

# GOOD FOOD at home Milwaukee

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 Milwaukee.

## Milwaukee families were supported with fresh produce



225

Families served



32,339

Servings of fresh fruits and vegetables purchased

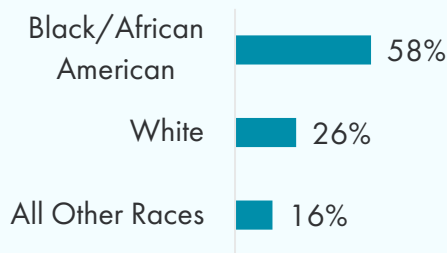
“Fresh Funds allowed me to get fruits and vegetables that I normally could not afford for [my] family.”

- Milwaukee Good Food at Home Participant

## Families in need benefited from the program

58%

of participants were Black or African American



19%

of participants were Hispanic or Latino/a

61%

of households were below 130% of the federal poverty level

50%

participated in SNAP

25%

participated in WIC

## Fresh Funds helped families stretch their food budgets



of participants made **at least 1 purchase** with their Fresh Funds



\$21,873

in Fresh Funds were used to purchase

4,796

fresh fruit and vegetable items across

650

online orders

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



87% of respondents were **satisfied** with the **online shopping experience**



93% of respondents were **satisfied** with the **convenience of online shopping**

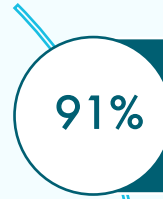


93% of respondents were **satisfied** with the **ease of online shopping**



55% of respondents are **likely** to **continue shopping through Instacart**

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



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




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



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

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

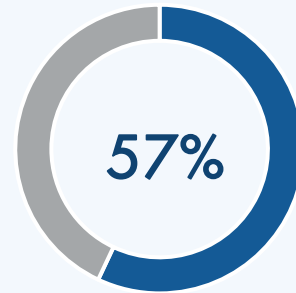


43% of respondents felt they had **more control** over their own **food preferences**

42% of respondents felt **more able** to **buy healthy foods** without worry

33% of respondents felt they had **more control** over the **healthfulness of food** they buy

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



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

## The Milwaukee community helped bring this program to local families.

"Fresh Funds were incredibly helpful in assisting my family in eating healthier food options."

- *Milwaukee Good Food at Home Participant*

### Program Organizers and Community Partners included:

Partnership for a Healthier America; Wisconsin Early Childhood Association (WECA); Instacart; Altarum

