



## Retailer information sheet

### What is Healthy Start?

Healthy Start is an important Government scheme designed to help pregnant women and children under four, who are in low-income families, eat healthily by providing £3.10 weekly vouchers to spend on milk, fruit, veg or infant formula.

### Why join?

- You could attract new customers
- You could get extra income from selling Healthy Start foods
- You can offer an extra service to your customers
- You can participate in a scheme that will help children get the best start in life
- You will get prompt payment for the vouchers you accept - at their full face value
- You can have your business details displayed on the website so Healthy Start customers can find you
- It's free to join!

### Can any retailer join?

If you sell any of these products, then we want you to be part of the scheme:

- liquid cow's milk
- fresh fruit
- fresh vegetables
- infant formula milk
- plain fresh and frozen fruit
- plain fresh and frozen vegetables

### Can I accept vouchers without registering?

No. You must register as a Healthy Start retailer. Any retailer that is not legally registered with the scheme and accepts or receives payment for Healthy Start vouchers is liable to enforcement action and possible prosecution.

### How do we join?

If you wish to join the Healthy Start scheme and start accepting vouchers, you can apply as a Healthy Start retailer – telephone us on 0844 991 2222 for an application form or download one from [www.hsru.co.uk](http://www.hsru.co.uk).

### More information?

Please visit [www.hsru.co.uk](http://www.hsru.co.uk) or call 0844 991 2222 for more information on the scheme.

