

# GOOD FOOD at home Wichita

Partnership for a Healthier America's Good Food at Home program is designed to increase access to affordable, sustainable, nutritious, high-quality food 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 August to October 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, assessed utilization of Fresh Funds, purchasing habits, factors influencing purchasing habits, and program satisfaction by conducting focus groups with participants and analyzing Instacart sales data. This infographic highlights findings from Wichita.

## Wichita families were supported with fresh produce



250

Families served

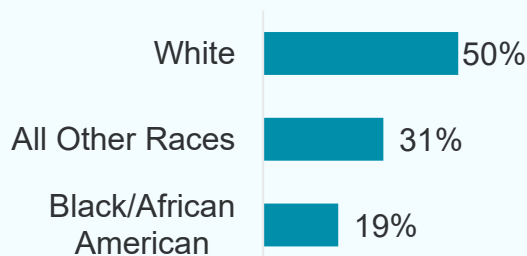


37,696

Servings of fresh fruits and vegetables purchased

## Families in need benefited from the program

A majority of participants had low income and were White



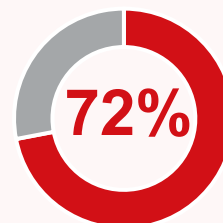
33%

of participants were Hispanic or Latino/a

76%

of households had an annual household income of less than \$35,000

## Fresh Funds helped families stretch their food budgets



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



\$21,186

in Fresh Funds were used to purchase fresh fruits and vegetables

The Wichita community helped bring this program to local families.

*"Just seeing the excitement for my two teenage boys around the first of the month, when they knew that they could get their watermelon or their strawberries or their grapes or their asparagus...seeing the kids kind of brighten up and get excited for the fruits and vegetables...getting stuff that we typically can't afford to get."*

- Wichita Good Food at Home Summer 2024 Participant

Program Organizers and Community Partners included:

Partnership for a Healthier America; Kansas Food Bank; Instacart; Altarum

