

HARVEST BUCKS

Vegetable & Fruit Program

2016



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



\$56,080
of Harvest Bucks distributed



31 Funded programs²



Redeemed at
7 farmers' markets⁴

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

10 Direct purchase programs³

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

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



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

² Funded programs include four emergency food banks.

³ Some programs directly purchase Harvest Bucks.

⁴ 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.