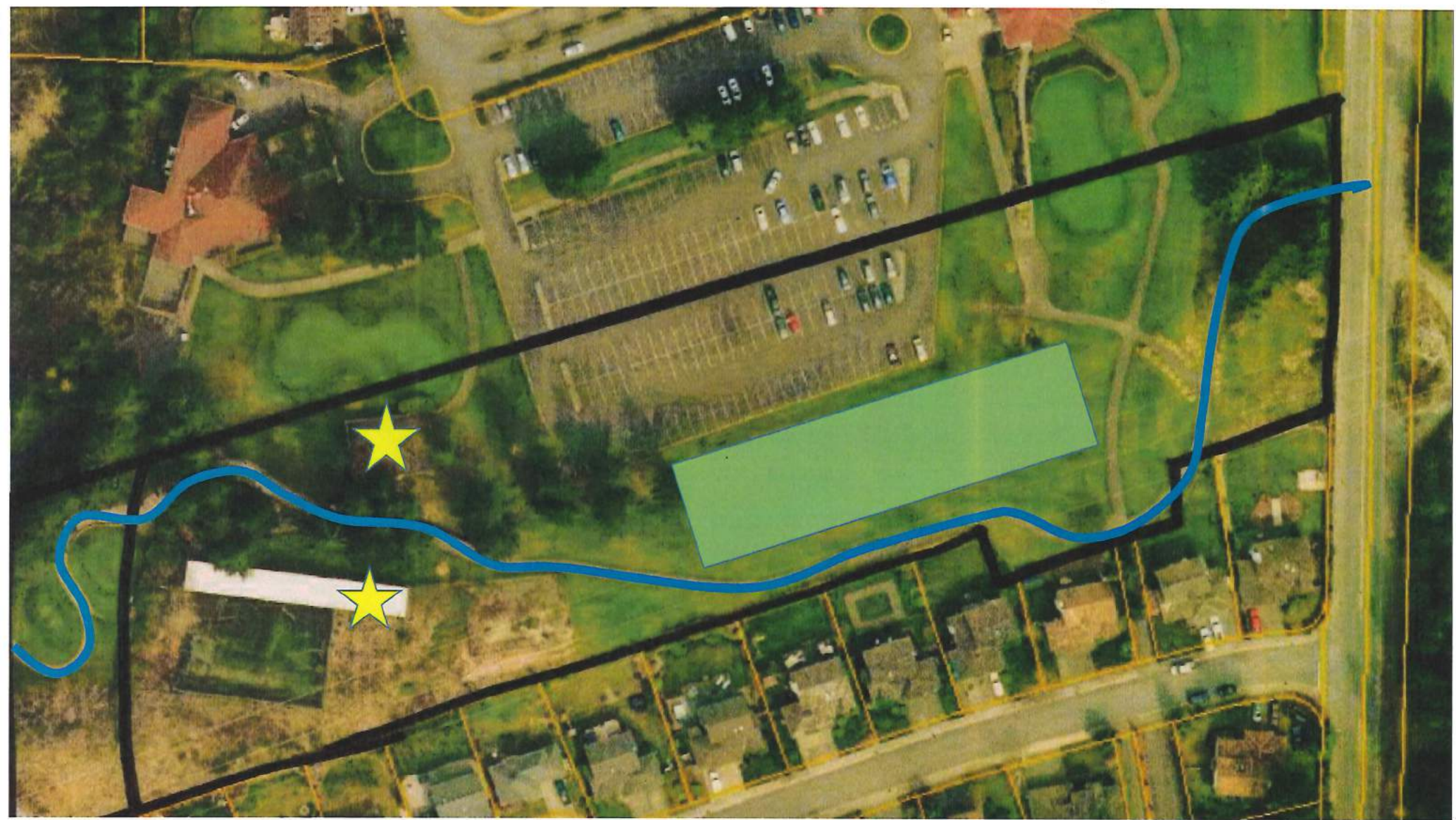
Vashon Maury Community Food Bank





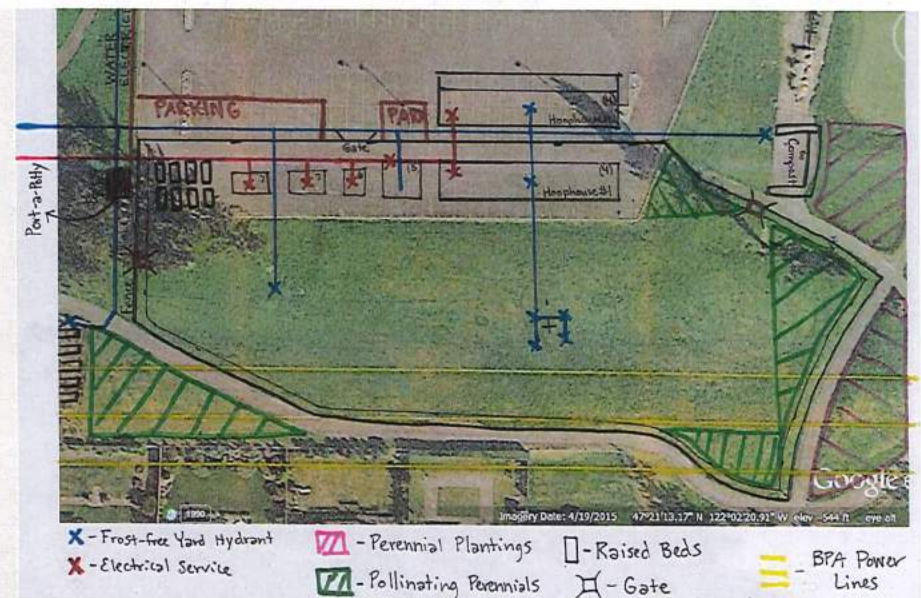
White Center Food Bank





Power lines and crops can be good neighbors

August 2010





Clean up begins

Plow



Till





Planting Garlic

Auburn Mountainview

High School Robotics Club







November 6th



March 11th

The City of

MAPLE VALLEY



RFH

ROTARY FIRST HARVEST

A PROGRAM OF ROTARY DISTRICT 5030



PICH

Partnerships to Improve
Community Health





Summer School



Funding



Program Development

elkrunfarmer@gmail.com



Instagram
@elkrunfarm



Facebook.com/elkrunfood
bankfarm

Local Food System Measurement Framework

Haley Millet



MEASUREMENT FRAMEWORK FOR THE KING COUNTY FOOD SYSTEM



COLLABORATIVE EFFORTS

- Mike Lufkin, Department of Natural Resources and Parks
- Nadine Chan & Celeste Schoenthaler, Public Health Seattle-King County
- Josh Monaghan and Mary Embleton, King Conservation District
- Sharon Lerman, City of Seattle Office of Sustainability and Environment
- Jane Reisman, ORS Impact
- Tim Crosby, Slow Money NW / Thread Fund
- Haley Millet, Consultant



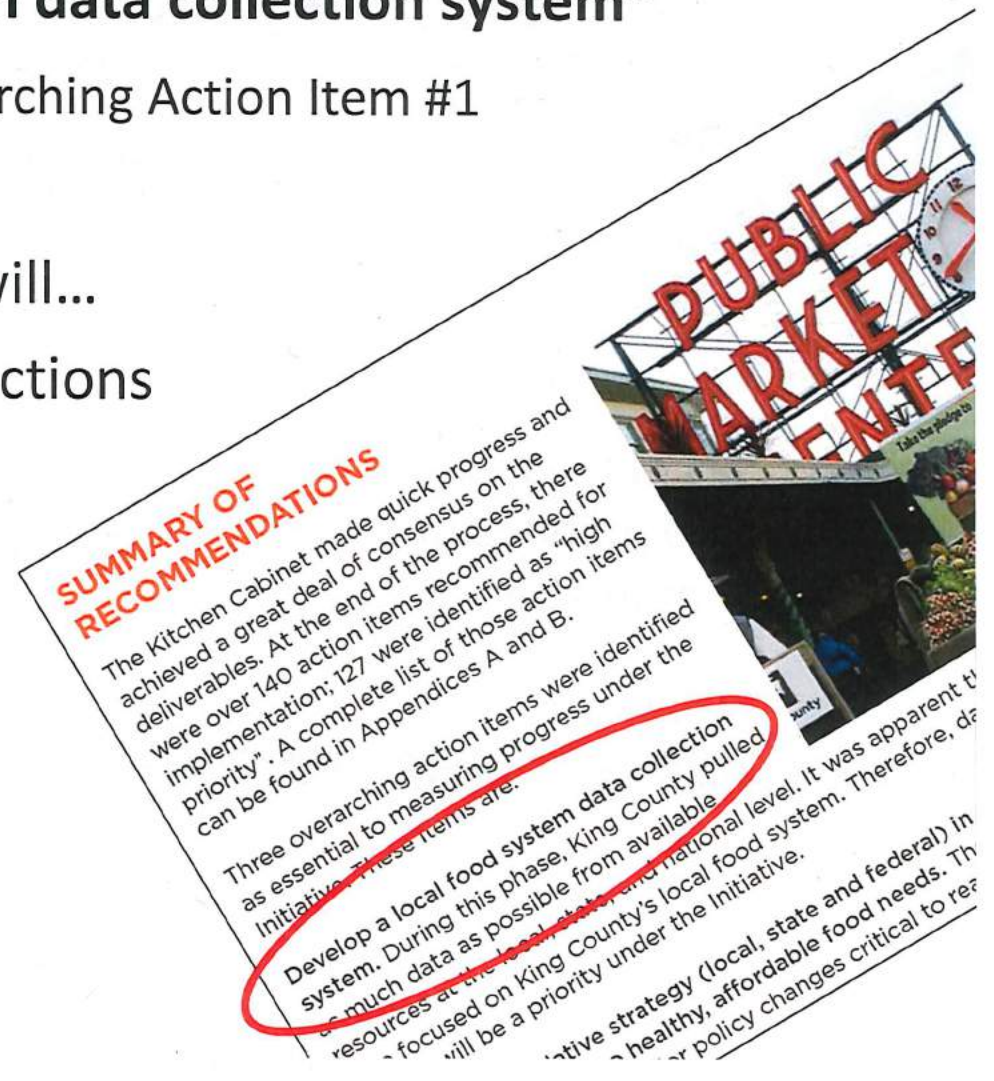
WHY IS THIS IMPORTANT?

“Develop a local food system data collection system”

- Kitchen Cabinet Overarching Action Item #1

This measurement framework will...

- Guide agency decisions and actions
- Coordinate policy efforts
- Clarify data needs
- Garner political support



PROCESS OVERVIEW

1. Conducted a landscape scan of other successful food system evaluation efforts



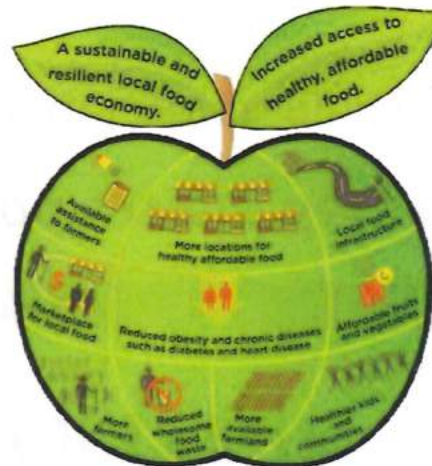
2. Adapted these models to fit King County Local Food Initiative goals, strategies, and measurements



3. Generated a dashboard of Primary Indicators



LEOPOLD CENTER
FOR SUSTAINABLE AGRICULTURE



INDICATORS BY GOAL

King County Local Food Action Initiative Goals:
1. A sustainable and resilient local food economy.
2. Increased access to healthy, affordable food.

Local Food Economy	Healthy Food Affordability	Equity	Environment
1. Farm Production Acres	2A. Food Security 2B. Fruit & Vegetable Consumption 2C. No Breakfast Today 2D. Healthy Food Affordability	2A. Food Security 2B. Fruit & Vegetable Consumption 2C. No Breakfast Today 2D. Healthy Food Affordability	1. Farm Production Acres
2C. Fruit & Vegetable Consumption	4. Percent of Food Systems Jobs w/Livable Wage	4. Percent of Food Systems Jobs w/Livable Wage	6. Environment
3A. Market Value of Food Products 3C. Market Value of Food Products vs. Consumer Spending by Category	8. Food Policy	8. Food Policy	5. Food Waste
4. Percent of Food Systems Jobs w/Livable Wage			8. Food Policy
6. Environment			
7A. Number of New Farmers 7B. Total Farmers/Food Businesses			
8. Food Policies			

INDICATORS BY GOAL

King County Local Food Action Initiative Goals:

1. A sustainable and resilient local food economy.
2. Increased access to healthy, affordable food.

Local Food Economy	Healthy Food Affordability	Equity	Environment
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4. Percent of Food Systems Jobs w/Livable Wage			8. Food Policy
6. Environment			
7A. Number of New Farmers 7B. Total Farmers/Food Businesses			
8. Food Policies			

PRIMARY INDICATOR SELECTION

Podium Power	Is the indicator compelling? Does the indicator tell a story?
Proxy Power	Is this indicator of central importance to the result? Does it represent a needle we are trying to move in the food system? Which needle is it?
Data Power	Is there reliable, regular, and accurate data behind the indicator?

INDICATOR	PODIUM POWER	PROXY POWER	DATA POWER
1. Farm Production Acres	High	High	Medium (improve NASS precision)
2A. Food Security	High	High	High
2B. No Breakfast Today (Child)	Low/Med. Need to make the equity connection.	High for those in the field.	High
2C. Fruit & Vegetable Consumption (Child and Adult)	Low	High	High
2D. Food Affordability	High	High	Nonexistent
3A Market Value of Agricultural Products	High within field, low outside	High within field, low outside	High
3B. Local Value-Added Processing	Medium	Medium	Nonexistent

For more information on these tools, see the [Indicator Selection](http://raquide.org/) page of the Results Based Accountability Implementation Guide @ <http://raquide.org/>

WHAT DID WE LEARN?

- We want to apply a cross-sector approach to food systems measurement.
- We want the framework to be scalable to micro (city) and macro (region) levels.
- There are a few indicators that rise to the top.
- There are very informative, compelling indicators for which we need to collect or improve data.



HOW TO ENGAGE



- We are seeking partners to validate the model.
- Engage in next stage development of:
 - ▣ Indicators
 - ▣ Data Development
 - ▣ Data Narratives & Communication

Haley Millet

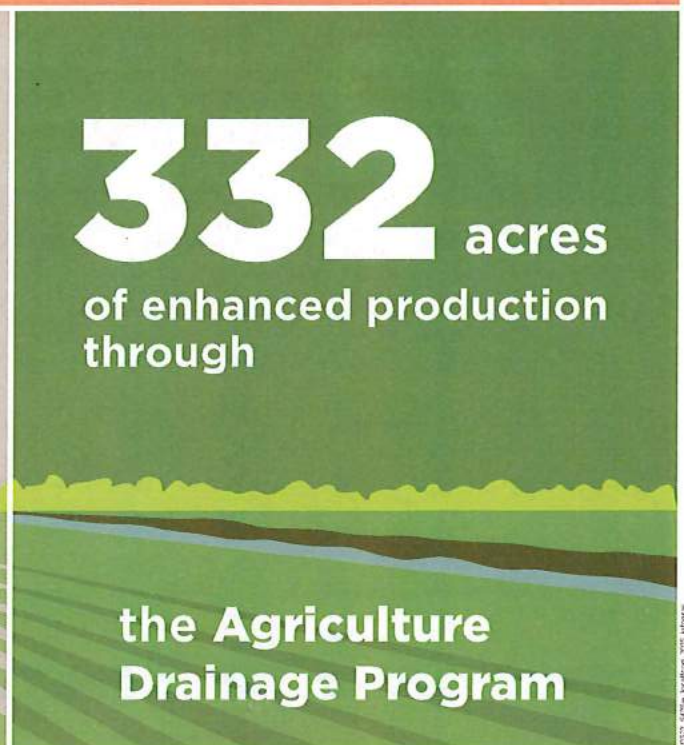
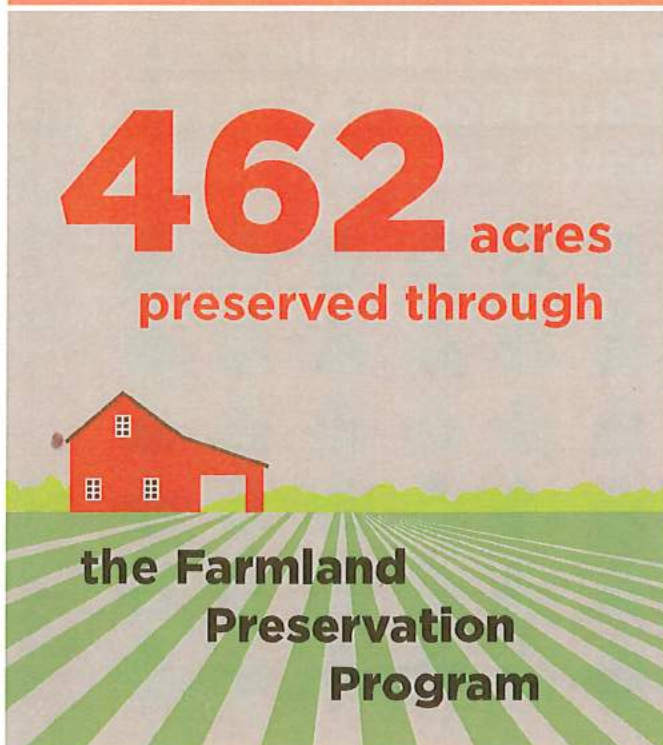
haley.rose.millet@gmail.com

206.293.4020

*2015 Local Food Initiative Highlight Brochure and
Infographics*

LAND ACCESS 2015 RESULTS

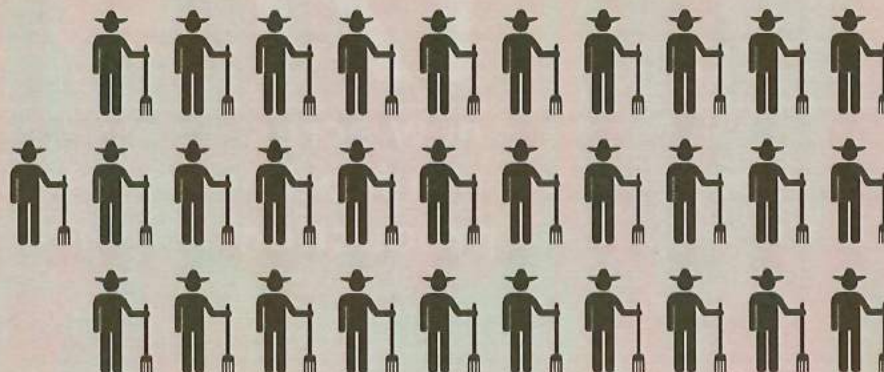
Target: Add 400 net new acres in food production per year



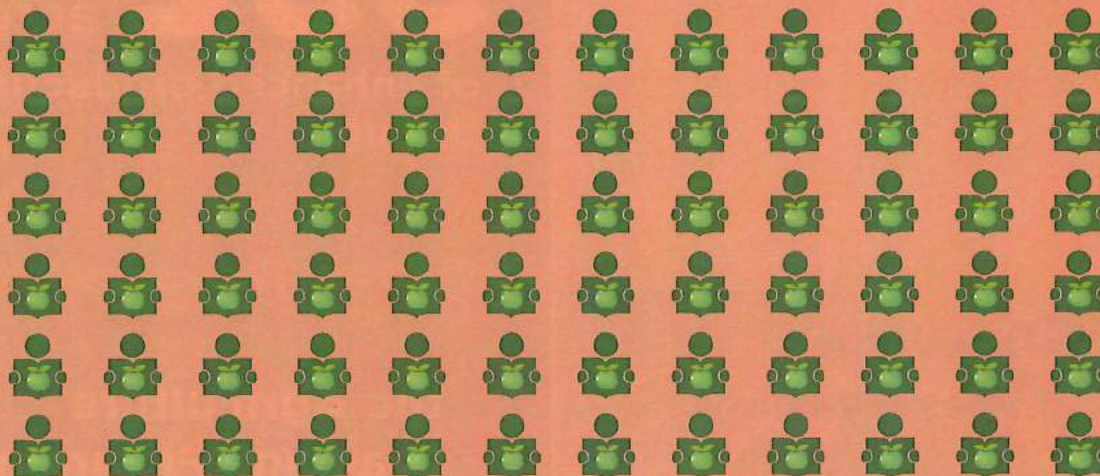
NEW FARMERS 2015 RESULTS

Target: Increase the number of new and beginning farmers by 25 per year

31 Farmers participating in training programs at Seattle Tilth and SnoValley Tilth



72 Students taking Sustainable Agriculture Education (SAGE) courses at Seattle Central College



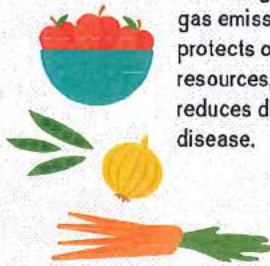
Fresh Bucks: Making Healthy Food Affordable

1 IN 5 CHILDREN IN KING COUNTY does not always have enough to eat and healthy food is hard for many to afford.



A DIET RICH IN LOCAL FRUITS & VEGETABLES:

reduces greenhouse gas emissions, protects our natural resources, and reduces diet-related disease.



EATING LOCAL KEEPS FARMLAND IN PRODUCTION

which helps climate preparedness, protects farmland, and boosts local economies.



Fresh Bucks: Making a Difference at farmers markets



Fresh Bucks matches EBT (food stamps) up to \$10 for each farmers market visit.

FARMERS

84% of participating farmers reported increased sales as a result of Fresh Bucks.

FARMERS MARKETS

Fresh Bucks impact has tripled since 2012, with over **13,000** shopper visits to the market in 2015 alone.



FAMILIES

90% of surveyed shoppers reported eating more fruits and veggies with Fresh Bucks.



LOCAL COMMUNITIES & ECONOMIES

Fresh Bucks created **\$518,432** in stimulus to the local economy*

\$1 in EBT

=

\$1.79 in stimulus

*In 2015. Statistic based on the USDA's estimate that for every \$1 spent in EBT, \$1.79 is generated within the economy.

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