



HARVEST BUCKS 2014

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 Guide¹



Did you know?

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

\$17,738



Harvest Bucks distributed

6



Funded programs²



11



Direct purchase programs³

536



London households received Bucks

\$13,014

Harvest Bucks redeemed

5

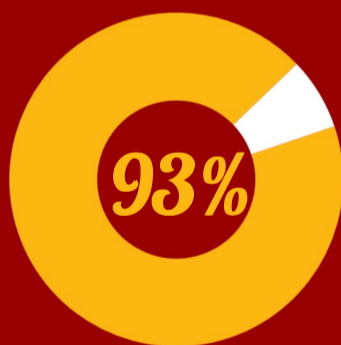


Participating farmers' markets⁴

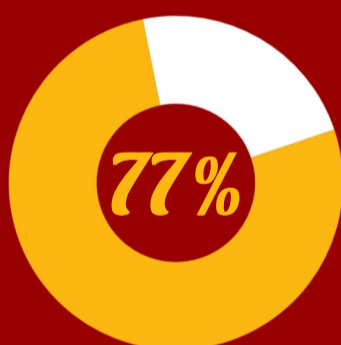
73%

redeemed

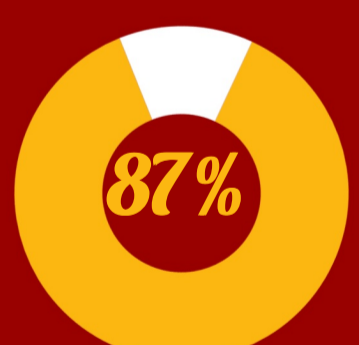
Funded program voucher recipients reported they:⁵



ate all or most of the vegetables & fruit purchased



ate more vegetables & fruit in general



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

Interested in Donating?

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

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

To learn more, please contact: kim.leacy@mlhu.on.ca

Harvest Bucks is a partnership of:

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

¹ Source: Canadian Community Health Survey 2011 - Public Use Microdata File.

² Programs apply for funding for Harvest Bucks ³ Programs directly purchase Harvest Bucks

⁴ Covent Garden Market (indoor and outdoor), EatGreen Organics (delivery only), Farmers' and Artisans' Market at the Western Fair, Masonville Farmers' and Artisans' Market and Southdale Farmers' and Artisans' Market

⁵ Based on a 42% response rate (n=70) in 2014