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By Fred Searle

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Veg voucher charity joins forces with HelloFresh



Photo: Deborah

Alexandra Rose Charity to distribute leaflets in HelloFresh recipe boxes to raise awareness and funds for its fruit and vegetable vouchers

Alexandra Rose Charity is launching a partnership with recipe box provider HelloFresh to raise awareness of its work and help fund its Rose Voucher project, which provides fruit and veg vouchers to families in need.

The new collaboration will alert HelloFresh's customers to ARC's Rose Vouchers for Fruit & Veg project and how they can support it financially.

Under the scheme vouchers are distributed to low-income parents with young children so they can buy fresh fruit and vegetables and give their families the healthiest possible start in life.

Worth £3 per child (and double if the child is under one year of age),

the vouchers can only be redeemed at registered street markets, covered markets, farmers markets, independent green grocers and community food projects. This means the project not only helps young families but also supports local markets.

Andre Dupin, head chef at HelloFresh, said: "We are delighted to be supporting Alexandra Rose Charity. Using fresh, quality ingredients is central to our great-tasting recipes and we want to help ensure that every family includes more fresh fruit and veg in their diets – something that Alexandra Rose helps families to achieve every day".

Jonathan Pauling, chief executive of Alexandra Rose Charity, added: "We are grateful that HelloFresh have given their considerable weight to support our charity's mission.

"Twenty-three per cent of parents in the UK worry about not having enough money to feed their families. At ARC we want to help families on low incomes who struggle to provide fresh fruit and veg for their children.

"Partnering with HelloFresh means thousands more people are learning about our work and how they can help us fund vouchers so we can reach even more families in need."

The campaign will run in HelloFresh boxes for the week of 23-29 March 2019, with more partnership activities planned over the coming year.