

# FreshStreet Community Scheme: Household vouchers for fresh fruit and vegetables

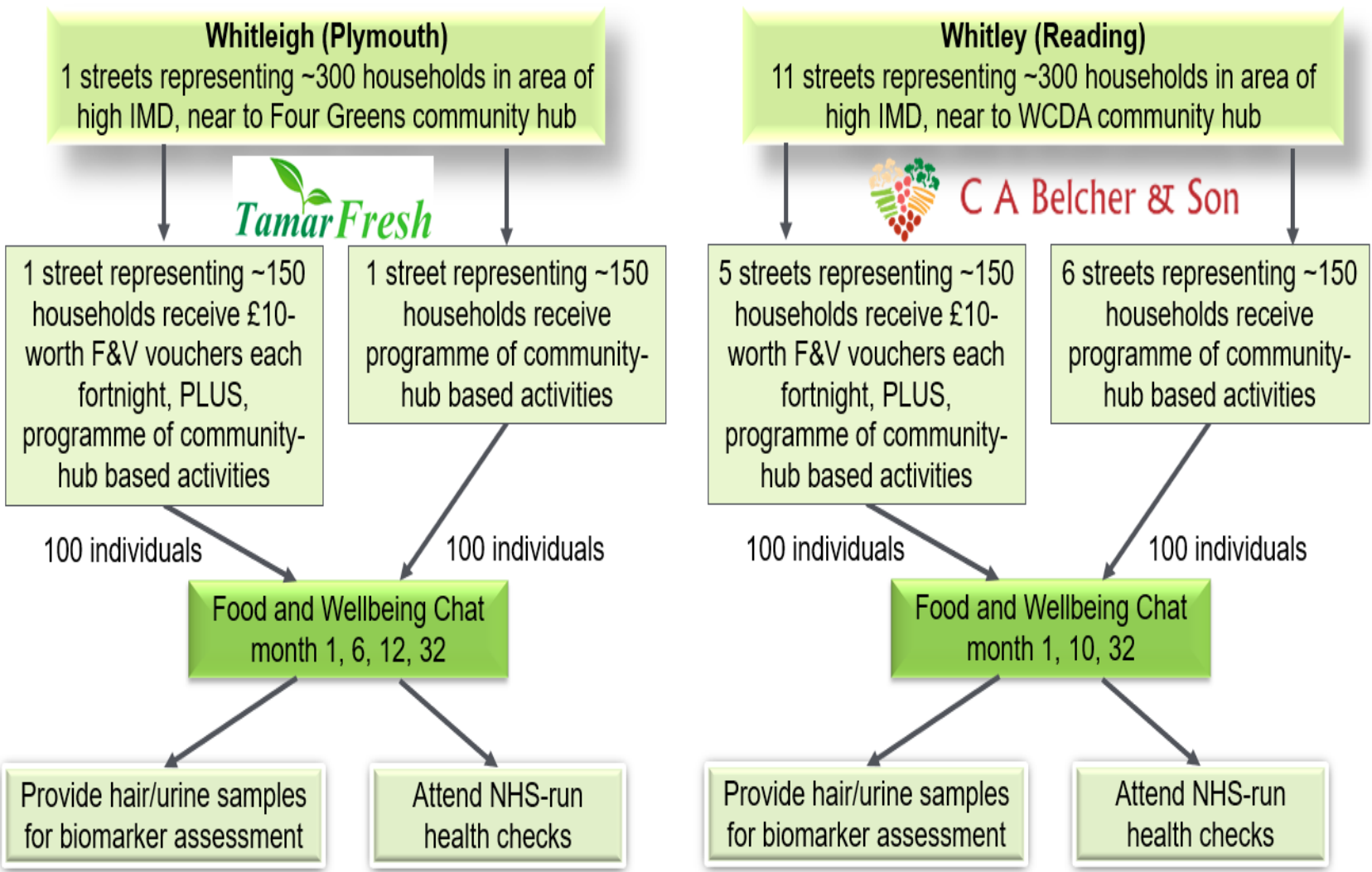
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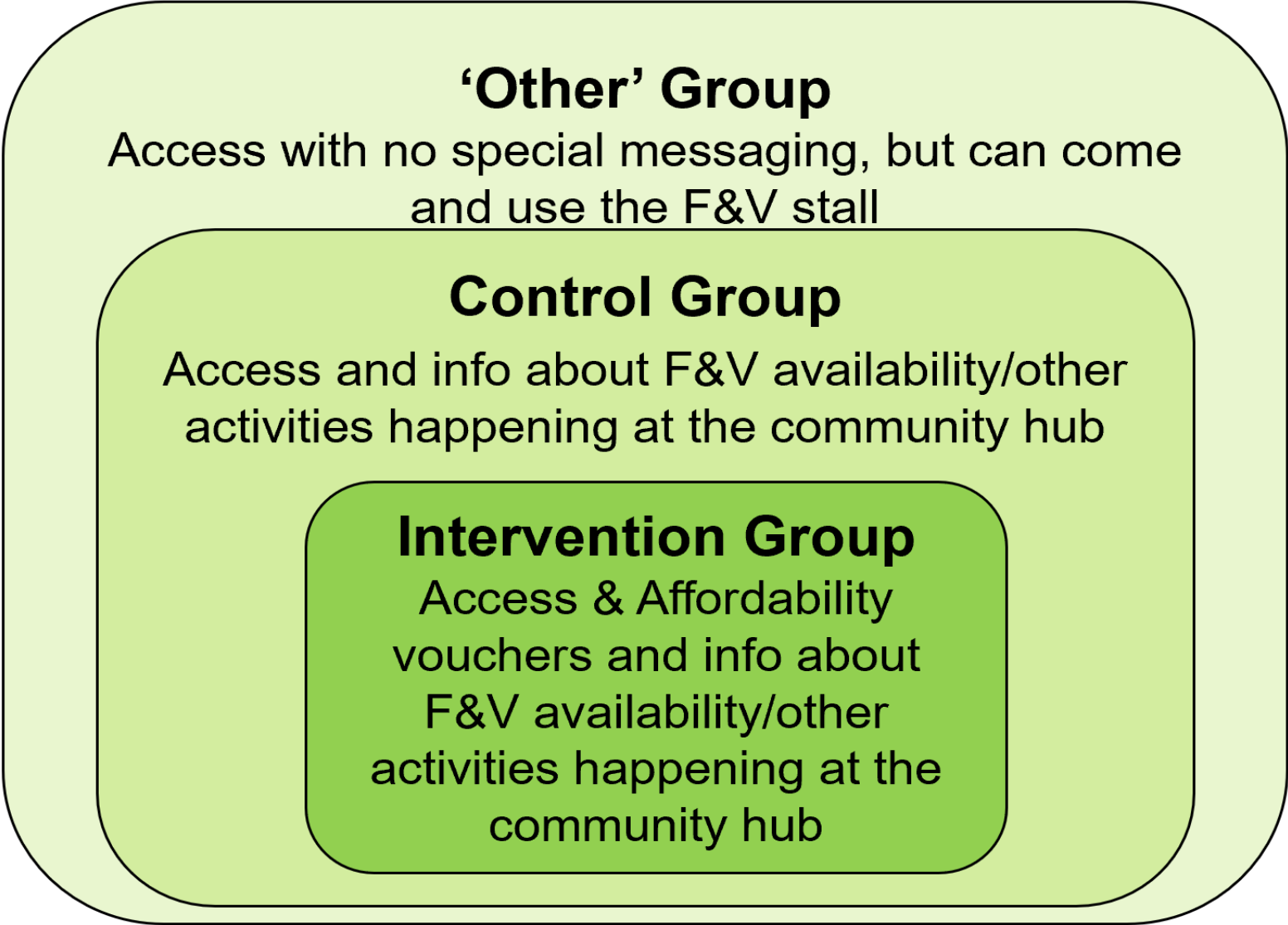
## Background and aim

Increased consumption of fruit and vegetables (FV) has been recommended by the ‘Eat Well Guide’ for healthy living. However, FV is generally unaffordable, inaccessible or unavailable in disadvantaged communities leading to a higher intake of cheap high-fat, high-sugar low-fibre foods resulting in poorer health<sup>1</sup>. A couple of FV schemes currently exist in the UK, however, households need to prove eligibility criteria which can be a barrier and create stigma. The FreshStreet Community scheme tests the feasibility of enabling local suppliers to sell fresh FV at the community centres.

## Methodology



## TARGET AUDIENCES



## Observations



“I struggle to get enough fruit and veg in me - it comes down to cost and time”

“I want to get to a point where price comes after my nutrition needs”

“this is great and it's on my doorstep, really enjoy the atmosphere”



- More exotic veg (mooli, ginger) being requested
- Greater diversity of ethnicities attending the Community Centre
- Trouble carrying bags home



- ### Vouchers for fresh fruit and veg
- Redeemed with local independent suppliers (not supermarkets)
  - Vouchers are offered to households (not individuals)
  - All households eligible (regardless of size/ income)
  - Households encouraged to share vouchers

## Preliminary results

BASELINE FV CONSUMPTION			
Locations/no. of households	Household response to FV questions	Average fruit consumption (portions/day)	Average veg consumption (portions/day)
Plymouth (303)	154	1	1
Reading (298)	131	1.2	1.4

VOUCHER USAGE		
Locations/ Intervention households	Households drop out (%)	Voucher redemption rate (%)
Plymouth (159)	13	5
Reading (153)	4	60

## Conclusion

The baseline FV consumption was low in both geographic locations and was reported to be 2.3 portions per person per day. Implementation of the FreshStreet Community scheme began in Reading in Nov 2023, while in Plymouth, it commenced in Feb 2024. The redemption rate of the vouchers has plateaued at ~ 60% in the first half of the intervention. Access to FV on its own is not sufficient to drive increased consumption. Addressing affordability (through vouchers) is key and the second half of the intervention will validate this.

### References

1. Woodside, J., Nugent, A., Moore, R. and McKinley, M. (2023) 'Fruit and vegetable consumption as a preventative strategy for non-communicable diseases', *Proceedings of the Nutrition Society*, 82(2), pp. 186-199

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### Acknowledgements

