

instacart health

Delivering the ingredients for healthier living

At Instacart, we believe everyone should have access to the nutritious food they need to live healthy lives.

That's why we launched Instacart Health—a sweeping new initiative designed to expand food access, address nutrition insecurity, and improve health outcomes.



Instacart Health's 3 Focus Areas



Nutrition Security

We're expanding equitable access to healthy food in low income communities



Healthy Made Easy

We're building tools to guide and inspire people to eat healthy based on their dietary needs



Food as Medicine

We're introducing modern tools for personalized health plans and collaborative care

New Commitments & Partnerships

- We're setting a goal to expand EBT SNAP—the online payment system for the Supplemental Nutrition Assistance Program—to **all 50 states in 2023 and to all Instacart grocery partners by 2030.**
- We're working with retailers and regulators to further expand access and affordability by allowing customers to shop via Instacart using their **Temporary Assistance for Needy Families (TANF) benefits.**
- We're committing to bring **10 million servings of fruits and vegetables** to families across the U.S. over the next 3 years as part of a larger, long-term partnership with Partnership for a Healthier America.

1 in 10

Americans do not have reliable access to nutritious food

100 million+

people in the United States suffer from diet-related disease

New Products & Innovations

- We're launching **Fresh Funds**, which allow any entity—non-profit, employer, health system or corporation—to fund category-specific food stipends that can be used for specific products—For example, fresh produce—to help incentivize healthy choices.
- We're introducing tools that allow dietitians, nutritionists, chefs, and food influencers to create curated **Lists** of healthy food that people can buy in one-tap and get delivered in as fast as an hour.
- We're rolling out a new product—**Care Carts**—that gives healthcare providers and caregivers the ability to order and send groceries and medical supplies on behalf of someone else.
- We're building new tools that give consumers greater access to nutrition information and empower them to make informed decisions—including new **Health Tags**, which show up to 23 product characteristics like low-sugar, gluten free, or vegan.

New Research

We're spearheading new research to better understand the underlying challenges driving nutrition insecurity and identify new ways to expand access to healthy food.

- This includes a new study Instacart partnered on with No Kid Hungry and the University of Kentucky that found **online grocery shopping helps families with low incomes**—including SNAP households—stretch their food budgets, save time, reduce stress, and make healthier shopping decisions.

New Health Policy Priorities & Advocacy

We're committing to advocate for lasting policy changes that help expand access to nutritious food and improve health outcomes. That's why we've released the Instacart Health Policy Agenda, outlining our top 3 policy priorities related to food access, nutrition and health:

1. **Modernize food assistance programs** to increase equitable access to nutritious food.
2. **Increase the availability** of affordable, nutritious food in underserved urban and rural areas.
3. **Provide equitable access** to health-tailored groceries and food prescription programs.

Download the full agenda at instacart.com/health/agenda

Join Us

We're in this for the long run, and we're calling on public and private sector leaders to join us. It's time to deliver the ingredients for healthy living together.



Learn more at instacart.com/health