

PLANET CARD 2023 - 2025



How public funds can build community wealth by channelling crisis funding through local economies to benefit people and planet

Riverside Farmers Market

food
Cardiff



Synnwyr
Bwyd Cymru
Food Sense
Wales



Cardiff Farmers Market (photo credit Anna Searle)

By Food Cardiff and Food Sense Wales

Food Cardiff is a city-wide partnership of individuals and organisations. It acts as a hub for connecting the people and projects working to promote healthy, environmentally sustainable and ethical food across the city; it acts as a voice for wider change.

Food Cardiff is part of **Food Sense Wales**, which aims to influence how food is produced and consumed in Wales, ensuring that sustainable food, farming and fisheries are at the heart of a just, connected and prosperous food system.

Thank you to our partners who have contributed to this report, including Alexandra Rose Charity, Cardiff University's Business School, Cardiff Farmers Markets, Cardiff & Vale University Health Board, Growing Communities, Nourish Scotland, and Sustain: the alliance for better food and farming.



CONTENTS

Summary	4
How We Got to Planet Card	6
Rolling out the digital Planet Card	8
The Impact	12
The Policy Potential	16
Next Steps for Planet Card	18
First Steps towards a Wales-Wide Scheme	19



(photo credit Eleanor Church)

SUMMARY

Planet Card is a voucher scheme which was developed and piloted between 2023 and 2025. Planet Card enabled people experiencing a low income in Cardiff to spend £11 per week purchasing fruit and veg directly from organic and planet friendly farmers at the [Cardiff Farmers Markets](#).

Planet Card increased healthy behaviours, community cohesion, and food literacy for low-income households.

It also benefitted the local economy and the environment with increased sales of climate and nature friendly local food.

Planet Card demonstrated that public interventions to tackle food poverty, can generate significant social return on investment, simultaneously improving diets, strengthening communities, supporting Welsh farming and delivering for climate and nature.

Planet Card: At a Glance



120
participating
households



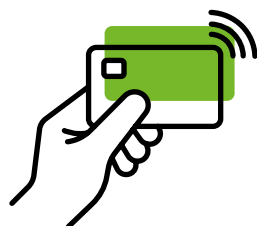
£19,000 of Planet Card vouchers spent by members at Cardiff Farmers Markets directly benefitting local farmers producing climate and nature-friendly food



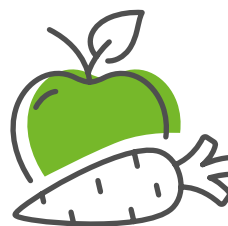
1,744 estimated
market visits



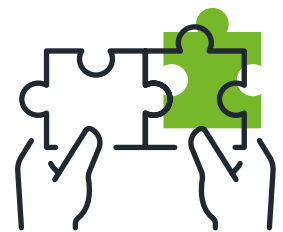
Every £1 of public investment combined with £1.10 from shoppers is estimated to generate **£8.78 in social value**



Plus, at least an extra **£1000** of members own money spent



Improved members' health habits, increased fruit and veg consumption, decreased consumption of sugary and processed foods



Members reported a greater sense of **community and food literacy**

Planet Card was monitored by [Bridging the Gap](#) and independently evaluated by [Cardiff University Business School](#). Read the full evaluation and monitoring reports by scanning the QR codes.



Bridging
the Gap



Independent
evaluation



HOW WE GOT TO PLANET CARD

- Designed by communities, for communities
- Demonstrated best practice in co-production
- Continually tested, adapted and evaluated

In 2022, ethnically diverse families in Butetown, Riverside and Grangetown wanted greater access to farmers' markets and planet-friendly and locally sourced food.

In 2022 the Cardiff & Vale University Health Board Public Health Dietetics team, worked with partners and local communities to develop a pilot to support families with young children to have healthier options. This was part of the Children and Families Programme, also known as PIPYN; which in Cardiff focused on Black, Asian, and Minority Ethnic families with young children aged between 27 months and 7 years old in Butetown, Riverside and Grangetown. Across five focus groups with 40 people, there was a desire among participants to access more local and planet-friendly food, produce from farmers' markets.



“Farmers market for healthy food, but rarely as it's more expensive. I pick the supermarket for other things, less organic. I don't go very often, like once or twice a week”

“I try to go the market to get more organic and fresh meat [...] but it's way more expensive.”

In 2023, Food Cardiff held an intensive workshop with community members, farmers, market managers and dietitians, who worked on creating 'big ideas' pilot projects to run in Cardiff.

The workshop was facilitated by Watch-Africa CIC and was designed as a fast and effective way to create solutions to enable families who are on a budget, who come from ethnically diverse communities, and live in Cardiff to purchase locally and sustainably grown, organic, culturally appropriate vegetables.

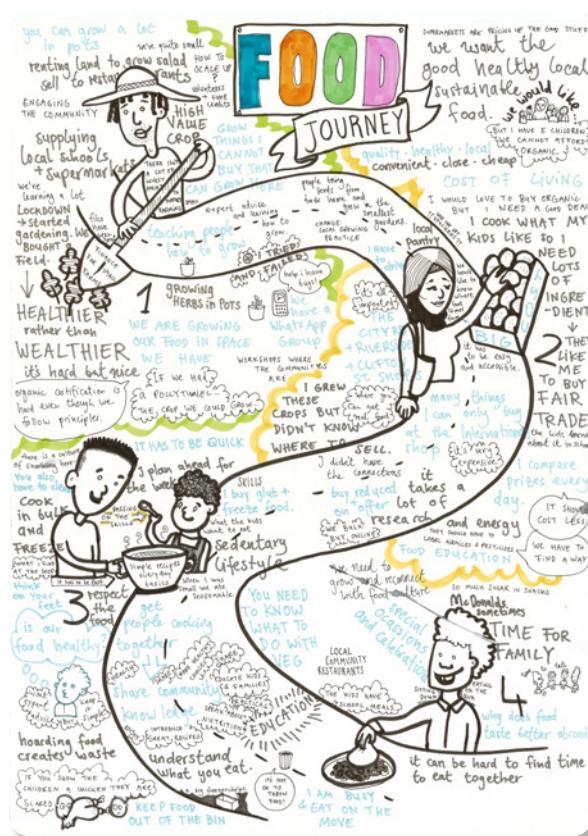
Cardiff Farmers Market manager Carol Adams, who attended the workshop said at the time:



“When you're in a room with a group of people who are so passionate about food and food justice, and you hear the variety of ideas and the enthusiasm – and that other people are thinking about these things – it's really encouraging and very energising. The ideas from today are going to bring together farmers, retailers, consumers, and communities – that to me is really exciting.”

The most popular idea was for the 'Planet Card' which would involve:

- Rewarding purchases of seasonal, local, climate-friendly food
- A means-tested element to provide credit to people on lower-incomes
- The name 'Planet Card' – to make people feel they are “being the hero” rather than it being stigmatising or shameful to use



Another idea included a Veg Box Scheme:

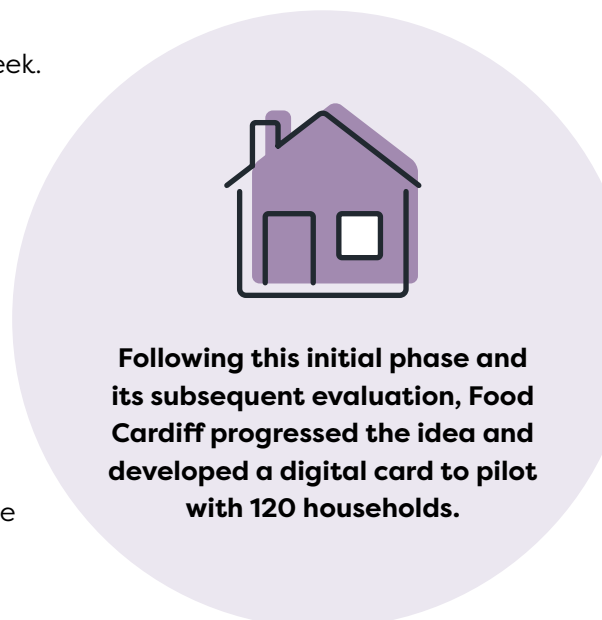
- Selling affordable veg boxes highlighting seasonal champion crops
- Available for a discount for low-income households in community venues, markets or local shops
- Supported by a programme of activities and workshops

In Spring 2024, the Planet Card prototype was co-designed and tested

Following the Big Ideas Workshop, Food Cardiff successfully applied to *Bridging the Gap* for funding to further develop and pilot the Planet Card concept. Twenty-five citizens and farmers came together with Food Cardiff and Cardiff Farmers Market to develop a Planet Card prototype. As with the Big Ideas Workshop, this was targeted at low-income households from ethnically diverse communities.

The initial prototype was a paper-based card valued at £11 per week. The £11 per week was designed to target the difference in price between organic and non-organic, and to influence a small uplift in fruit and veg intake, rather than subsidising the full household fruit and veg bill. The amount was estimated using Office for National Statistics data on the average weekly fruit and veg spend of the lowest 10% income households in the UK.

Twenty households tested this prototype over 6 weeks, and their experience was evaluated by a MSc researcher from [UWE Bristol](#). Initial findings suggested the Planet Card had the potential to positively impact on healthy cooking and eating habits, however there were limitations with data collection and the ability to scale with a paper-based system.



Following this initial phase and its subsequent evaluation, Food Cardiff progressed the idea and developed a digital card to pilot with 120 households.



From November 2024 – December 2025 the Planet Card pilot was rolled out as a digital card to 120 households.



ROLLING OUT THE DIGITAL PLANET CARD

What is Planet Card?

Planet Card is a digital voucher scheme where members have an account which is loaded with £11 of credit per week, which can be redeemed by showing their card or supplying their membership number when shopping at one of Cardiff's Farmers Markets.

There is evidence that healthy food voucher schemes have a positive impact on diet qualityⁱ, for example Healthy Start and Alexandra Rose, but at the time of planning there were few UK examples of vouchers which also targeted climate and nature outcomes. There was however some inspiration from European trials which were ongoing in France and Belgiumⁱⁱ.

There is consensus amongst anti-poverty organisations that food poverty is driven by lack of income as opposed to lack of food. There is also evidence that cash-first interventions to household food insecurity offer more dignity than emergency food parcelsⁱⁱⁱ. Planet Card offers an option to step away from stop-gap solutions and towards more adequate incomes, whilst increasing dignity and agency^{iv}.



“Without the Planet Card, I would just buy what I need for the meals, whereas with the Planet Card, it really did allow me to say, ‘Oh, I’m going to have kale this week as well.’”

Maya, Planet Card member

ⁱ Food Foundation. Food Insecurity Tracker. <https://foodfoundation.org.uk>
ⁱⁱ BBC Future (2023) Europe's unique trials in food 'social security'. Europe's unique trials in food 'social security' - BBC Future

ⁱⁱⁱ Trussell Trust (2023) Cash first literature review. <https://cms.trussell.org.uk/sites/default/files/wp-assets/Cash-first-literature-review.pdf>

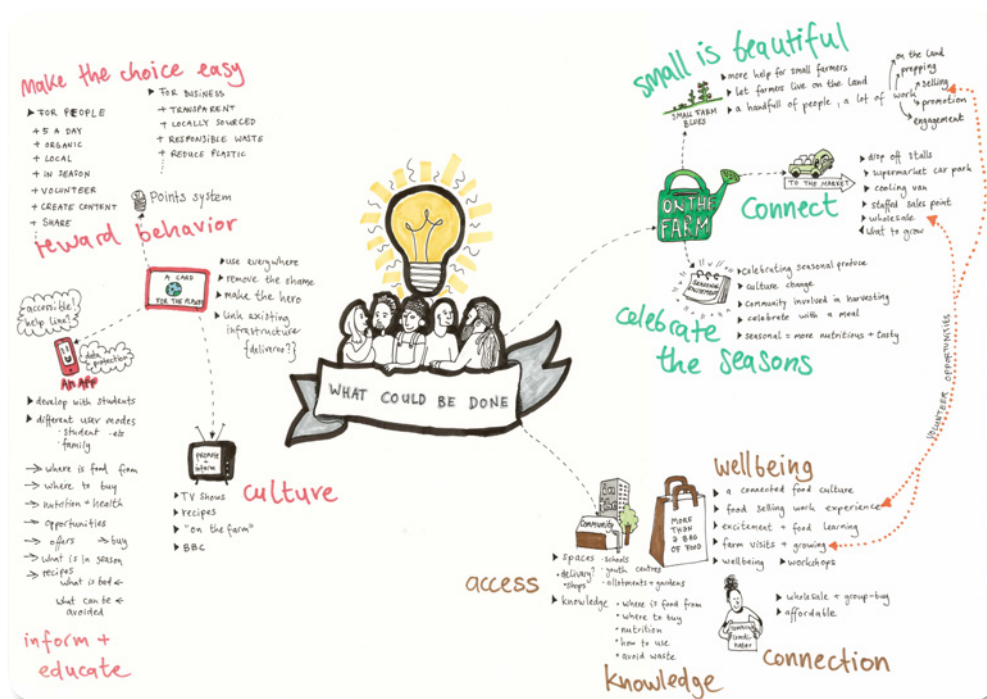
^{iv} Food Aid Network (2022) Why cash first? <https://www.foodaidnetwork.org.uk/why-cash-first>

The Produce – The Resilience

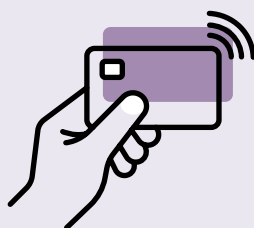
All fruit and veg purchased through the Planet Card was grown using organic principles (with the vast majority certified organic). This was also informed by the co-design process: participants proactively expressed desire for organic and pesticide-free food. This is reflective of wider UK trends, where in 2025, the total UK organic food and drink market experienced its fourteenth consecutive year of growth. 83% of UK households purchase organic food annually, although half of organic shoppers (42% of households) are responsible for 95% of spend^v.

The [Welsh Veg in Schools report](#) also outlines the benefits of Welsh Organic horticulture production including lower carbon emissions, biodiversity gain, a reduction in pesticide residues and increased jobs on farms^{vi}. The reduced inputs required for organic systems can also reduce the reliance on complex, fossil fuel intensive, global supply chains.

“Indulgence in the vegetables, they are more special, more real, they have dirt on them, the farmer is passionate, they are rare.” **Nadia, Planet Card member**



80%
felt they had more choice



80% of Planet Card members said that being part of the project made them feel like they had more choice in what they eat – allowing for a more dignified support option for food.

^v Soil Association (2026) Organic Market Report 2026. <https://www.soilassociation.org/media/28918/soil-association-certification-organic-market-report-2026.pdf>

^{vi} Food Sense Wales (2025) Welsh Veg in Schools 2023–2025: Full report. [ENGWVFullReport2204.pdf](#)

The Market – The Local

Cardiff Farmers Markets started with a weekly, Sunday Riverside Market in 1998, which was developed with the aim of giving people in Riverside access good quality, planet-friendly food. The enterprise has since expanded to incorporate a weekly Saturday market in Roath. Cardiff Farmers Markets ethos, combined with its set up as a social enterprise, and Roath and Riverside markets' proximity to lower-income communities, made it an ideal partner to trial Planet Card. Planet Card members could use their card at specific weekly fruit and veg stalls at the weekend markets.

Cardiff Farmers Markets was also the only obvious retailer selling only organic fruit and veg, rather than conventional and/or imported produce. Although this was a limiting factor for the trial, and restricted the times and locations members could shop, many people valued the benefits from having a routine, repeated interactions on weekly basis and a direct relationship with the farmers.





“

“I’m disabled for more than six years, so it’s normal for me to have difficulties to go out of the house [...]. But now, the only place I go is every Sunday to farmer market [...]. Sundays became very happy days for me.” **Bina, Planet Card member**

“

“It’s been really nice to go and engage with the local community. I’ve been living here a couple of years, and it’s probably the most I’ve regularly gone to the same place and got to know people a bit.” **Luke, Planet Card member**

The Local Food Partnership – The Glue

Food Cardiff is the city’s Local Food Partnership. There are 22 Local Food Partnerships in Wales, one in each local authority area, which bring together partners from a range of different sectors to help tackle social, economic and environmental issues, working together to ensure good food for all. Food Cardiff was established in 2014 and in 2024 was the fourth place in the UK to be granted the Gold Sustainable Food Places Award. Visit Food Cardiff’s website to read more about [Food Cardiff’s achievements to date here](#).

Food Cardiff has played a central and highly influential role in the development of Planet Card in Cardiff, helping to shape the pilot from early concept through to delivery. As the city’s Local Food Partnership, Food Cardiff brought both strategic leadership and strong local connectivity, ensuring the scheme was grounded in Cardiff’s wider ambitions around food justice, public health and sustainable local supply chains. Its contribution has been vital in convening partners, aligning the pilot with local priorities, leading the coproduction process, securing funding and helping to build the relationships needed between producers, markets, communities and support organisations. This has meant Planet Card has not operated as a standalone initiative, but as part of a broader, place-based approach to improving access to good food in Cardiff.

THE IMPACT

Planet Card increased healthy behaviours, strengthened community cohesion, and enhanced food literacy among low income households.

Evidence from an [independent evaluation](#) by Cardiff University Business School shows that Planet Card is more than a food access scheme: it functions as a preventative health intervention and a community building mechanism, whilst increasing food knowledge and skills.

Participants were motivated to join by a combination of managing ongoing health conditions or recovery from illness, financial and affordability pressures, and a desire to eat more healthily, particularly to support their children's wellbeing. For many, the value of Planet Card went well beyond access to fresh produce. Regular market visits built confidence, strengthened social connections, and turned food shopping into an informal learning experience through relationships with growers and other shoppers.

Planet Card created value for recipients in multiple ways

Building a sense of community	Making shopping personal, enjoyable and educational
<p>Members reported feeling more confident, more connected, and less lonely. Markets were experienced as welcoming spaces where participants felt recognised and valued, in contrast to the anonymity of supermarket shopping. This sense of belonging also empowered members to make healthier and more sustainable food choices.</p>	<p>Access to seasonal produce led to curiosity and experimentation. Participants tried unfamiliar vegetables, exchanged recipes, and gained confidence cooking from scratch, contributing to improved food literacy without stigma.</p>
Building appreciation of growers and food provenance	Improving health behaviours
<p>Conversations with farmers increased understanding of how food is grown and gave an appreciation for organic farming in Wales. The quality and taste of produce were widely mentioned, making the food feel more valuable and encouraging people to use it as a feature in their meals.</p>	<p>The evaluation found statistically significant dietary improvements. On average, participants ate over half an additional portion of fruit and vegetables per day, scored higher on healthy diet measures, and reduced consumption of sugary and processed foods.</p>



Independent
evaluation

“

“Learning about, you know, what fruits and vegetables are seasonal, and then I would try to avoid buying those products that were out of season in the supermarket, because, you know, at least I know my daughter is eating the right products, right produce at that time of the year.”

Maya, Planet Card Member



“

“I feel like I’m nourishing myself with good food. I’ve noticed like a change in my mood, mental health, for the positive”

Nadja, Planet Card Member

Planet Card benefitted the local economy and the environment through increased sales of climate and nature friendly local food

Beyond its social and health impacts, Planet Card also delivered on economic and environmental benefits by redirecting food spending towards local, climate and nature friendly producers. By enabling low income households to access sustainably grown food, the project strengthened demand for locally produced food, supported small farms, and kept more value circulating within the local economy. Evidence from Bridging the Gap programme data and social value analysis demonstrates that Planet Card not only generated significant returns across health and community wellbeing, but also local economic growth and environmental outcomes, showing how targeted food access interventions can contribute to a fairer and more resilient local food system.

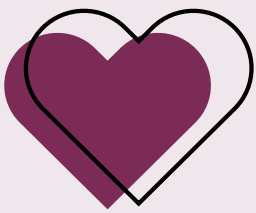
“I have a lot more respect for organic farmers now, especially having spoken to Paul so much. I think with supermarkets there's a massive disconnect from food, whereas you get a lot more familiar with the process and what actually goes into creating the food on your table when you're able to talk with farmers each week and listening to their stories and everything. It just, and it makes me feel a lot more grateful for the food and a lot more appreciative of like where it's come from and the people who have grown it and kind of a closeness to your community that you don't get with supermarket veg.’ **Aria, Planet Card Member**





Cardiff Farmers Markets - Roath (photo credit M Horwood)

Economic modelling by the University of Portsmouth and the Organic Research Centre on the nine Bridging the Gap Pilots alongside public literature estimates that every £1 of public investment combined with £1.10 from shoppers generates:



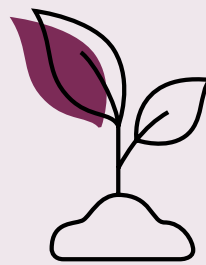
£3.11

in better health



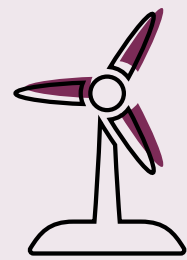
£3.94

in stronger communities



£1.44

in local economic growth



29p

in climate and nature benefits

Reaching a total of **£8.78** in social value^{vii}

^{vii} Sustain (2025) Bridging the Gap: How to fix the food system for everyone. <https://www.sustainweb.org/reports/dec25-bridging-the-gap-how-to-fix-the-food-system-for-everyone>

THE POLICY POTENTIAL

Planet Card pilot demonstrates how public interventions to tackle food poverty could generate significant social return on investment, simultaneously improving diets, strengthening communities, supporting Welsh farming and delivering for climate and nature.

Food security for households in Wales is dependent upon affordability and availability of a healthy diet and has local, national and global dimensions.

There are stark warnings about the state of our global food system due to geopolitical factors and the impacts of climate change, as outlined in the National Preparedness Commission's report: Just in Case: 7 steps to narrow the UK civil food resilience gap^{viii}

In the short to medium term, availability of some foods may be impacted through these factors. However, the significant impact being felt now is the increase in the cost of food. Between January 2020 and July 2025, food and non-alcoholic drink prices rose 37%, compared with 28% for overall UK inflation^{ix}.

The gap between rising food costs and wage growth has placed a disproportionate burden on low-income households.

There is a stark disparity in the proportion of disposable income that different income groups must spend to afford the Eatwell Guide, with the least deprived fifth of households only needing to spend 11% vs the most deprived fifth needing to spend 45% of their disposable income (after housing costs)^x. Food insecurity does not impact all groups equally with certain communities facing disproportionate risk, including households with children, non-white ethnic groups and households with adults limited by disabilities. This has a knock-on impact on dietary health: in June 2025 half of food insecure households reported cutting back on vegetables and two thirds are cutting back on fruit^{xi}.

Food that is good for people, the planet and the Welsh economy currently costs more than food that isn't.

Currently, Welsh households tend to face additional costs if they want to eat organically produced food^{xii}: food which is free from synthetic pesticides, supports nature, reduces greenhouse gas emissions and supports local economies. Supermarkets charge premiums for organic produce: in 2025 organic products had a modest average farmgate premium of 27%, but this increased to a 70% average premium at Recommended Retailer Price. Healthier foods are also more than twice as expensive per calorie as less healthy foods, with healthier food increasing in price at twice the rate in the past two years^{xiii}.

Social and environmental factors, including risks associated with global instability and climate change are not reflected in food prices.

Food prices do not fully reflect the social, environmental and economic costs of production. Conventional food systems externalise costs related to climate change, biodiversity loss,

^{viii} National Preparedness Commission (2024) Just in case: 7 steps to narrow the UK civil food resilience gap. <https://nationalpreparednesscommission.uk/publications/just-in-case-7-steps-to-narrow-the-uk-civil-food-resilience-gap/>

^{ix} Food and Drink Federation (2024) Inflation reforecast. <https://www.fdf.org.uk/globalassets/resources/publications/reports/fdf-inflation-forecast.pdf>

^x Food Foundation (2025) The Broken Plate Report 2025. <https://foodfoundation.org.uk/publication/broken-plate-2025>

^{xi} Food Foundation. Food Insecurity Tracker. <https://foodfoundation.org.uk>

^{xii} DJ's Research (2022) Organic food is more expensive than non-organic, survey finds. <https://djsresearch.co.uk/insights/organic-food-is-more-expensive-than-non-organic-survey-finds-02>

^{xiii} Food Foundation (2023) Dietary inequalities worsened over the last two years as healthier foods grew more expensive. <https://foodfoundation.org.uk/press-release/dietary-inequalities-worsened-last-two-years-healthier-foods-grew-more-expensive>

water pollution and social impacts, meaning that these costs are borne by society rather than incorporated into the price paid at the point of purchase^{xiv}.

These unaccounted for costs also increase exposure to price volatility. Organic systems ban the use of synthetic artificial fertilisers: a fossil fuel dependent process which consumes 3-5% of all global natural gas^{xv} and is predominantly imported through complex, multi-national supply chains. The 2026 Gulf shipping crisis is just the most recent example of disruption to fertiliser supplies^{xvi}.

Public money spent through Welsh Government policies and initiatives to improve household food security should and could also benefit communities, climate and nature

Welsh Government has made efforts to support cash first approaches and to help optimise household income through the [Child Poverty Strategy](#). Between 2019 to 2024 there has been £26.5million allocated to tackle food poverty^{xvii} which includes Direct Food Support / Emergency Food Aid funding distributed via local authorities to community organisations and food banks. Many initiatives funded through these schemes generate social value through volunteering opportunities, reduction in food waste, and increasing community connections; but where food is purchased it often benefits big UK retailers and multi-national food companies. Donations of surplus food also supports the profitability of large supermarkets^{xviii}, without always being suitable for community food distribution^{xix}.

The investment in [Local Food Partnerships](#) through the Child Poverty Strategy and Community Food Strategy has been a significant step towards a more preventative, sustainable approach; as are schemes to harness the potential of the public plate such as Welsh Veg in Schools. As recent Senedd reports from both Economy, Trade and Rural Affairs Committee^{xx} and the Equality and Social Justice Committee^{xxi} have noted, more needs to be done to scale up examples of best practice.

To enable households to afford healthy and planet-friendly food which supports the local economy, Food Sense Wales and Food Cardiff recommend that:

1. Food Cardiff should extend and expand the Planet Card scheme
2. Welsh Government, local authorities and health boards, via Local Food Partnerships, should collaborate to introduce a Welsh Organic Fruit and Vegetable Voucher Scheme for low-income households

To facilitate this ambition, Food Sense Wales and Food Cardiff also recommend that:

1. Welsh Government should produce an ambitious horticulture plan to grow organic fruit, vegetable and pulse production.
2. Welsh Government and public bodies should support the expansion of local and community food retail infrastructure such as farmers markets, community food hubs and independent greengrocers, to better connect consumers with small-scale producers and with each other.

^{xiv} FAO: Food price externalities

^{xv} Soil Association (2023) Organic is better for the planet. [Organic is better for the planet | Soil Association](#)

^{xvi} Guardian (2024) 'A big burden for farmers': Gulf shipping crisis threatens food price shock. 'A big burden for farmers': Gulf shipping crisis threatens food price shock | Supply chain crisis | The Guardian

^{xvii} Welsh Government (2024) Written Statement: Funding for Tackling Food Poverty, 17 December.

^{xviii} University of Portsmouth (2024) New research reveals the £78 billion hidden cost of managing unsold and surplus food. <https://www.port.ac.uk/news-events-and-blogs/news/new-research-reveals-the-ps78-billion-hidden-cost-of-managing-unsold-and-surplus-food>

^{xix} FoodRISE (2025) UsedBy: How businesses dump their waste on food charities. <https://foodrise.org.uk/wp-content/uploads/2025/03/Feedback-UsedBy-Feb25-HighRes.pdf>

^{xx} Welsh Government (2023) Bringing home the harvest: Supporting the Welsh food processing industry. [Bringing home the harvest: Supporting the Welsh food processing industry](#)

^{xxi} Welsh Government (2022) Access to healthy, nutritious and affordable food. [Access to healthy, nutritious and affordable food](#)

NEXT STEPS FOR PLANET CARD

The Cardiff University Business School evaluation provides clear guidance for strengthening and extending Planet Card for participants locally, investing in community food infrastructure and growing enough climate friendly food to match increased demand. Future development should build on what worked well, while addressing the practical barriers to participation identified.

1. Expand access so that more households can benefit

Develop a clear and structured referral pathway, working with council services, health providers and community organisations to ensure Planet Card reaches households most likely to benefit

Develop a scalable platform to host the digital Planet Card.

Identify funding opportunities to provide stable support for the project to realise the full benefits of Planet Card across the city, and as part of this, embed learning into wider city level strategies, supporting more integrated and preventative approaches rather than stand alone interventions.

2. Increase number of farmers markets and expand to alternative models

Identify a new location for a regular Cardiff Farmers Market, ideally in community underserved by food retail.

Scale access beyond farmers' markets. While markets were highly valued for community connection and food literacy and we will continue to reap these benefits in this setting, the evaluation highlighted limitations related to fixed opening times, travel distance, weather dependence, and the need to fit visits around work, caring responsibilities or ill health – contributing to the fact that we need to expand beyond just the farmer market model.

Incorporate more flexible and inclusive access routes, whilst protecting the core strengths of Planet Card and consider settings that still retain connection with food provenance and the learning experience. This distinguishes Planet Card from supermarket shopping and underpin its impacts on diet, wellbeing and long term behaviour change.

3. Strengthen local supply

Supply side constraints remain a challenge, particularly given the limited scale of horticultural and organic production in Wales. Strengthening coordination with farmers, Local Food Partnerships and regional supply initiatives will be essential to expanding access, supporting local producers, and ensuring the scheme's growth remains financially sustainable.





Cardiff Farmers Markets - Rhiwbina (photo credit M Horwood)

FIRST STEPS TOWARDS A WALES-WIDE SCHEME

1. Recognise the growing body of evidence in favour of such schemes

In addition to the evidence on Planet Card from [Cardiff University](#) and across the Bridging the Gap pilots, there have been successful trials in Canada^{xxii}, the United States^{xxiii}, Australia^{xxiv} and others. The Organic Research Centre, on behalf of Bridging the Gap has also modelled focused voucher-based interventions.

There is also already initial support for the concept of rolling out fruit and veg voucher schemes in Wales. In the [Future Generations Report 2025](#)^{xxv}, the Future Generations Commissioners recommended that: *“Welsh Government, Local Authorities and Health Boards should collaborate to introduce a Welsh fresh fruit and vegetable voucher scheme for low-income households, helping families afford nutritious food while supporting local food growers”*. 43% of Welsh Public Bodies responded positively to this recommendation, with an additional 17% requiring further information in order to respond. Only one public body (representing 2%) rejected the recommendation^{xxvi}.

2. Work with Local Food Partnerships to design, trial and expand voucher schemes in a range of localities

There is a Local Food Partnership in each of the 22 local authority areas in Wales, supported by a dedicated coordinator. The Local Food Partnerships bring together stakeholders across the food system, including farmers and growers, food businesses, community groups, public bodies, academics and citizens. This makes them an ideal mechanism to coordinate voucher scheme trials. In addition to Food Cardiff’s Planet Card, Blaenau Gwent Food Partnership and Bwyd Powys Food have already trialled a local greengrocer voucher scheme^{xxvii} and a veg box scheme respectively, both working with Flying Start settings.

^{xxii} Welsh Government (2024) Feeding People, Feeding Communities: An evaluation of the 2023 Nourishing Communities Food Coupon Program. [Feeding People, Feeding Communities: An Evaluation of the 2023 Nourishing Communities Food Coupon Program](#)

^{xxiii} US Department of Agriculture, Food and Nutrition Service (2023) WIC Farmers Market Nutrition Program. [WIC Farmers Market Nutrition Program | Food and Nutrition Service](#)

^{xxiv} Bendigo Foodshare (2023) Good Food For All voucher program. [Good Food For All Voucher Program - Bendigo Foodshare](#)

^{xxv} Future Generations Commissioner for Wales (2025) Future Generations Report 2025. [Future Generations Report 2025 - Future Generations Wales](#)

^{xxvi} Future Generations Commissioner for Wales (2025) Public body responses to the Future Generations Report. [Public Body Responses to FG Report](#)

^{xxvii} Welsh Parliament, Equality and Social Justice Committee (2026) Food for thought: Increasing access to healthy, nutritious and affordable food. [cr-ld18034-en.pdf](#)

These were funded through the Local Food Partnerships Small Grants as part of the Welsh Government's Community Food Strategy^{xxviii}. These could be expanded and funded using any upcoming Emergency Food Aid funding, with any future Community Food Strategy funding being used to support voucher scheme development in additional locations.

3. Link these trials with existing initiatives to grow the horticultural sector

One reason that current voucher schemes in the UK aren't able to fully realise the environmental and economic benefits, in addition to the health benefits, is due to the lack of organic supply. However, there are efforts in Wales to increase this. Welsh Veg in Schools is working with 20 organic horticultural enterprises in Wales. Many Local Food Partnerships are working together to develop machinery rings to support horticultural expansion. Lantra and Farming Connect is helping build and grow the horticulture sector in Wales. These should be utilised to ensure organic fruit and veg is supplied through voucher schemes, to maximise the benefits evidenced earlier in the report.

4. Use these results to develop an options appraisal and modelling for a Wales-wide scheme

This should compile the evidence available from the trials and wider academic research and model different combinations of eligibility, scale, voucher value, delivery infrastructure, mobilisation and evaluation. It should consider potential social partnerships with organisations experienced in delivering voucher schemes, such as [Alexandra Rose](#).

The appraisal should also consider the policy integration route and financing methods, including options to pool budgets between Government departments to recognise the cross-cutting benefits across health, poverty, climate and economy portfolios.

This work could form part of the national review of the Healthy Start scheme as committed by the [Healthy Weight: Healthy Wales 2025-27 Delivery Plan](#)^{xxix}; or stand alongside this.



^{xxviii} Welsh Government (2024) Grants awarded to Local Food Partnerships through the Community Food Strategy. [Grants Awarded to Local Food Partnerships through Welsh Government's Community Food Strategy - foodsensewales.org.uk](#)

^{xxix} Welsh Government (2025) Healthy Weight: Healthy Wales delivery plan 2025 to 2027. [Cardiff Healthy Weight: Healthy Wales delivery plan 2025 to 2027 \[HTML\] | GOV.WALES](#)

For more information and latest updates, please visit [Food Cardiff website](#) and [Food Sense Wales website](#) or for further questions on this report specifically, reach out to foodsensewales@wales.nhs.uk