

GOOD FOOD at home Denver

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 Denver.

Denver families were supported with fresh produce



196

Families served



30,331

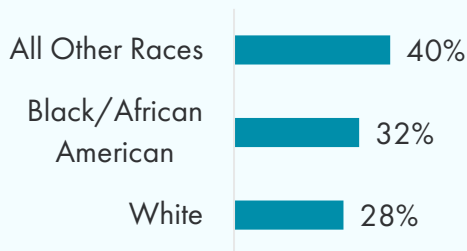
Servings of fresh fruits and vegetables purchased

"Thank you for helping provide fresh quality food for me and my two kids."

- Denver Good Food at Home Participant

Families in need benefited from the program

A majority of participants were from diverse racial backgrounds



51%

of participants were Hispanic or Latino/a

64%

of households were below 130% of the federal poverty level

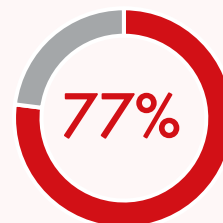
51%

participated in SNAP

23%

participated in WIC

Fresh Funds helped families stretch their food budgets



of participants made at least 1 purchase with their Fresh Funds



\$18,858

in Fresh Funds were used to purchase

4,322

fresh fruit and vegetable items across

481

online orders

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



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



82% of respondents were **satisfied** with the **convenience of online shopping**



80% of respondents were **satisfied** with the **ease of online shopping**



51% of respondents are **likely** to **continue shopping through Instacart**

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

92%

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

92%

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

90%

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.

44% of respondents felt **more able to buy healthy foods** without worry

42% of respondents felt they had **more control** over their own **food preferences**

36% 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.

73%

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

The Denver community helped bring this program to local families.

"I didn't realize how much I was spending on fruits and veggies alone! So, this was definitely eye opening and an appreciated experience!"

- Denver Good Food at Home Participant

Program Organizers and Community Partners included:

Partnership for a Healthier America; Denver Housing Authority (DHA); Montbello Organizing Committee; Instacart; Altarum

