

# HARVEST BUCKS

## Vegetable & Fruit Program

2016



of Middlesex-London residents eat vegetables and fruit five or more times a day.<sup>1</sup>



**\$56,080**  
of Harvest Bucks distributed

**31** Funded programs<sup>2</sup>



**10** Direct purchase programs<sup>3</sup>



Redeemed at  
**7** farmers' markets<sup>4</sup>

**\$46,682**  
of Harvest Bucks redeemed  
**= 83%**  
redemption rate

**1536**  
Households received Bucks



### Interested in Donating?

**100%**



of donations go to purchasing Harvest Bucks for funded programs!

To learn more, please contact: 519-663-5317 ext.2353  
or visit: [www.healthunit.com/harvest-bucks](http://www.healthunit.com/harvest-bucks)

### Partnership of:

Covent Garden Market  
Downtown Strathroy Market  
Farmers' & Artisans' Market at the Western Fair  
London's Child & Youth Network  
Middlesex-London Health Unit  
On the Move Organics  
Southdale Farmers' & Artisans' Market



<sup>1</sup> Source: Canadian Community Health Survey 2013/2014 - ShareFile.

<sup>2</sup> Funded programs include four emergency food banks.

<sup>3</sup> Some programs directly purchase Harvest Bucks.

<sup>4</sup> Participating markets include Covent Garden Market (indoor and outdoor), Downtown Strathroy Market, Farmers' and Artisans' Market at the Western Fair, On the Move Organics, Southdale Farmers' and Artisans' Market, Masonville Farmers' and Artisans' Market, and SoHo Market.