



Healthy Harvest Bucks Pilot Program Overview

- HH Bucks were distributed to 42 employees at Poet Biorfining in Hanlontown, Iowa
- Poet purchased \$25/employee as part of their Health and Wellness Initiative
- Employees had from September 22-October 28, 2016 to shop at Clear Lake Farmers Market (on Saturday mornings 9am—noon) or the North Iowa Farmers Market (on Tuesday or Friday afternoons 3pm - 6pm) - for a total of 15 potential shopping opportunities (over a 5 week period).

Details about the Bucks:

- \$1.00 denominations
- Expired on November 1, 2016
- Change could be given
- Eligible for ALL local food purchases including:
 - Fresh Fruits and Vegetables (frozen if vendor is licensed)
 - Meat, Fish, Eggs, Dairy Products
 - Fresh Herbs, Dried Nuts or Seeds (including dried beans and popcorn)
 - Jams and Jellies, Bread Products made by the vendor
 - Honey, Maple Syrup
 - Foods that are consumed on-site (food trucks)

Bucks were not eligible for the following purchases: Any non-food items, i.e. craft items (including gourds, Indian corn, decorated pumpkins), soaps/ lotions, paper products, household items, flowers, Liquor, i.e. wine or beer

* Each market was given a “cash bag” with fund to be used for reimbursement and a bucks tracking sheet.



General Highlights!

Both customers and vendors indicated they valued the program.

Customers reported increased local purchases, increased attendance at farmers markets and increased awareness about local food.

Vendors gained sales and new customers.

Things to consider:

- Use good quality paper and size to fit into billfold.
- Number bucks sequentially or color by business?
- It was hoped that \$1 denominations would avoid the need to make change but some vendors reported small purchases & felt the change was “pocketed”, so perhaps don’t allow change.
- Provide adequate education to the vendors about the program and products that can be purchased because there are other voucher programs with different rules which causes confusion.

Results based on customer & vendor surveys:

- \$507 was redeemed or 48% of the \$1050 total investment by Poet.
- 42% of employees (18 of 42) responded to the post program survey .
- All 18 respondents indicated that they used all of their HH Bucks and a couple noted that they spent additional Bucks that were given to them.
- 77% indicated that Bucks were a big factor in their attendance at market.
- 67% of the employees stated that this program increased their knowledge of how to obtain local food and in general they stated that it also increased their understanding of the “value” of buying locally.
- 44% indicated that they attended market more often during the project .
- 66% indicated that during the project period they attended a market that they had not yet visited during the season .
- All of the respondents indicated that they are somewhat likely or very likely to shop at the farmers market during the next season, 66% indicated that they would still shop even without the bucks program.
- 100% of the consumers & 83% of the vendors were happy with \$1.00 HH Buck denominations.
- 83% of the 12 vendors respondents stated that they gained new customers as a result of this program, with an average of \$27 being redeemed per vendor surveyed.

