Complete Eats Fruit and Vegetable Coupons at Safeway Stores

In 2015, the Washington State Department of Health and more than 60 partners were awarded a $5.86 million competitive FINI grant from the National Institute of Food and Agriculture at the U.S. Department of Agriculture. Funds support incentive programs to make it easier for participants in the Supplemental Nutrition Assistance Program (SNAP) to afford more fruits and vegetables.

Complete Eats for Complete Health

Food Insecurity in Washington
Everyday, thousands of people in Washington face uncertainty about where their next meal will come from. One in seven Washingtonians can’t afford enough food for their household and 15% receive benefits from the Supplemental Nutrition Assistance Program (SNAP), and 37% of those recipients are children. Fresh fruits and vegetables, an important part of a healthy diet, are not easily affordable with the average SNAP benefit budget.

Complete Eats Fruit and Vegetable Coupons
With support from the FINI grant, Safeway stores in Washington launched Complete Eats, one of the first SNAP incentive programs offered by a national retailer. Shoppers who buy at least $10 worth of qualifying fruits and vegetables using their SNAP food benefits and Safeway Club Card will get a coupon for $5 off their next purchase. Shoppers can choose from fresh, canned and frozen fruits and vegetables, so long as the products have no added fats, sugars or salt.

For more information, contact FINI@doh.wa.gov or visit www.doh.wa.gov/FINI and www.doh.wa.gov/CompleteEats.
Washington State’s Food Insecurity Nutrition Incentive (FINI) Grant

Locations of Washington State’s Complete Eats Fruit and Vegetable Coupons FINI Strategy

Safeway has a large brick and mortar presence in Washington which means SNAP shoppers across the state can benefit from Complete Eats.