Rose Vouchers for Fruit & Veg Project
Vision

“For everyone to have access to healthy and affordable food.”

Mission

“To give families access to fresh fruit & vegetables in their communities.”
The Problem
Poor food easily available & accessible

- **Non HFSS**
  - £7.50 per 1000 kcal

- **High fat sugar and salt foods**
  - £2.50 per 1000 kcal
Stats on UK Food Poverty, Apr 18-Mar 19

• 8.4 million people in the UK suffer from food insecurity (UN)

• 1.6 million food bank parcels given to people in crisis by Trussell Trust

• More than half a million of these went to children (577,618)

• This is an 18.8% increase on the previous year
Number of Families Benefiting from the Rose Vouchers Project in Each Location

- Barnsley: 237
- Hackney: 192
- Hammersmith & Fulham: 225
- Southwark: 178
- Lambeth: 184
- Liverpool: 153

Rose Vouchers Redeemed in Each Location

- Barnsley: 82,949
- Hackney: 62,631
- Hammersmith & Fulham: 36,819
- Southwark: 83,688
- Lambeth: 14,728
Number of Families Benefiting from the Rose Vouchers Project

1,500 families have benefited from Rose Vouchers since the project began in 2014.

1,169 families currently collecting Rose Vouchers.

Rose Vouchers Redeemed

300,187 Vouchers redeemed to date since 2014.

166,396 Vouchers redeemed between April 2018 to 31 March 2019.

Organisations Involved in the Rose Vouchers Project

- Number of traders: 34 from 8 markets
- Number of independent greengrocers: 3
- Number of community food projects: 3
- Number of children’s centres: 26
Mobile fruit and veg van in Liverpool
Digital Transformation of the Rose Voucher Project
The impact for families receiving Rose Vouchers is clear:

- 95% increase fruit & veg consumption
- 75% decrease consumption of takeaways and convenience foods
- 65% more meals cooked from scratch
- 95% report improved health and wellbeing
Feedback from Families

“Love walking to the market and feel healthier.”

“Now I am so happy because my boys are eating broccoli, cauliflower, okra, spinach”.

“Before the fruit basket was always empty, now it's always full.”

“I use the markets all the time, I love shopping between them and finding the best buys.”
Thank You

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https://www.alexandrarose.org.uk/rose-vouchers-film