

Harvest Bucks Vouchers: Information For Businesses

Welcome to the Harvest Bucks program!

The following information and requirements are for businesses where Harvest Bucks vouchers may be used as payment for vegetables and fruit.

What are Harvest Bucks vouchers?

- Harvest Bucks vouchers are redeemable for *fresh vegetables and fruit*.
- In 2023, nearly \$200,000 Harvest Bucks were distributed through community organizations.
- Harvest Bucks vouchers are each worth \$5.
- Harvest Bucks vouchers expire on January 31st each year.

What are the goals of the initiative?

- Increase access to, and consumption of, fresh vegetables and fruit;
- Increase awareness and knowledge of, and comfort/familiarity with, farmers' markets, small community grocery stores;
- Support local producers; and
- Increase the comprehensiveness of local community-based food programming.

How do community members receive Harvest Bucks vouchers?

- Individual purchase
- Receive as a gift or honorarium
- Receive from participation with a community organization or community program

Who organizes the initiative?

Harvest Bucks is organized with support from various community partners including London's Child and Youth Network, Age Friendly London Network, London Food Bank, Middlesex-London Health Unit (MLHU), London Intercommunity-Health Centre, Middlesex-London Food Policy Council, Glen Cairn Community Resource Centre, Covent Garden Market, The Market at Western Fair District, Urban Roots, and other local community partners and businesses.

Funding for the program is provided by the London Food Bank, London's Child and Youth Network, and Age Friendly London Network.

If you have any questions about the Harvest Bucks program or the location agreement, please email harvestbucks@mlhu.on.ca.

Harvest Bucks Vouchers: Requirements for Businesses

Acceptable Voucher Use

1. Redeem Harvest Bucks vouchers only for fresh vegetables and fruit. Cut up vegetables and fruit are permitted as long as no other product or ingredients are included for sale with the produce (e.g., dip, dressing, egg, cheese, nuts).
2. Redeem Harvest Bucks vouchers like cash or gift cards; however, do not provide change for any unused value. For example, if a shopper purchases \$3.50 of vegetables and pays with \$5 Harvest Bucks, do not provide change. Please discuss with your staff tips or strategies that customers can use to help get the full value from their vouchers (e.g., add a vegetable or fruit worth 50 cents or \$1).
3. Do not accept Harvest Bucks vouchers after their expiry date. 2024 vouchers expire January 31, 2025.

Education

1. Educate staff about the program and acceptable voucher use.
2. Display Harvest Bucks sign(s) at your location.
3. Provide monthly communication to staff about the program (e.g., redemption process, reminder that vouchers are only redeemable for fresh vegetables and fruit).

Farmer's market managers must also ensure produce vendors are aware of the need to:

1. Educate their staff about acceptable voucher use.
2. Display Harvest Bucks sign(s) at their booth.

Reimbursement Process

1. Collect redeemed Harvest Bucks vouchers.
2. Submit monthly (or less frequently) invoice with vouchers to MLHU for full reimbursement.
 - a. Address the package to the Middlesex-London Health Unit c/o Municipal and Community Health Promotion Team and label as Harvest Bucks.
 - b. Include in the package the redeemed vouchers and a typed invoice to the Middlesex-London Health Unit.
 - c. Take the package to the main reception at MLHU during office hours (London or Strathroy location). Please see addresses and hours below.
 - d. For drop offs larger than a shoe box, please email harvestbucks@mlhu.on.ca in advance with the day and approximate time you will be dropping them off.
 - e. If drop off isn't an option, packages may also be couriered to either address below (couriered to the attention of Municipal and Community Health Promotion Team).

London Office (CitiPlaza)
Middlesex-London Health Unit
110-335 Wellington St
London, ON N6A 3N7
Monday – Friday
8:30 a.m. – 4:30 p.m.
519-663-5317

Strathroy Office (The Shops on Sydenham)
Middlesex-London Health Unit
51 Front St. E
Strathroy, ON N7G 1Y5
Monday – Thursday
8:30 a.m. – 12:00 p.m.; 1:00 p.m. – 4:30 p.m.
519-663-5317

The main CitiPlaza reception is accessible through the doors inside the mall on the southeast corner of Clarence St. and King St.

www.healthunit.com/harvest-bucks

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Evaluation

1. Provide informal feedback, as needed, to the Harvest Bucks Steering Committee.
2. Provide formal feedback, when requested, to the Harvest Bucks Steering Committee. This may include a short evaluation survey at the end of the program year.