

GOOD FOOD at home Washington, D.C.

Good Food at Home is a 3-month program designed to increase access to good food – food that is affordable, sustainable, nutritious, high-quality, and culturally connected – and help families build healthy habits of fruit and vegetable consumption. Since 2020, Good Food at Home has provided fresh fruits and vegetables to families in over 30 cities. From December 2023 to February 2024, participants received \$60 per month to buy fresh fruits and vegetables (called Fresh Funds) on Instacart's online shopping platform. Altarum, a nonprofit health research consulting organization, measured program impact and satisfaction by surveying participants and analyzing sales data. Across the four cities participating in Good Food at Home, 45% of survey respondents reported an increase in nutrition security from before to after the program. This infographic highlights findings from Washington, D.C.

Washington, D.C. families were supported with fresh produce



500

Families served



47,663

Servings of fresh fruits and vegetables purchased

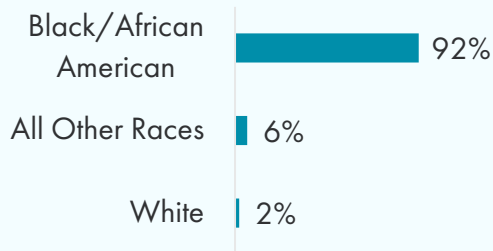
“Fresh Funds made me cognizant of my food choices and put more vegetables in my refrigerator than normal.”

- Washington, D.C. Good Food at Home Participant

Families in need benefited from the program

92%

of participants were Black or African American



4%

of participants were Hispanic or Latino/a

55%

of households were below 130% of the federal poverty level

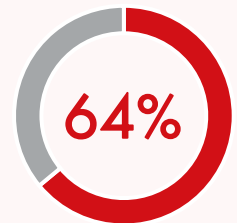
69%

participated in SNAP

28%

participated in WIC

Fresh Funds helped families stretch their food budgets



of participants made at least 1 purchase with their Fresh Funds



\$35,819

in Fresh Funds were used to purchase

7,492

fresh fruit and vegetable items across

1,153

online orders

Satisfaction with Good Food at Home and the Instacart online shopping experience was high.



86% of respondents were **satisfied** with the **online shopping experience**



88% of respondents were **satisfied** with the **convenience of online shopping**



89% of respondents were **satisfied** with the **ease of online shopping**



58% of respondents are **likely** to **continue shopping through Instacart**

Good Food at Home helped families in need build healthy habits.

85%

of respondents said that Fresh Funds helped their family **build a habit of eating more fruits and vegetables**

83%

of respondents said that Fresh Funds **empowered them to provide good food for themselves and their families**

80%

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

Good Food at Home helped improve factors related to nutrition security.

47% of respondents felt **more** able to **buy healthy foods** without worry

36% of respondents felt they had **more control** over the **healthfulness of food** they buy

32% of respondents felt they had **more control** over their own **food preferences**

Good Food at Home supported increases in the frequency of fruit and vegetable consumption.

52%

of survey respondents **increased how often they ate fruits and vegetables** from baseline to post-intervention

The Washington, D.C. community helped bring this program to local families.

"I am grateful for receiving Fresh Funds and had an overall great experience using Instacart to use them."
- Washington, D.C. Good Food at Home Participant

Program Organizers and Community Partners included:

Partnership for a Healthier America; Building Bridges Across the River; Martha's Table; Instacart; Altarum

