



# HARVEST BUCKS 2013

Vegetable & fruit farmers' market voucher program started in 2012

# 89%

of Middlesex-London residents did NOT meet their vegetable & fruit requirement based on Canada's Food Guide<sup>1</sup>



## Did you know?

Eating enough vegetables & fruit is important for healthy living, healthy weights & prevention of chronic diseases.

## \$11,070



Harvest Bucks distributed

## 8



Funded programs<sup>2</sup>



## 9



Direct purchase programs<sup>3</sup>

## 358



London households received Bucks

# 75%

Harvest Bucks redeemed (\$8,356)

## 6



Participating farmers' markets<sup>4</sup>

## Direct purchase voucher recipients reported they:<sup>5</sup>

## 84%

ate all or most of the vegetables & fruit purchased

## 84%

ate more vegetables & fruit in general

## 95%

intend to buy vegetables & fruit at a farmers' market in the future

100% of donations received are used to purchase Harvest Bucks for funded programs.

Tax receipts are provided for donations of \$100 or more.

To become a program donor or to learn more, please contact: [kim.leacy@mlhu.on.ca](mailto:kim.leacy@mlhu.on.ca)

Harvest Bucks is a partnership of:

Covent Garden Market  
Farmers' & Artisans' Market at the Western Fair  
London's Child and Youth Network  
Middlesex-London Health Unit

<sup>1</sup> Source: Canadian Community Health Survey 2011 - Public Use Microdata File.

<sup>2</sup> Programs apply for funding for Harvest Bucks <sup>3</sup> Programs directly purchase Harvest Bucks

<sup>4</sup> Covent Garden Market (indoor and outdoor), Farmers' and Artisans' Market at the Western Fair, Masonville Farmers' and Artisans' Market, Southdale Farmers' Market and University Heights Public School Market

<sup>5</sup> Based on a 34% response rate (n=69)