

LONDON FOR ALL

A ROADMAP TO END POVERTY



Food Security

7.9 Increase availability of gift cards, food cards, coupons, price-matching, and fresh food vouchers that provide healthy, culturally appropriate food

Harvest Bucks

Harvest Bucks are vouchers used to buy fresh vegetables and fruit at participating locations in London. Individuals, businesses and organizations may purchase Harvest Bucks and eligible community food programs may apply for funded Harvest Bucks. In 2019 the London Food Bank purchased \$150,000 worth of Harvest Bucks providing \$120,000 for pilot distribution and \$30,000 for community food cupboards.

2020 Participating Locations for Harvest Bucks are:

- Masonville Market
- Covent Garden Market
- Southdale Food Market
- London Good Food Box
- The Market at Western Fair District
- Old East Village Grocer
- Urban Roots
- Millar Berry Farms

Food Families – Child and Youth Network (CYN)

Food Families is a dynamic program in which a group of neighbourhood families come together on a regular basis to form a network that supports, encourages, and mentors one another using food – purchasing, growing, sharing, learning, and celebrating – as a galvanizing focus.

Food Families has had a significant impact on families. A formal evaluation was completed and identified a number of exciting results, including: families have learned new ways to save money; families are saving money on groceries and have more options when they purchase food; and Families have increased their ability to prepare and cook their own food.

There are 11 modules that make up the Food Families program which include

- Price Matching / Meal Planning
- Couponing 101
- Money Sense

Food voucher system

City of London Social Services moved from the food voucher system to giving grocery store gift cards instead. The benefits to doing this are:

- Dignity of the client – gift cards keep their social assistance status private.
- Individuals can use the card to purchase whatever they need at the grocery store where the food voucher was somewhat prescriptive.
- Individuals can use the gift card over multiple occurrences and have full access to all the funds on the card. With the food voucher, they had to spend all the money in one occurrence and if didn't spend it all, were not provided change (or only a minimal amount of change ... i.e. maximum of \$3) – even though the full value of the food voucher was deducted from their next cheque.