

GOOD FOOD at home New Orleans

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 New Orleans.

New Orleans families were supported with fresh produce



212

Families served

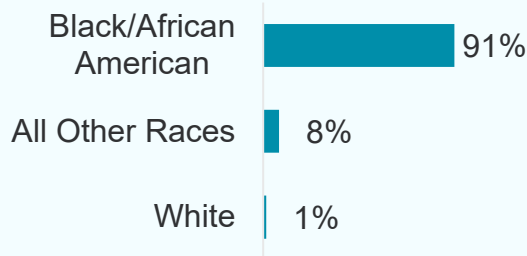


18,770

Servings of fresh fruits and vegetables purchased

Families in need benefited from the program

A majority of participants had low income and were Black/African American



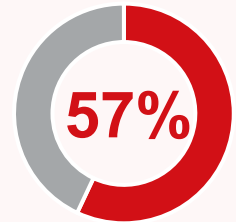
5%

of participants were Hispanic or Latino/a

74%

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



\$13,339

in Fresh Funds were used to purchase fresh fruits and vegetables

The New Orleans community helped bring this program to local families.

"[The Good Food at Home program] helps a lot with five kids who like fruit. You're able to make several meals with your fruits and vegetables with it. It helps so much."

- New Orleans Good Food at Home Summer 2024 Participant

Program Organizers and Community Partners included: Partnership for a Healthier America; Urban Strategies, Inc.; Instacart; Altarum



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Families at the Center of Results

