



Food Policy and Planning Division Department of Planning | Baltimore City 2024 B'more Fresh Reach and Impact

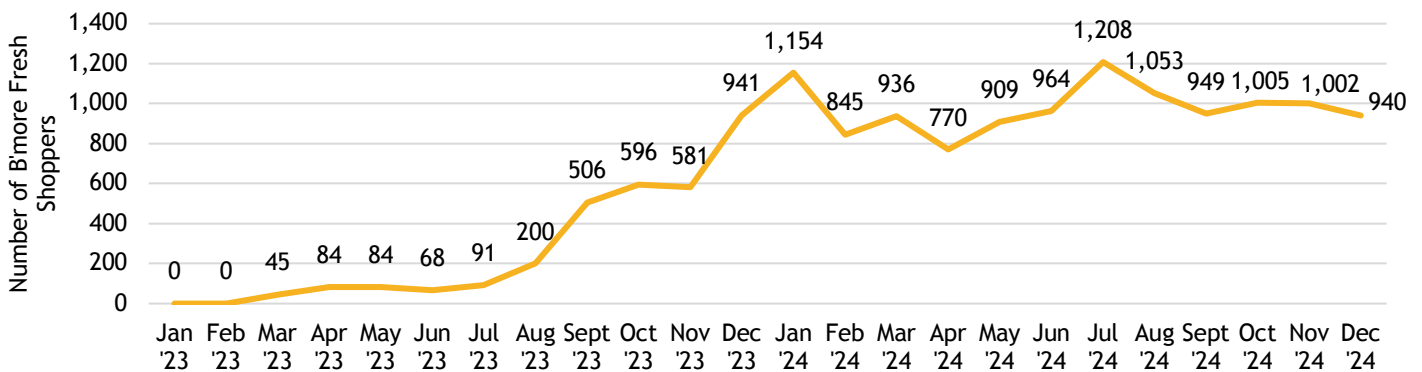


B'more Fresh 2024 Reach and Impact

11,700 Shoppers	<ul style="list-style-type: none"> In total, 11,700 shoppers used B'more Fresh January 2024 - December 2024. On average, 975 Online SNAP shoppers (25% of eligible Online SNAP shoppers) used B'more Fresh each month in 2024.
17,250 Transactions	<ul style="list-style-type: none"> B'more Fresh shoppers made 17,250 unique transactions in 2024. On average, shoppers made 1.5 B'more Fresh transactions each month, spending \$18.50 in B'more Fresh per transaction.
\$1.4 Million Issued	<ul style="list-style-type: none"> Retailers collectively issued \$1.4 million in B'more Fresh to eligible shoppers in 2024. Shoppers automatically received the incentive with a qualifying \$5 purchase.
\$217,000 Redeemed	<ul style="list-style-type: none"> In total, shoppers redeemed over \$217,000 in B'more Fresh incentives in 2024. Shoppers redeemed 15% of issued B'more Fresh funds in 2024, 3% more on average compared to 2023.

B'more Fresh Participation 2023 - 2024

Figure 1: Participation in B'more Fresh 2023 - 2024



B'more Fresh saw a notable increase in engagement in 2024 (Figure 1). On average, approximately 975 households utilized the program each month. This is an increase of over 600 households per month, on average, compared to 2023. This growth reflects the impact of strengthened outreach, improved communication strategies, and continued investment from participating retailers. In 2024, one retailer, Giant, discontinued participation due to ongoing technology and data limitations. Nevertheless, the program sustained its momentum thanks to robust support and partnership from Amazon Fresh and Safeway. Although efforts to onboard additional retailers were not realized due to similar technical barriers, the continued growth of B'more Fresh highlights the program's adaptability and potential for future expansion as infrastructure improves.

B'more Fresh Vision, Values, and Goals

Baltimore City's Online SNAP Nutrition Incentive Program

B'more Fresh was launched as part of Baltimore City's investment of American Rescue Plan Act (ARPA) funds to increase Online SNAP participation and improve nutrition security. With \$2.2 million allocated to develop an Online SNAP nutrition incentive program, the initiative is managed by the Food Policy and Planning Division (FPP) of the Department of Planning. Designed to increase access to healthy food without the need for new brick-and-mortar grocery stores, B'more Fresh focuses on serving residents in Healthy Food Priority Areas. From 2021 to 2023, FPP worked closely with Amazon Fresh, Giant, and Safeway to build needed digital infrastructure, secure USDA waivers, and coordinate outreach with community partners such as SNAP-Ed, public schools, libraries, and local nonprofits. Launched in March 2023, B'more Fresh empowered 3,200 SNAP shoppers in Baltimore City during its first year by increasing their ability to purchase fruits and vegetables through participating online retailers ([summarized in the 2023 B'more Fresh Reach and Impact Brief](#)). In 2024, the program expanded its reach significantly, serving over a total of 11,700 shoppers and continuing to enhance access to nutritious foods for households across the city.

Vision, Values, and Goals of B'more Fresh

B'more Fresh is available to any Baltimore City resident who receives SNAP, has a delivery address within the city, and can access the internet through a smartphone, tablet, or computer. Rooted in a vision of equity and access, the program aims to empower families with greater purchasing power for fresh and frozen fruits and vegetables, reduce barriers to healthy eating, and promote dignity and convenience through online grocery access.

Vision

Ensure all Baltimore City SNAP customers have the resources and support they need to achieve nutrition security through online grocery purchasing at authorized online grocery retail stores

Values

- SNAP customers have choice and say over where they obtain groceries online
- SNAP customers have access to nutritious foods such as fruits and vegetables
- SNAP customers' feedback is prioritized to address barriers and facilitators to using Online SNAP in Baltimore City

Goals

1. Increase Online SNAP participation in Baltimore City among participating retailers
2. Improve cohesion and collaboration of City and State Online SNAP efforts
3. Increase the amount of fruits and vegetables purchased online by SNAP customers
4. Ensure vulnerable populations (i.e., older adults) are prioritized in the Online SNAP strategy
5. Build trust with residents and obtain community feedback on the efficacy of B'more Fresh
6. Build advocacy and support for sustainable funding for B'more Fresh



Advancing B'more Fresh Priorities in 2024

B'more Fresh Priorities Advanced

In 2024, three core priorities guided efforts to strengthen the reach and impact of B'more Fresh, and meaningful progress was made across each. To help increase the use of Online SNAP, a new system to subsidize delivery fees for B'more Fresh shoppers was conceptualized in response to input from Baltimore City residents. Additionally, with input from residents, incentive redemption processes were streamlined to increase use of B'more Fresh. Together, the work accomplished improved the operations and reach of B'more Fresh among eligible SNAP shoppers living in Baltimore City.

1 Reducing Delivery Barriers

To address the known barrier of delivery fees, a system to subsidize delivery fees for SNAP shoppers using B'more Fresh was developed and finalized with Amazon and Safeway in December 2024. The system launched in January 2025.

2 Improving Incentive Redemption

To simplify and encourage uptake and use of B'more Fresh benefits, work continued with Amazon and Safeway to streamline redemption processes. These ongoing refinements continue thanks to strong retailer partnerships.

3 Increasing Outreach and Engagement

To increase awareness of B'more Fresh, outreach efforts expanded through partnerships with Resident Food Equity Advisors, participation in community events, website updates, targeted social media, and a citywide radio ad campaign.

Resident Food Equity Advisors



To gain a deeper understanding about B'more Fresh participation, the 2023-2024 Resident Food Equity Advisors (RFEA) cohort undertook a comprehensive exploration of Online SNAP use and the B'more Fresh program. For six months, Baltimore residents who were SNAP shoppers and lived in different Housing Authority of Baltimore City (HABC) communities shared personal experiences, and collaborated with FPP and other City agency staff to identify challenges and opportunities within the program. For example, RFEAs focused one session on identifying strategies to increase use of Online SNAP and B'more Fresh among older adults living in Baltimore City. The RFEA efforts culminated in a set of thoughtful, community-informed recommendations aimed at enhancing the program's reach and effectiveness ([summarized in the RFEA Recommendations](#)).

A notable outcome from the cohort's work is the implementation of subsidized delivery fees for B'more Fresh purchases at participating retailers (launched in January 2025). This initiative directly addresses a significant barrier identified by the advisors, making online grocery shopping more accessible for SNAP users. Further, a citywide radio campaign advertising B'more Fresh was developed and launched in 2024 in response to guidance from the cohort. The RFEAs' contributions to advancing 2024 priorities underscore the value of incorporating resident perspectives into program development, ensuring that initiatives like B'more Fresh are responsive to the needs of the communities served.

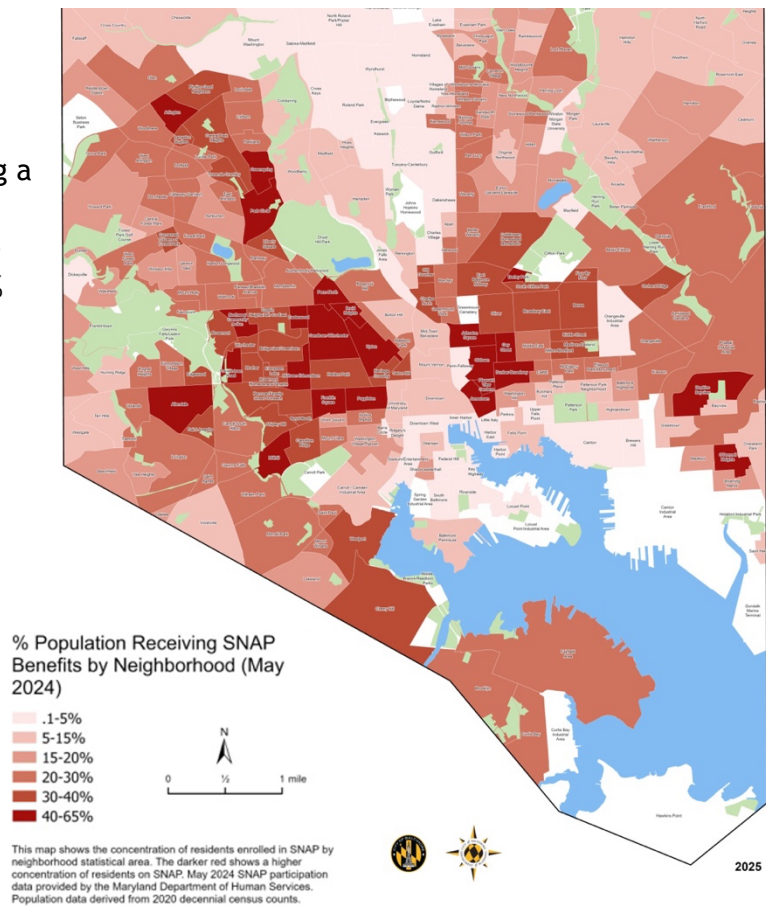


SNAP Participation in Baltimore

In 2024, an average of 93,000 households, representing over 150,000 residents, received SNAP benefits each month in Baltimore City. SNAP plays a central role in household food purchasing and contributes to improved food security outcomes, with national data showing a 30% reduction in food insecurity among participants. Within Baltimore, neighborhood-level SNAP participation ranges from under 5% to more than 60% of households (Figure 2).

Neighborhoods with the highest SNAP participation (those where 40% to 65% of households receive benefits) also overlap with areas designated as Healthy Food Priority Areas (summarized in the [2024 Food Environment Brief](#)). These are neighborhoods where Online SNAP and B'more Fresh can be especially impactful in supporting access to fresh, affordable food.

Figure 2: SNAP Participation in Baltimore City in 2024



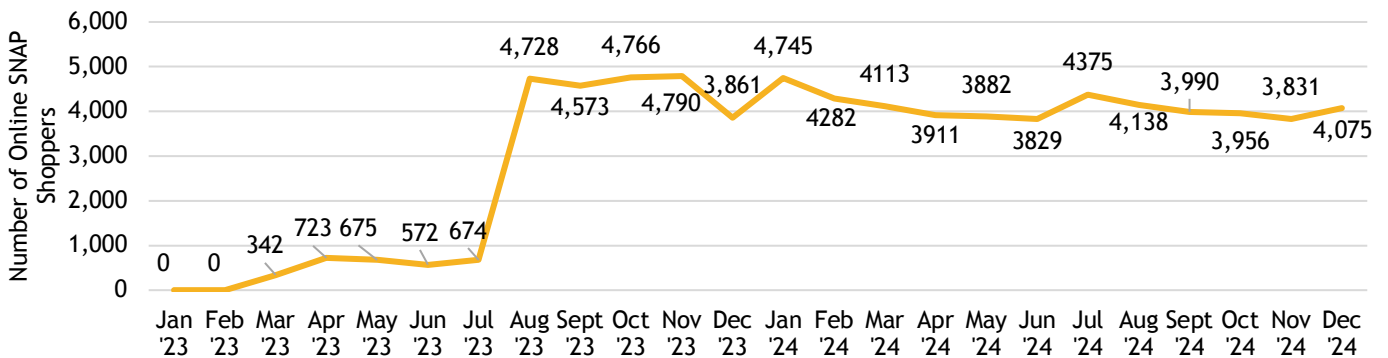
Online SNAP Participation in 2024

Online SNAP is a growing, yet underutilized, tool to improve food access for SNAP shoppers in Baltimore City. In this report, Online SNAP participation data reflect customer counts from Amazon and Safeway, the two retailers participating in B'more Fresh. In 2024, approximately 4% of SNAP households in Baltimore used their benefits to shop online through Amazon or Safeway. This rate is below national trends, where [2024 estimates suggest](#) that 14.5% of SNAP households shop online. Online SNAP participation at B'more Fresh participating retailers declined compared to 2023 in Baltimore City: from August to December, an average of approximately 550 fewer households used Online SNAP each month in 2024 than during the same period in 2023 (Figure 3). These trends highlight ongoing opportunities to strengthen outreach, improve digital access, and expand the reach citywide. Of note, these data do not include purchases made through other online retailers such as Walmart and Instacart, which also serve SNAP shoppers in Baltimore City and hold a significant share of the online grocery market nationally. The lack of participation from these retailers in B'more Fresh may help explain the observed decline in overall SNAP participation, as shoppers may be purchasing groceries from platforms not included in B'more Fresh.



Online SNAP and B'more Fresh Reach & Impact 2024 vs 2023

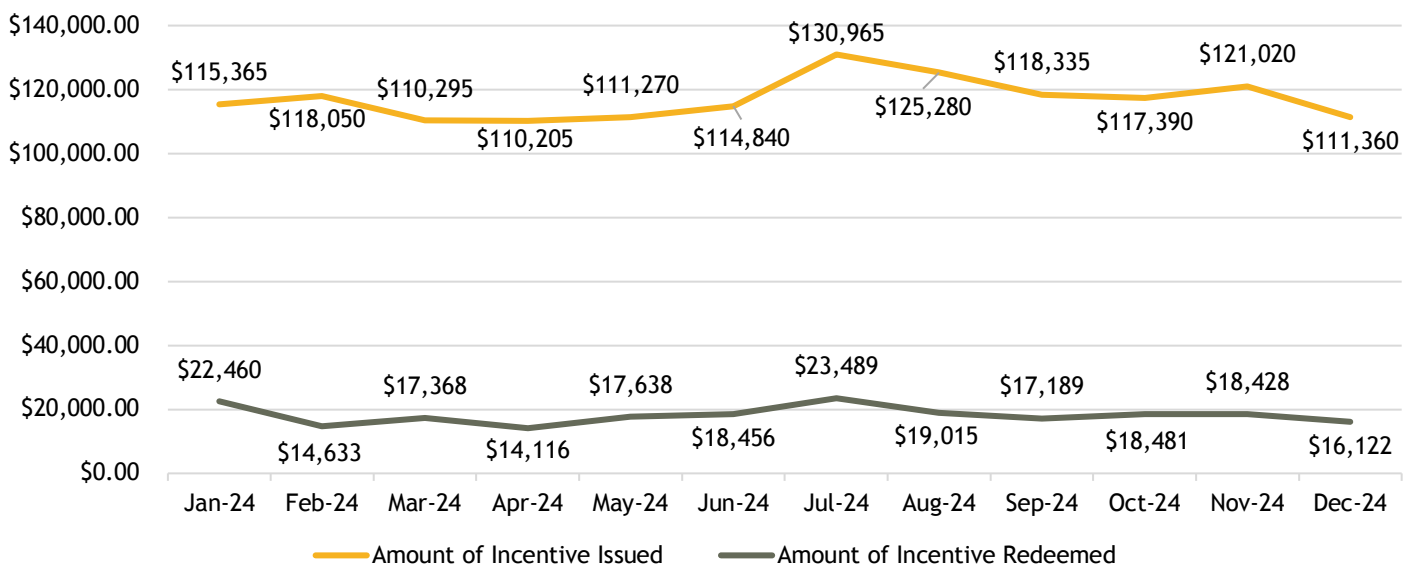
Figure 3: Baltimore City Online SNAP Customers Shopping at Participating B'more Fresh Retailers 2023-2024¹



¹ Increase in customers between July and August 2023 is due to the third retailer joining the program in August 2023 and data sharing agreement going into effect. Data for this retailer prior to August 2023 is unavailable. In 2023, participating retailers included Amazon Fresh, Giant, and Safeway. In 2024, participating retailers included Amazon Fresh & Safeway.

In 2024, B'more Fresh experienced significant growth in both reach and redemption compared to 2023. B'more Fresh was used by 11,700 total shoppers –over triple the number served in 2023. An average of 975 shoppers used the program each month, representing approximately 25% of eligible Online SNAP shoppers in Baltimore City. These shoppers completed a total of 17,250 transactions, averaging 1.5 transactions per month and redeeming about \$18.50 in B'more Fresh incentives per purchase. Retailers issued \$1.4 million in B'more Fresh funds in 2024, an increase of nearly \$1 million from 2023. This growth reflects stronger operational systems and continued retailer commitment to the program. Despite this progress, only \$217,000—or 15%—of the funds issued in 2024 were redeemed (Figure 4). Although this marks a modest increase from the 12% redemption rate in 2023, when \$62,000 was redeemed, it highlights a persistent gap and the ongoing need to better understand and address barriers to incentive use among Online SNAP shoppers.

FIGURE 4: B'more Fresh Issuance vs Redemption January 2024 - December 2024



B'more Fresh Used in Healthy Food Priority Areas in 2024

As of 2024, 16.2% of Baltimore City residents (94,472 individuals) live in Healthy Food Priority Areas—neighborhoods with limited access to full-service brick-and-mortar grocery stores ([summarized in the 2024 Food Environment Brief](#)). B'more Fresh is designed to help address these gaps by providing an additional resource for accessing fresh and frozen produce, particularly in areas where traditional food retail options are scarce. To better understand the program's reach, an analysis was conducted using available data for ZIP Codes that include Healthy Food Priority Areas. The ZIP Codes with the greatest prevalence of Healthy Food Priority Areas are 21217, 21216, 21223, 21229, 21213, and 21225. **Of the 17,250 B'more Fresh transactions completed in 2024, 3,720 (22%) were made and delivered within these Zip Codes.**

Communication and Outreach

630 Trainees

- In total, 630 service providers and Baltimore City SNAP shoppers received guidance to support confident B'more Fresh and Online SNAP use.
- Throughout 2024, 15 training events were held (both in-person and virtually).

3,600 Flyers

- Over 3,600 flyers were distributed in 2024, including at 15 community events attended by FPP staff.
- Community events were attended by over 2,750 residents.

3.9 Million Impressions

- Radio advertisements focused on B'more Fresh lead to over 3.9 million impressions across July, August, September, and December 2024.
- Radio advertisements led to over 1,000 B'more Fresh website views in August.

4,600 Viewers

- Over 4,600 unique people viewed the B'more Fresh webpage in 2024.
- Social media accounts managed by FPP and partners provided digital outreach about B'more Fresh through both Facebook and Instagram.

In 2024, FPP expanded its outreach capacity by developing a more strategic and inclusive communication approach for promoting B'more Fresh and Online SNAP. The new strategy developed was shaped in partnership with a hired communications consultant and two Food Policy Fellows from Baltimore Corps. Prior to this strategy, outreach efforts primarily centered on flyer distribution and information sharing through trusted community and State of Maryland partners, including SNAP-Ed at University of Maryland Extension, the Housing Authority of Baltimore City, Enoch Pratt Free Library, the Baltimore City Health Department, Baltimore City Public Schools, and Maryland Hunger Solutions. **While these longstanding partnerships with the State and community partners remain essential to promote B'more Fresh, the City recognized the need for a more robust and multi-channel communications effort to grow awareness and participation—particularly among residents facing barriers to digital access and literacy.**

To address these gaps, FPP launched a year-long effort to improve digital literacy and strengthen community engagement with B'more Fresh. Fifteen digital literacy trainings were held in partnership with community-based organizations, reaching more than 600 service providers and residents with guidance to support confident use of B'more Fresh and Online SNAP platforms. For example, hands-on digital literacy trainings were led in computer labs of the City's senior centers to help older adults gain the skills needed to shop for



groceries online with SNAP and B'more Fresh. In addition, FPP attended 15 community events across the city, connecting with over 2,750 residents and distributing more than 3,500 informational flyers. A refreshed [B'more Fresh website](#) (launched mid-year) provided easier navigation and access to updated resources. To further amplify the program's reach, FPP partnered with two local radio stations—92Q and 95.9—to run B'more Fresh ad campaigns in July, August, September, and December. These campaigns were informed by the RFEAs, **generated over 3.9 million impressions** and increased B'more Fresh webpage traffic substantially. Finally, social media outreach was expanded through both FPP-managed Facebook and Instagram pages as well as Urban One's social media platforms, ensuring consistent messaging across digital spaces.

B'more Fresh Successes, Challenges, and 2025 Priorities

Successes

- 11,700 total shoppers used B'more Fresh - three times more than in 2023.
- Subsidized delivery fees developed in 2024 with Amazon and Safeway in response to work with RFEAs.
- Multi-faceted outreach and communication strategy launched, including 3.9 million radio impressions.

Challenges

- 15% of issued incentives were redeemed (3% more than 2023), signaling continued barriers to awareness and use.
- Amazon and Safeway remain the only participating retailers due to technical and data limitations of other retailers.
- Online SNAP use did not significantly grow in 2024 among participating retailers.

2025 Priorities

- Strengthen partnerships with the Maryland Department of Human Services, Baltimore City Department of Social Services, Amazon, and Safeway to increase Online SNAP participation and redemption of B'more Fresh.
- Implement focused outreach and education campaigns to raise awareness about delivery fee coverage and assess how this subsidy impacts Online SNAP participation and fruit and vegetable purchasing.
- Prioritize vulnerable populations, including older adults, in Online SNAP outreach and implementation strategies to promote equitable access and use.
- Launch the next cohort of Resident Food Equity Advisors to gather ongoing community insights and feedback on B'more Fresh and Online SNAP.
- Advance stakeholder engagement efforts to build long-term support for Online SNAP.

For More Information

B'more Fresh is funded through the American Rescue Plan Act through 2026. Visit our website or send us an email to learn more about this initiative.

Website: bmorefresh.baltimorecity.gov
Email: BmoreFresh@baltimorecity.gov

