



# Local Healthy Eating Programs

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# New York City Pilot Results

# New York City Program

## 1. Pilot Goal

- Provide access to fresh fruits and vegetables to communities in need

## 2. Program Details

- Low income
- Four pilot sites expanded to seven sites
- 50% off fresh produce up to \$10

## 3. Results

- 5,600 cards distributed
- 66,000 transactions resulting in savings of \$392,000
- 50% of card recipients actively used the program



# New York City Program – Lessons Learned

1. One of the pilot sites had significantly higher engagement activity
  - Communications protocol with handholding from beginning of the process culminating in food purchases
  - Food bank with extensive community support
  - Translation Services
  - Program Training
  - Periodic Transportation
2. Need for easier retailer integration to accept fresh produce benefit
3. Mobile app usage by receipts is a user-friendly method to track and redeem benefits.
4. Long term funding sources are critical





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# City of Seattle

# City of Seattle Program - Goals

- 100% off fresh produce
- \$40 each month allowance
- Benefit is provided to low-income residents
- Transition from vouchers to card/mobile
- Upgrade to mobile app-based retailer POS

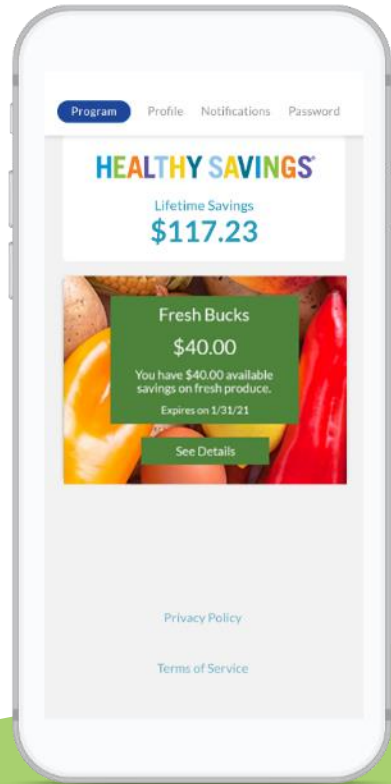


# City of Seattle Program - Outcomes

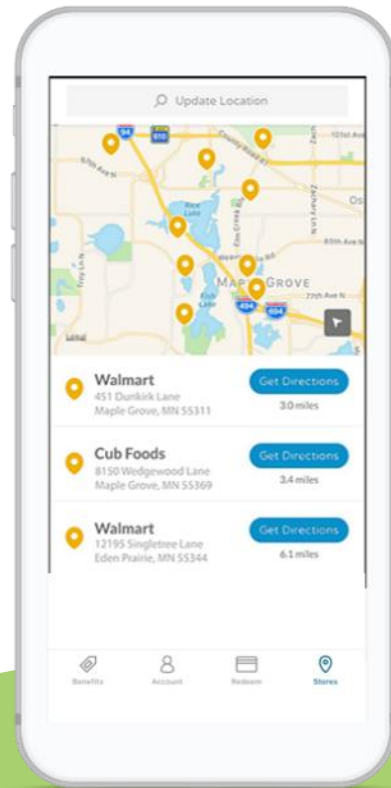
- Support growth potential
- High level of satisfaction and convenience for all end users
- Interactive mobile, web apps and portals
- Real-time data and analytics to position the City to take advantage of technology and data to improve Fresh Bucks program monitoring and performance



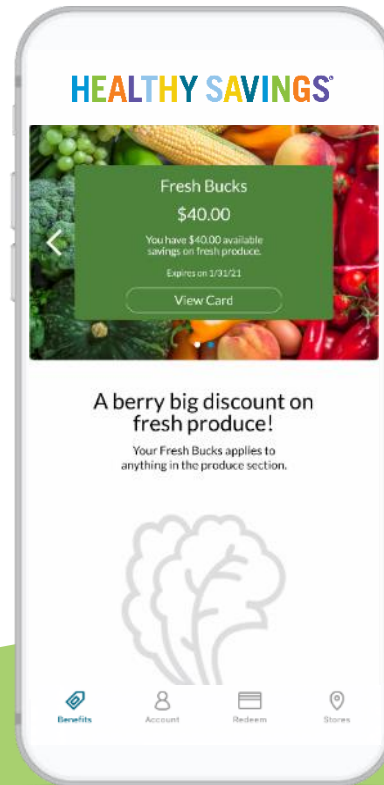
# Healthy Savings Mobile App



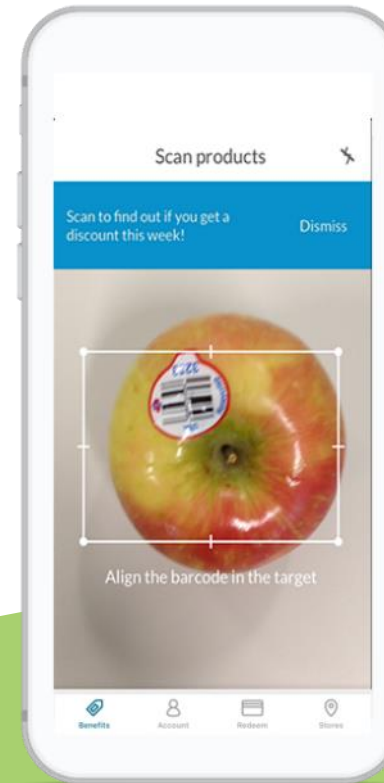
View Benefits



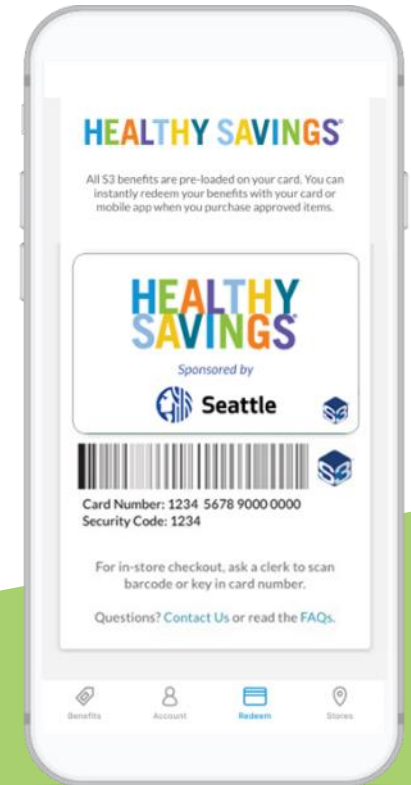
Find Store



Review Details



Scan Products



Redeem at Checkout



# How it Works

Recipient account is pre-loaded with fresh produce benefits each month.

1

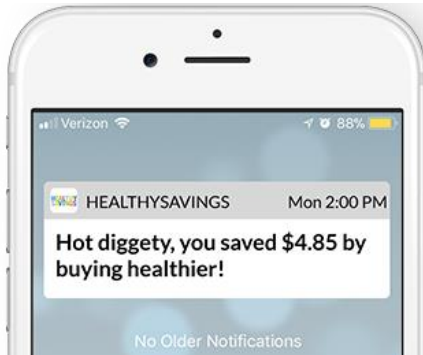
Shop for approved items

2

Scan card or mobile app at checkout

3

Save instantly





Questions?  
Brenda Berry  
[bberry@solutran.com](mailto:bberry@solutran.com)