

GrowNYC Fresh Food Box – Equitable Pricing

Equitable Pricing ensures access to healthy, local food for all New Yorkers. GrowNYC Fresh Food Box customers are asked to pay for their Fresh Food Box at the level that best suits their economic and personal situation. No documentation is required from customers. Equitable pricing works on the honor system.

Let our site managers know your self-selected tier – Blue, Orange, or Green. We will save your preference to make the check-out process efficient. If your situation changes and you would like to switch tiers at any time, simply let our site managers know.

| | Blue Tier \$14 | Orange Tier \$17 | Green Tier \$20 |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| SUBSIDIZED SHARES THROUGH FUNDRAISING | | | |
| Household size | Combined household income | Combined household income | Combined household income |
| 1 person | < \$30,000 or \$15/hour | \$30,000 – \$50,000 Or \$15 – \$24/hour | > \$50,000 or \$24/hour |
| 2 people | < \$50,000 or \$24/hour | \$50,000 – \$70,000 Or \$24 – \$34/hour | > \$70,000 or \$34/hour |
| 3 people | < \$70,000 or \$34/hour | \$70,000 – \$90,000 Or \$34 – \$44/hour | > \$90,000 or \$44/hour |
| 4+ people | < \$90,000 or \$44/hour | \$90,000 – \$110,000 Or \$44 – \$53/hour | > \$110,000 or \$53/hour |
| OTHER FACTORS TO CONSIDER | | | |
| Employment | <ul style="list-style-type: none"> • Furloughed, under-employed, or unemployed • Part-time • Temporary or seasonal employee • Senior citizen | <ul style="list-style-type: none"> • Employed full-time • Self-employed • Unemployed by choice | <ul style="list-style-type: none"> • Employed full-time • Self-employed • Unemployed by choice |
| Healthcare | <ul style="list-style-type: none"> • Recipient of Medicaid or Medicare • COBRA (unemployment insurance) • Uninsured | <ul style="list-style-type: none"> • Insured through employer, ACA or self-insured | <ul style="list-style-type: none"> • Insured through employer, ACA or self-insured |

Consider paying at a lower tier if you are an undocumented immigrant or have immigration-related expenses; or if you are paying out of pocket for significant medical or educational expenses.

Consider paying at a higher tier if you enjoy recreational travel, own your home, or have a relatively high degree of earning potential due to race, class, education level, gender, etc.

Special thanks to our colleagues at [Rolling Grocer 19](#) for sharing their innovative [Fair Pricing System](#), which informed this work.