

VEGGIE VOUCHER PROGRAM

EXPIRES

Farmers Market Fruit and Vegetable Voucher

\$5.00
NO CHANGE

For use at Cedar Valley farmers markets (see reverse side)

May be used only for fresh, unprepared fruits, vegetables, cut herbs, and plant starts. No other farm products permitted. Non-farm vendors ineligible. Non-transferable.

Farmer Initials:

Date Received:

IN VEGETABLES WE TRUST

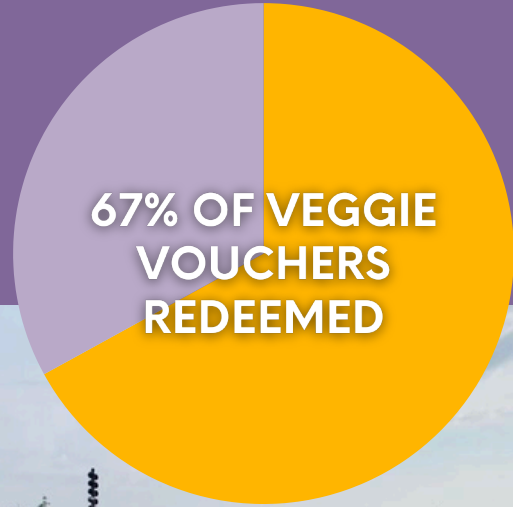
UNI / University of Northern Iowa.
Center for Energy & Environmental Education

BLACK HAWK COUNTY 2024

The Veggie Voucher Program is a locally financed program that increases access to fruits & vegetables among vulnerable and under-served populations. Bundles of \$5 cash vouchers are given to clients of various health clinics and community organizations. The vouchers are redeemed by the clients at farmers markets and farm stands.

2024 REDEMPTION RATE

In 2024, \$20,230 (in Veggie Vouchers) was invested in 29 participating local farms. Since the start of this program in 2016, \$118,110 in vegetable vouchers have been redeemed, supporting local vegetable growers.



\$20,230

Of fresh fruits & vegetables purchased from local farms

1,380

Individuals received vouchers from 681 households

29%

Household members who were minors

23%

Household members who were seniors age 60+

97%

Households served who rated their experience with Veggie Vouchers as “Positive” or “Very Positive”



Financial Supporters



VEGGIE VOUCHER PROGRAM

SPONSORSHIP LEVELS & BENEFITS	Urban Leaders \$20,000	Community Connections \$10,000	Bridge Builders \$5,000	Sustainable Supporters \$2,000
Verbal recognition of contribution at the Farm to Fork Dinner	X			
Sponsor will have speaking opportunity at the Farm to Fork Dinner	X			
Tickets to Farm to Fork Dinner	4	2		
Exhibition opportunity during the Farm to Fork Dinner	X	X		
Receives recognition on UNI CEEE page and Veggie Voucher Annual Report	X	X	X	
Featured on Farm to Fork Event print and electronic publicity	X	X	X	
Featured in CVRFFN newsletter with distribution to 400 community leaders	X	X	X	X
Sponsor logo printed on Veggie Voucher	X	X	X	X

INVESTMENT RECOGNITION

Your investment will help increase access to fruits and vegetables in the Waterloo area and support local farmers in the Cedar Valley.

Make a tax deductible donation at foundation.uni.edu/give-CEEE



Host Sites

ACE-SAP Free Clinic • Black Hawk County Public Health • Peoples Community Health Clinic
 MercyOne • Jesse Cosby Center • Basurto Behavioral Health • UnityPoint Health



Quotes from Clients *“The program helps me to eat more fresh produce.”*
“Gives an opportunity to get fresh veggies that we normally couldn't purchase!”
“We shop weekly with these vouchers - Thank you!”
“It helps me get in valuable nutrients.”