

instacart health

Making nutritious food accessible for more families

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 initiative that leverages our technology, partnerships, research, and advocacy to expand access to nutritious food and improve health outcomes.

Instacart Health's 3 Focus Areas



Improving Nutrition Security

Expanding access to nutritious food, including in low-income communities



Inspiring Healthy Choices

Inspiring and empowering people to eat more nutritious food that fits their dietary needs



Scaling Food as Medicine

Building the technology and infrastructure to scale food as medicine programs

Programs & Partnerships

- Instacart pioneered online SNAP payments in collaboration with the United States Department of Agriculture (USDA).
 We are now the first online grocery platform to make online SNAP payments available in all **50 states** and D.C., delivering on a commitment to the White House in 2022.
- Instacart launched nutrition programs with Partnership for a Healthier America in Denver, Indianapolis, Milwaulkee, Englewood, NJ, and Washington, DC to help families living with lower incomes access more fruits and vegetables — with more cities coming in 2024. It's part of our commitment to bring 10 million servings of fruits and vegetables to families across the U.S. over the next 3 years.
- Instacart and Military Family Advisory Network (MFAN) have teamed up to provide over 100 military families with monthly Instacart Health Fresh Funds stipends following relocation to a new base.
- Instacart and the City of Columbia, SC have launched a program to help residents living in underserved neighborhoods access more nutritious food by helping cover the costs of online grocery delivery.
- Instacart has partnered with Boston
 Children's Hospital, Mount Sinai Solutions,
 DispatchHealth and other providers and
 payers to help launch and scale food
 as medicine programs using Instacart
 Health technologies, making it as easy
 for physicians to prescribe food
 as it is to prescribe medicine.

1 in 8

Americans do not have reliable access to nutritious food

(Source: US Department of Agriculture)

More than 100 million

People in the United States suffer from diet-related disease

(Source: US Department of Health and Human Services)

Innovative Tools

- Fresh Funds allow any organization to fund category-specific food stipends that can be used for specific items — for example, fresh produce — to incentivize nutritious choices.
- Lists allow dieticians, nutritionists, chefs, and others to create curated lists of nutritious food that people can buy in one-tap.
- Care Carts allow healthcare providers, caregivers, and others to send groceries and health essentials to someone else's doorstep.
- Community Carts have helped more than 100 food banks across the country secure the exact food items and other essentials they need to support their communities' unique needs.
- Health Tags show consumers up to 23 health-related product characteristics like low sugar, gluten free, or vegan as they are grocery shopping.

Policy Advocacy

We're advocating for lasting policy changes that help expand access to nutritious food and improve health outcomes. Our top policy priorities include:

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

Download our Policy Agenda at instacart.com/health/agenda

Research

- Instacart partnered with No Kid Hungry and the Univ. of Kentucky on a study 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. The study found online shoppers spent \$5.24 more on fruits and vegetables compared to in-store shoppers, without increasing their grocery bill.¹
- Instacart is working with the Univ. of Kentucky and the Food as Health Alliance to study the impact of food as medicine programs on nutrition security, glycemic control, and blood pressure among pregnant women with diabetes as well as Medicaid recipients with hypertension or diabetes.
- Instacart is working with the Univ. at Buffalo
 to test nutrition intervention programs
 developed for families with young children at
 risk for obesity, including families living with
 low incomes.
- Instacart is working together with Meharry Medical College and the Journal of Health Care for the Poor and Underserved to produce a supplemental issue dedicated to innovative research, impacts, and lessons learned from research focused on advancing food access and nutrition security to improve health outcomes.
- Instacart is supporting the American Heart Association's groundbreaking Health Care by Food™ initiative, through which the organization is powering research and advocacy to promote the adoption of effective food as medicine interventions that reduce chronic health conditions, curb health care costs, and address health inequities.

1. No Kid Hungry by Share our Strength micro report titled New Research Report: Online Shopping for Low income Families, published September 2022.

Join Us

We're in this for the long run, and we're calling on public and private sector leaders to join us.



