



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.

More information?

Please visit www.hsru.co.uk or call 0844 991 2222 for more information on the scheme.

