

# GOOD FOOD at home INDIANAPOLIS

Good Food at Home provides healthy food to communities in need so everyone can lead healthier lives. Good Food at Home has provided fresh fruits and vegetables in 30 cities since 2020. In 2022, Good Food at Home returned to Indianapolis to test an improved delivery model. In this iteration, a two-phase program was offered to test the feasibility of a produce credit model. During phase one, participants in the intervention group received boxes containing approximately 50 servings of fresh fruits and vegetables weekly for 10 weeks while participants in the control group did not receive food. During phase two, participants in both groups received \$50 in fresh produce credits monthly for three months. Participants were assigned to groups to redeem their produce credits through Indy Safeway Foods, a brick-and-mortar grocery store, or Instacart, an online retailer. To measure program impact and identify opportunities for improvement, participants were surveyed and sales data was collected.

Indianapolis families were supported with fresh produce



Over 2,000 Families served



721,163

Total servings of fruits and vegetables were provided to participating families

630,930

Servings of fruits and vegetables were distributed in produce boxes

45,621

Servings of fruits and vegetables were purchased from Safeway Foods

44,612

Servings of fruits and vegetables were purchased from Instacart

Families in need benefited from the program

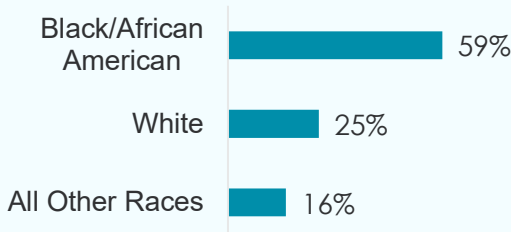
72%

lived in households with children



59%

of participants were Black or African American



17%

of participants were Hispanic or Latino/a

57%

of households were below 130% of the federal poverty level

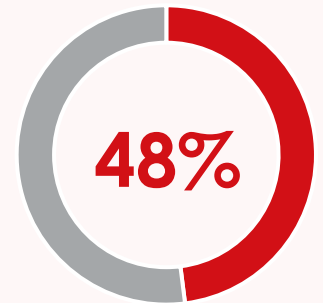
22%

participated in SNAP

10%

participated in WIC

Food and nutrition security improved during the program



of participants reported **improvements in household food security**

Produce credits supported **significant improvements in factors related to nutrition security** including household:

Ability to **buy healthy foods** without worry

Perceptions of control they have around the **healthfulness of food they buy**

Perceptions of control they have around their own **food preferences**



## Satisfaction with the produce credit model was high



69% of **Indy Safeway Foods** respondents and 72% of **Instacart** respondents were **satisfied** with the overall program.



Produce satisfaction was **significantly higher** from **Instacart** shoppers than **Indy Safeway Foods** shoppers.



80% of intervention respondents **prefer the produce credits over the produce boxes.**



Over 40 percent of respondents are **likely to continue shopping** where their produce credits were available.

## Produce credits positively impacted shopping and healthy eating habits

**79%**

of respondents plan to **continue to eat more fruits and vegetables.**

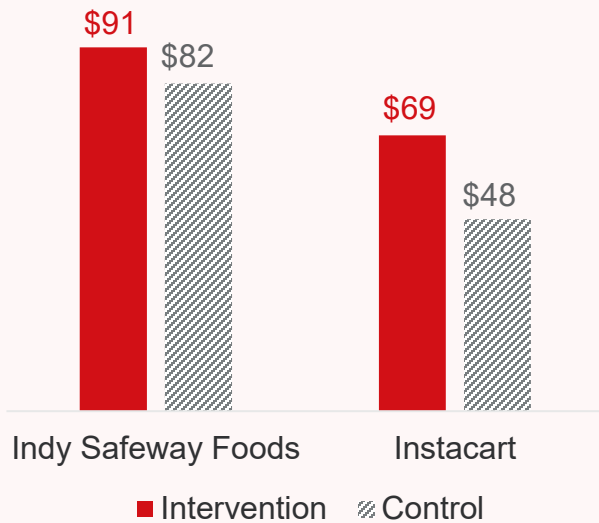
**78%**

of respondents said that the produce credits **allowed them to buy more fruits and vegetables** than they can usually afford.

**78%**

of respondents said that produce credits helped their family **build a healthy habit** of eating more fruits and vegetables.

## Intervention participants used more produce credits in each group



## More participants tried shopping at Indy Safeway Foods, but Instacart users kept coming back

Indy Safeway Foods participants were over 3 times more likely to make at least 1 purchase with their produce credits than Instacart participants.

**76% vs 49%**

Instacart participants were over 10 times more likely to use all their funds during the program (\$150) than Indy Safeway Foods participants.

**17% vs 5%**

## The Indianapolis community helped bring this program to local families

“[Good Food At Home] is a 10-week program, but the incentive provides buying power...**they get an opportunity to purchase the items that they fell in love with through the program.**”

- *Community Partner*

**Program organizers and service providers included:**  
City of Indianapolis; Fresh Connect Central/Gleaners Food Bank; Instacart; Grace Foods LLC/Indy Safeways

**Community partners included:**  
Bethel Park Family Center; Breeding Tabernacle CME Church; Christ Church Apostolic; Harrison Hill Elementary; Riverside Park Family Center; Liz Kidz/Kidz Coalition; Mackida Loveal & Trip Outreach Center; VOICES Corp; CAFE/Community Alliance of the Far Eastside