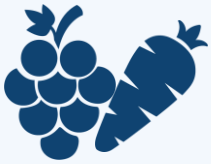
GOOD FOOD at home Detroit

Partnership for a Healthier America's Good Food at Home program is 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 fruits and vegetables to families in over 40 cities. From June 2025 to January 2026, participants received $80 per month (called Fresh Funds) to buy fresh, frozen, or canned fruits and vegetables through Instacart. Altarum, a nonprofit health research organization, measured program impact and satisfaction by surveying participants and analyzing sales data. Across the three cities participating in Good Food at Home 2025, 25% of participants reported an increase in nutrition security from before to after the program. This infographic highlights findings from Detroit, Michigan.

Detroit families were supported with fresh, frozen, and canned produce



350
Families served



197,329
Servings of fresh, frozen, and canned fruits and vegetables purchased

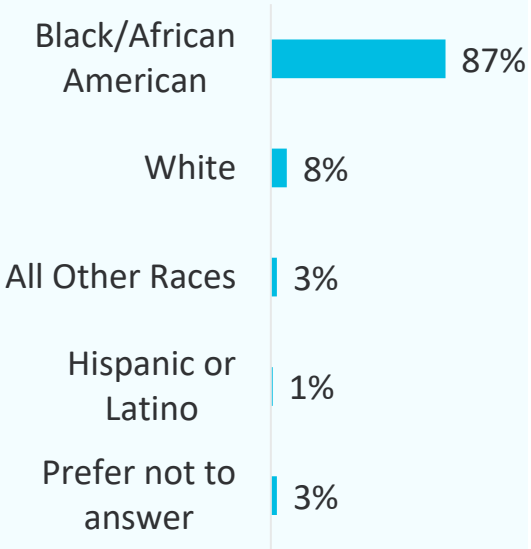
"It was so helpful with the [cost] of food and I have no transportation. Everyone I encountered was polite and kind. Praying we are able to receive it again Thank you so much, truly grateful."

- Detroit Good Food at Home Participant

Families in need benefited from the program

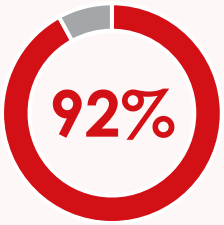
81%
of households were below 130% of the federal poverty level

A majority of participants were **Black or African American**



Note: Participants could select more than 1 category

Fresh Funds helped families stretch their food budgets

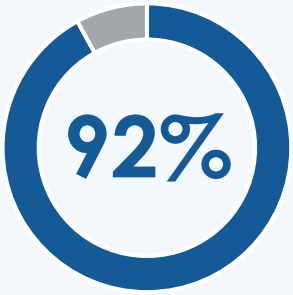


of participants made **at least 1 purchase** with their Fresh Funds



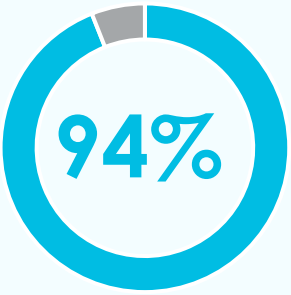
$142,741
in Fresh Funds were used to purchase
38,796
Fresh, frozen, and canned fruit and vegetable items across
4,162
online orders

Satisfaction with the program and the Instacart platform was high



of survey respondents were **satisfied** with the **online shopping experience.**

Healthy eating habits were established by families in need



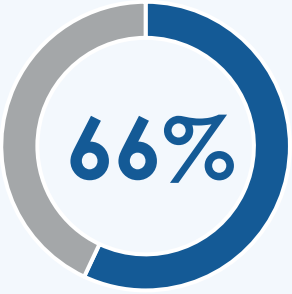
of survey respondents reported that Fresh Funds allowed them to **purchase more fruits and vegetables** than they can normally afford.

Nutrition security was increased among participants



of survey respondents reported an **improvement in nutrition security** from before to after the program.

Fruit and vegetable consumption was increased among participants



of survey respondents **increased how often they ate fruits and vegetables** from before to after the program.

The Detroit community helped bring this program to local families.

"I can't begin to put into words how valued, enjoyed and appreciated Fresh Funds were. They took a huge weight off my family's grocery budget while ensuring I was able to provide healthy options to my family at snack and meal times. We tried a variety of new fruits and veggies and really enjoyed that. "

- Detroit Good Food at Home Participant

Program Organizers and Community Partners included:
Partnership for a Healthier America, Focus: HOPE, Instacart, and Altarum