



# Review of UK voucher schemes for fruit and vegetables

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- *Food insecurity increasing*
- *UPF swamps*
- *1 in 4 eat recommended 5-a-day*
- *Fresh fruit and vegetable deserts*
- *Price*



### *Aim*

*Review of UK based schemes which offer vouchers towards the purchase of fresh fruit and vegetables*

# Methods

Literature search using PubMed plus topic experts

Search terms: *'fruit and vegetable consumption', 'increase', 'subsidies', 'discount' 'voucher'.*

Inclusion criteria: UK voucher, subsidy or discount schemes aiming to increase consumption of fresh fruit and vegetables.

2013 - 2023

# Results



44 publications (n=29 USA), n=7 UK



Healthy Start (Government funded national scheme)



Rose vouchers (Alexandra Rose Charity led projects)



Fresh Street (University led research projects)



Variation: Target population, Eligibility, Amount, Use for, Paper vs electronic, Delivery partners, Funding, Evaluation



- Young families on low incomes
- Ten weeks pregnant or children under 4 years and receive certain benefits
- Prepaid card – topped up monthly
- £4.25 per week (£8.50 under 1yr)
- Cow's milk, infant formula, fresh, frozen and tinned fruit, vegetables, pulses
- Mastercard®
- Funding: Department of Health
- Reach: 500,000 families eligible, national uptake 64%

## Rose vouchers



- Young families on low incomes
- Ten weeks pregnant or children under 4 years and receive certain benefits
- £5 per week
- Fresh fruit & vegetables
- Paper vouchers – from local children centres
- Local independent fruit & vegetable retailers
- Funding – non-profit
- Status: 10 years + currently ongoing in 7 cities
- Reach: 1560 families in 27 children's centres



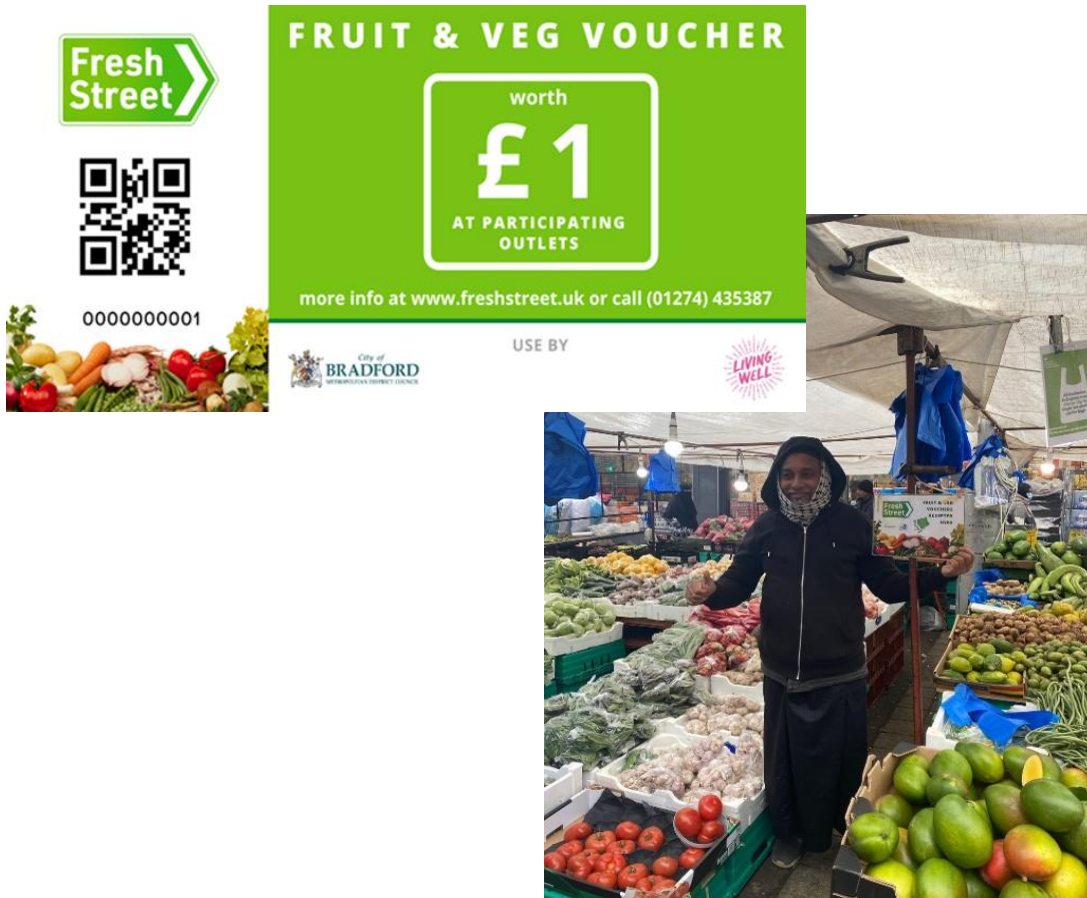


Alexandra  
**Rose**  
Charity



## Fruit and veg on prescription

- Patients obese or at risk of obesity at discretion of their general practitioner
- £8 per week plus £2 for every family member
- Fresh fruit & vegetables
- Paper vouchers –from community health centres
- Local independent fruit and vegetable retailers
- Funding – non-profit
- Status: ongoing pilots in two London boroughs with social prescribers and community health practitioners
- Reach:~100 households



- Area based approach
- All households regardless of size, income, makeup
- £5 per week
- Fresh fruit & vegetables
- Paper vouchers – delivered to doorsteps
- Local independent fruit & vegetable retailers
- Funding: Local council public health
- Status: Pilot/feasibility studies completed in 5 cities
- Reach: 545 households in 13 streets & one block of flats



## Community



- Community based approach
- All households regardless of size, income, makeup
- £10 per fortnight
- Fresh fruit & vegetables
- Paper vouchers – delivered to doorsteps
- Local independent fruit & vegetable wholesalers – pop up stalls at community centre
- Funding – Research Council
- Status: 2 pilots ongoing with community centres in two cities
- Reach: 450 households in 12 streets



# Discussion

- Limitations: grey literature
- Rigorous evaluation lacking, and complex (what, who, where, how, and when)

## **Target population**

- Individual mums & children on benefits
- Families at risk of
- All households – area/ community
- City centre

## **Vendors**

- Supermarkets
- Independent local retailers or wholesalers
- New (community centre pop-ups)

## **Delivery & collaboration**

- Supermarkets
- Health centres
- Community centres
- Schools?

## **Voucher format**

- Electronic - online sign up and delivery
- Paper – prompt, sharing, info
- Amount
- Sell by date



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Thank you

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